

Detailed Report

Activity- “Intellectual Property Rights”

Scheme- IPR

Organized by- Labour Court Advocate Sh. S.C. Verma and Eshan College, Farah

In order to take forward the National IPR Policy and to enhance creativity, innovation, competitiveness and economic growth in India, it is imperative to harness IP. With phenomenal growth of the Indian Economy it is vital that IPRs are generated in India and then legally protected and exploited. Inadequate knowledge about the rights of individuals to protect their ideas and innovations and low awareness about the procedures involved in obtaining an IPR has hindered India's growth in Intellectual Property. With India's potential and its importance in the global arena, it's time we rise and become a leader in innovation and Intellectual Property because of which an activity on “**Intellectual Property Rights**” was held on 07/09/2020 associating Labour Court Advocate Sh. S.C. Verma and Eshan College of Engineering, Farah.

Advocate sir spoke (to 112 attendees) that Intellectual Property Rights awareness is vital to Generation of IPRs and then Commercialization of IPRs which is why IPR Awareness: Outreach and Promotion is the first and foremost objective of the National IPR Policy. Some important highlights of the event included-

- There is a need to create IP awareness amongst all sections of societies as IP is creations of the mind. The Policy envisions a India where students in schools and colleges and universities, industry clusters and citizens across India in Tier 1, Tier 2 Tier 3 cities as well as rural areas are educated and made aware about their intellectual property Rights.
- In order to enforcement of IP rights of individuals/companies, it is important the the countries enforcement agencies and Judiciary are sensitized and up to date with the latest IP laws.

This study is conducted to examine the perception and awareness of intellectual property rights (IPR) among university students Therefore, provision of adequate information, active participation of government bodies and university's authorities is required.

