



सत्यमेव जयते

राजीव अग्रवाल, आई.ए.एस.  
संयुक्त सचिव

RAJIV AGGARWAL, I.A.S.  
Joint Secretary

166/DS  
26/2/18  
364/21/18  
13/2/18



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216/S  
16.2.18

### IPrism – An Intellectual Property (IP) Game and Film Competition

The National Intellectual Property Rights (IPR) Policy, which was approved by the Union Cabinet on 12th May 2016, is a significant move forward to encourage creativity and stimulate innovation in the country. Intellectual Property plays a critical and positive role in promoting economic growth. The Policy reinforces the strengths of IPRs to acquire both economic and social benefits for India. It is essential to create awareness about Intellectual Property Rights amongst the citizens of the country and give them the umbrella of protection for their innovations and creations.

Counterfeiting and Piracy cause significant loss to the industry, pose safety issues and hence it is important to increase awareness of such menaces. The Government has been working tirelessly to strengthen the Intellectual Property Rights regime in the country.

The Cell for IPR Promotion and Management (CIPAM) set up under the aegis of the Department of Industrial Policy and Promotion to effectively implement the National Intellectual Property Rights (IPR) Policy 2016, in partnership with Associated Chambers of Commerce & Industry (ASSOCHAM) and Ericsson India have launched 'IPrism' - a one of its kind IP Competition for students enrolled and currently studying at graduate, post graduate, M Phil and PhD levels in India.

The competition invites students to submit films on Piracy & Counterfeiting under two categories of 30 and 60 seconds. Another category in the competition is for a mobile gaming app on IP.

I invite and urge all young students of the country to spark their creative thinking and take part in this competition to serve the nation, while at the same time getting recognition and winning cash prizes!

The relevant material and conditions for participation in the event can be accessed at [www.iprism.co.in](http://www.iprism.co.in).

*With best wishes for a healthy competition,*

Yours sincerely

(Rajiv Aggarwal)

AS (विभागाध्यक्ष)  
4/2/18

भारत सरकार

औद्योगिक नीति और संवर्धन विभाग, वाणिज्य एवं उद्योग मंत्रालय, उद्योग भवन, नई दिल्ली - 110011

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**D S RAWAT**  
Secretary General

Dated 2<sup>nd</sup> February, 2018

Dear Sir/Madam,

**Subject: Intellectual Property Rights (IPRs) Competition Award**

We are pleased to inform that ASSOCHAM in collaboration with Department of Industrial Policy and Promotion (DIPP) - Cell for IPR Promotion and Management (CIPAM) and ERICSSON launched "IPrism" on 12<sup>th</sup> January 2018. The IPrism was launched by Shri Ramesh Abhishek, Secretary (IPP), Department of Industrial Policy & Promotion, Ministry of Commerce and Industry, Govt. of India with the broad objective to promote innovation and creativity at the college level. This Competition would greatly help spread awareness of Intellectual Property Rights (IPR) and empower the young innovators to protect their inventions.

IPRISM - an IP Competition for students enrolled and currently studying at graduate, post graduate, MPhil and PhD levels in India. This initiative is an exciting opportunity for students to show off their game designing and film making skills to the world. Awards categories are (1) Game competition, (2) Film On Piracy & Counterfeiting (30 second) and (3) Film On Piracy & Counterfeiting (60 second). Winning prize for each award category Rs. 1 lakh alongwith memento and certificate.

*With a view to provide pan India participation across colleges, universities and institutions, request you to inform all institutions under your jurisdiction to participate in this mega IPrism Competition and Award.*

I also take this opportunity to brief you about the Associated Chambers of Commerce & Industry (ASSOCHAM). Our organization has been a premier representative organ of Corporate India since the year 1920. ASSOCHAM is a not for profit organization, facilitating reach of India to all businesses around the globe, for wanting to do business with India. Its membership base is very large representing both individual and corporations/trade associations spanning over trade, industry and services sectors encompassing both domestic and foreign companies. The rich entrepreneurial and business acumen of its members has been a great asset in fostering value creation and articulating the legitimate aspirations of industry and trade.

For more details, please visit [www.iprism.co.in](http://www.iprism.co.in) and contact to Aditya Kaushik ([aditva.kaushik@assochem.com](mailto:aditva.kaushik@assochem.com), 7982752347).

Please find five brochures for distribution.

I look forward towards your kind cooperation and support.

With Kind Regards

Yours sincerely



(D.S Rawat)

**Encl: DIPP Letter and Brochures**