

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE**

LOK SABHA

**UNSTARRED QUESTION NO. 1302.
TO BE ANSWERED ON WEDNESDAY, THE 14TH DECEMBER, 2022.**

IPR AWARENESS

1302. SHRI MAGUNTA SREENIVASULU REDDY:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has made necessary interventions to check on the lack of awareness amongst the general public and disrespect that exists with regard to Intellectual Property Rights (IPR) and access rules in recent times;
- (b) if so, whether the Government has conducted awareness drives or short-term IPR awareness educational programmes in the country; and
- (c) if not, the reasons therefor?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री सोम प्रकाश)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI SOM PARKASH)**

- (a) & (b):** Yes. The Government continues to have comprehensive awareness activities on IPRs in different parts of the country through Intellectual Property Rights Promotion and Management (IPRPM) scheme. This scheme was launched in 2017 under National Intellectual Property Rights (IPR) Policy 2016 adopted on 12.05.2016 as a vision document to guide future development of IPRs in the country. The first and foremost objective of the policy is IPR Awareness: Outreach and Promotion. As a result, the number of IP filings in India has improved considerably and India's ranking in global indices like Global Innovation Index has improved from 81 in 2015 to 40 in 2022. The details of awareness activities and educational programmes conducted are at Annexure-I.
- (c):** Does not arise.

ANNEXURE I

ANNEXURE REFERRED TO IN REPLY TO PARTS (a) & (b) OF THE LOK SABHA UNSTARRED QUESTION NO. 1302 FOR ANSWER ON 14.12.2022.

1. The awareness and sensitization programs are carried out at schools, colleges, universities and industry bodies where specially curated resource material on IPR is disseminated. The work is conducted through CIPAM, the Cell for IPR Promotion and Management, set up under the aegis of Department for Promotion of Industry & Internal trade (DPIIT) of this Ministry with a mandate to effectively implement the National Intellectual Property Rights (IPR) Policy. The details of course material prepared and activities undertaken are as under:
 - i. Study content on IPRs prepared and included in NCERT Curriculum of Commerce for Class XII.
 - ii. A chapter on 'IPR, Innovation & Creative Works' included in NCERT's "Handbook on Entrepreneurship for Northeast Region (NER)".
 - iii. Study content on IPRs included in 'Legal Studies' chapter in Class XII textbook for ICSE.
 - iv. India's first IP Mascot– "*IP Nani*", comics and animated videos on IPR was launched to make learning IPR more interesting for students and others.
 - v. More than 150 IPR Cells established in Colleges and Universities across India.
 - vi. More than 1,00,000 school and college students, and faculties reached out through the Satellite Instructional Television (SIT) Programs on IPR conducted via *Vigyan Prasara*. The Edusat Utilisation Program with the help of Satellite, named EduSat (Education Satellite) was used in a manner so as to create state-wise SATCOM networks disseminating quality education programs for different levels of the academia.
 - vii. More than 2700 rural students of Rajasthan academy also reached via SATCOM.
 - viii. More than 1150 awareness sessions and training programs covering around 3000 academic institutions (including school/colleges/universities) were conducted.
 - ix. Awareness workshops in collaboration with various school societies/institutions like Army Welfare Society (AWES), National Institute of Open Schooling (NIOS), Atal Innovation Mission (AIM), All India Council for Technical Education (AICTE), Gujarat Student Startup and Innovation Hub (iHub) and *Navodaya Vidyalaya Samiti* (NVS) were also conducted.
 - x. A Training of Trainers (ToT) course was jointly organized with the Rashtriya Raksha University, Gujarat for police officials, faculties and researchers on awareness of Intellectual Property Rights. These trained master trainers are further strengthening the enforcement mechanism for IPRs by training the officials in their respective States on the subject and academic institutions including universities.

- x. IPR Chairs established in 14 Central and State Universities under 'Scheme for Pedagogy and Research in IPRs for Holistic Education & Academia' (SPRIHA) for supporting IPR education.
 - xi. 12 Technology Innovation Support Centres (TISC) were also set up as part of WIPO TISC initiative in various Universities, Industry bodies and State Council for Science & Technology across the country for boosting IP filings and enhancing IP commercialization.
 - xii. Over 19 roadshows for industries and 193 workshops at state level were conducted for MSME clusters.
 - xiii. To counter online piracy, CIPAM, DPIIT collaborated with National Internet Exchange of India (NIXI) and Maharashtra Cyber and Digital Crime Unit (MCDCU), to suspend over 380 infringing websites on the basis of incomplete KYC. Also, launched an Anti-Piracy Video Campaign in collaboration with Film and Television Producers Guild of India using the popular film personalities to raise awareness on piracy.
2. The Government is also actively engaged in popularizing Geographical Indications (GIs), an another form of IPR, among general public and consumers. A common GI logo and tagline for all Indian GIs was launched on August 01, 2018 which is currently being used by various stakeholders. Details of GI awareness initiatives conducted are as follows:
- i. A social media campaign to promote India's GIs were conducted wherein interesting stories and factoids on GI were shared. The campaigns included 'Gift a GI' during festive seasons to encourage purchase of GI products, and 'Spot the GI' to spread awareness on GIs through interesting factoids. In order to create awareness to get due recognition of Indian Handicrafts and handloom, a campaign on "Winter GI Accessories" was also run.
 - ii. To create awareness about the GIs in the urban populace, an article on GIs was published in India Today English magazine's 45th Anniversary Special Issue in January, 2021.
 - iii. 17 promotional videos covering various Indian GIs was prepared in collaboration with TV History and aired on various channels of the TV History 18 network such as History TV18 -SD, History TV18 – HD in 2021-22.
 - iv. A one-day awareness workshop was conducted for local artisans in collaboration with IIT Roorkee to create awareness on GI Protection, Enforcement, its significance, marketing avenues through e-commerce platform, etc. in Kalsi, Dehradun on 26th April, 2022.
 - v. On the occasion of "World Intellectual Property Day 2022", a "National Photography Contest" was conducted on the theme of capturing various aspects of Geographical Indications and their uniqueness, diversity, and artistry.

- vi. A number of events were also conducted in collaboration with various stakeholders where exclusive GI products showcased Indian tradition, culture and enterprising activities under a single umbrella, such as
- GI Pavilion (Aahar 2022) in ITPO for five days from 26th -30th April 2022.
 - 03 day India GI fair at the India Expo Center and Mart, Greater Noida from 26th-28th Aug 2022.
 - A weekly GI Mahotsav at Trade facilitation Center, Varanasi from from 16th -21st October 2022.
 - An exclusive GI pavilion was again set up at IITF 2022 organized by ITPO at Pragati Maidan, New Delhi from from 14th -27th November 2022.
- vii. During these events, various knowledge sessions were organized for the GI holders wherein officials had an interactive session with the GI holders.
3. Regular awareness and public outreach activities and specialized training programs are also conducted by the Office of Controller General of Patents, Designs and Trade Marks (CGPDTM), a Sub-ordinate Office of DPIIT.
- i. The O/o CGPDTM has conducted more than 33,000 activities for students, teachers, MSMEs, startups etc., either separately or in collaboration with Universities, the World Intellectual Property Organization (WIPO) and Industry Associations via online/offline/hybrid mode during last three years.
 - ii. The O/o CGPDTM has also undertaken a flagship program to impart Intellectual Property (IP) awareness and basic training to more than one million students and faculty as part of celebrating “Azadi Ka Amrit Mahotsav” under the mission namely, National Intellectual Property Awareness Mission (NIPAM) launched on 8th December, 2021. Under this mission, around 10,05,272 students at two levels: Level A- Schools (Class 9th to 12th), and Level B- Universities/Colleges covering 3,662 educational institutions spread across 28 States and 7 UTs were covered.
 - iii. A National Intellectual Property (IP) Awards are also conferred every year to recognize and reward the top achievers comprising individuals, institutions, organizations and enterprises, for their IP creations and commercialization, which have contributed towards strengthening IP eco-system in the country and in encouraging creativity and innovation. The National IP Awards 2022 have been conferred to 11 different categories of Indian applicants including top individuals, academic institution, R & D institution, top MSME etc. on 15th October 2022.
