

National IPR Conference
PHD House New Delhi
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ROADMAP TO IPR CREATION



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**SENSITIZING THE STAKE HOLDERS FOR
IPR CREATION**

Creative India; Innovative India

सृजन भारत; रचित भारत

“Creative India; Innovative India – सृजनभारत; रचित भारत”

- To take steps to use the campaign:
- To propagate the value of creativity and innovation, and the resultant benefit to the public;
- To create a mindset and culture that encourages knowledge generation and its application through IP

Intellectual Property Rights

- Intellectual Property Rights are exclusive, territorial and time-limited rights and are intangible in nature.
- Help in sustaining innovation and creation
- Intellectual property protection plays an important role for innovation and creativity, financing research, businesses etc.
- Creativity and Innovation are the forces which drive growth, development and progress in the knowledge economy.

Why?

- Many IP holders are unaware of the benefits of IP rights or
- of their own capabilities to create IP assets or the value of their ideas.
- They often get discouraged by the complexities of the process of creating defensible IP rights.
- They may be unaware of the value of others' IPR and the need to respect the same.

HOW?

Creating awareness on Intellectual Property Rights and their importance to various stakeholders and customizing programs for the specific needs of :

- MSMEs,
- Industries,
- R&D Organizations,
- Universities & Colleges
- S&T Institutions;
- Technological Institutes;
- Artists
- Entrepreneurs
- General Public

SENSITIZING THE STAKEHOLDERS FOR IPR CREATION

- As visualised in National IPR Policy a systematic campaign can be launched for promotion of India's IP strengths by conveying to all stakeholders the value and benefits of IP by;
- Customizing programs for the specific needs of industries, MSMEs, R&D institutions, science and technology institutes, universities and colleges, inventors and creators, entrepreneurs;
- Reaching out to small businesses, farmers/plant variety users, traditional knowledge holders, designers and artisans through campaigns tailored to their needs and concerns;
- Encourage and incentivize IP generation and utilization among students at all levels, use awareness programs and educational materials to inculcate an appreciation for the value of IP;

Awareness Creation and Sensitization:

- To organize well publicized IP awareness programs specifically targeting industry and R&D entities:
 - ◆ Outreach programmes, for small businesses, farmers/plant variety users, traditional knowledge holders, designers and artisans through campaigns tailored to their needs and concerns;
 - ◆ IP Clinics;
 - ◆ Short talks on IP awareness and involving eminent personalities as “ambassadors” (ref: IP Policy);
 - ◆ Using audio/visual material in print/electronic/social media for promotion of Intellectual Property
 - ◆ Hands on IP workshops;
 - ◆ IP Conferences;

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Through:

- Creating materials for IP promotion in multiple languages and pictorial form for those who cannot read;
- Creating materials for MSMEs highlighting special support mechanisms for them to develop and protect IP.
- Providing scientists/researchers with a deeper level of understanding about the need for taking adequate steps to protect their inventions even before publishing;
- Promote Academia-Industry Collaborations for development of develop IPR programs for their employees and publicize them to the public;
- Encourage creation of design related IP rights by identifying, nurturing and promoting the aspects of innovation protectable under the design law and educating designers to utilize and benefit from their designs;

Thank You