



ज्ञान-विज्ञान विमुक्तये

आचार्य मनिष र. जोशी
सचिव

Prof. Manish R. Joshi
Secretary



सत्यमेव जयते

75
आज़ादी का
अमृत महोत्सव

विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O. No. 2-5/2025(CPP-II)(C.158116)

4th March, 2025/13 फाल्गुन, 1946

Subject: National Intellectual Property Awareness Mission (NIPAM): Skilling Students and Faculty on Intellectual Property Rights (IPR) and Innovation -reg.

आदरणीय महोदया/महोदय,

Kindly find enclosed a letter along with its annexures from the Director General, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India regarding National Intellectual Property Awareness Mission (NIPAM): Skilling Students and Faculty on Intellectual Property Rights and Innovation, which is self-explanatory.

All Higher Education Institutions (HEIs) are requested to take necessary action, as deemed appropriate.

सादर,

भवदीय,

(मनिष जोशी)

संलग्नक: उपरोक्तानुसार

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।



INTELLECTUAL
PROPERTY INDIA
PATENTS / DESIGNS / TRADE MARKS
GEOGRAPHICAL INDICATIONS



सत्यमेव जयते
भारत सरकार

वाणिज्य तथा उद्योग मंत्रालय

उद्योग संवर्धन और आंतरिक व्यापार विभाग

बौद्धिक संपदा भवन, एस. एम. रोड, एन्टॉप हिल, मुंबई - 400 037.

GOVERNMENT OF INDIA

MINISTRY OF COMMERCE & INDUSTRY

DEPT. FOR PROMOTION OF INDUSTRY & INTERNAL TRADE

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प्रो. (डॉ.) उन्नत पी. पंडित / Prof. (Dr.) Unnat P. Pandit

महानियंत्रक, एकस्व, अभिकल्प, व्यापार चिन्ह एवं पंजीकार भौगोलिक उपदर्शन

Controller General of Patents, Designs and Trade Marks & Registrar of Geographical Indications

No. CG/F/CGPDTM/NIPAM/2025/4258

February, 2025

Subject: National Intellectual Property Awareness Mission (NIPAM): Skilling Students and Faculty on IPR and Innovation

Prof. M. Jagadeesh Kumar Ji,
Nannurkur.

Bharat has started its march in the Amrit Kaal towards a vision to become a 'Viksit Bharat by 2047.' This vision encompasses economic growth, social progress, environmental sustainability, and good governance. The role of a technology- and knowledge-embedded economy is a key enabler of this vision, wherein Intellectual Properties (IP) such as Patents, Designs, Trademarks, Geographical Indications, and Copyrights will play a pivotal role. These IPs are administered by the Office of CGPDTM, a subordinate office under the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce & Industry, Government of India. The Office fulfills its statutory functions under the provisions of the respective IP Acts and rules.

To further catalyze development momentum during Amrit Kaal, the IP Office is implementing the National Intellectual Property Awareness Mission (NIPAM), a flagship program that offers basic IP training and fosters foundational knowledge of IPR in educational institutions. Since its inception in December 2021, NIPAM has conducted IPR training in over 7000 institutions, reaching more than 24 lakh students, faculty, and youth. This ambitious Pan-India initiative is dedicated to enlightening students about the nuances of intellectual property, fostering a culture of innovation, and safeguarding creativity.

Our ambitious goal is to engage 1 crore students and teachers annually through NIPAM, inspiring a new generation to respect and value Intellectual Property (IP) as a cornerstone of a knowledge-driven economy. In partnership with Yuvamanthan, India's Largest Youth Development Platform, NIPAM is delivered in both digital and physical modes, ensuring accessibility and effective dissemination across diverse academic institutions, regardless of their infrastructure. This initiative aims to empower educators

and learners alike to contribute meaningfully to India's transformative journey toward becoming a developed nation by 2047.

The digital/physical NIPAM program includes:

- A basic digital certificate course on NIPAM for students and teachers.
- Formation of Bharat IP Clubs.
- Student ambassador program on Intellectual Property.
- Sensitization of students to identify counterfeit and pirated goods.
- Guidance on plagiarism, copyrights, and proper internet citations.
- Understanding the importance of IP in India's vision for 2047 as a Viksit Bharat.
- Competitions and activities related to Intellectual property including **Sangeet Yatra : Respecting IP in Music Competition, National IP Awards etc.**
- Participation in Viksit Bharat IP Pledge for Innovation and National Development.

Participants will receive e-certificates at no cost. This initiative is part of strengthening the foundation of the "**Creative India, Innovative India**" campaign, organized by the Office of CGPDTM with no charges for participation.

The program is hosted by the IP Office, with two representatives nominated for further communication. Detailed program guidelines are appended to this communication. Queries about NIPAM can be directed to :

Contact Persons:

1. Jai Veer, Assistant Controller of Patents and Designs, O/o CGPDTM, Email: (jaiveer.ipc@gov.in)
2. Nitin Agarwal, Director, Yuvamanthan (Ph: +91-9650631134, Email: (director@yuvamanthan.org))

We collectively strive toward Bharat attaining developed nation status by 2047. In this transformative journey, the indispensable role of Intellectual Property Rights (IPRs) and Innovation will empower students and youth, aligning with the Hon'ble Prime Minister's vision that "Yahi Samay Hai, Sahi Samay Hai."

We collectively strive towards the goal of Bharat attaining developed nation status by 2047, the vision set forth by our Hon'ble Prime Minister for Viksit Bharat wherein he has rightly expressed that '**Yahi Samay Hai, Sahi Samay Hai**' for India to take Centre stage on global platform through IP, Knowledge and Economy. In the pursuit of this transformative journey, the indispensable role of Intellectual Property Rights (IPRs) and Innovation is going to benefit the students and youth of our country. With the increasing adoption of digitally infused business models in the era of the digital economy and the

growth of startups, the implications for intellectual property have become significantly profound.

We look forward to working with you in spreading awareness about IP and innovation. We would appreciate it if this communication could be forwarded for dissemination to your affiliated institutions.

Regards,


(Prof. (Dr.) Unnat P. Pandit)

Prof. M. Jagadesh Kumar,
Chairperson,
University Grants Commission (UGC),
Bahadur Shah Zafar Marg, New Delhi - 110002.

National Intellectual Property Awareness Mission (NIPAM)
Skilling Students and Teachers on IPR and Innovation

Bharat strives towards the goal of attaining developed nation status by 2047; the vision set forth by our Hon'ble Prime Minister for Viksit Bharat takes centre stage. In the pursuit of this transformative journey, the indispensable role of Intellectual Property Rights (IPRs) has gained paramount importance. With the increasing adoption of digitally infused business models in the era of the digital economy, the implications for intellectual property have become significantly profound.

Intellectual Property Rights (IPR) expressions such as Patents, Copyrights, Trademarks, Design and Geographical Indications will play a critical role in achieving the target of a developed country. As more businesses uptake the digital economy and digitally driven business models, the implications for intellectual property (IP) become more significant. In the last decade, there has been a substantial rise in unicorns in India - as of December 2024, India is home to 117 unicorns, collectively valued at approximately \$349.67 billion. Cross-border innovation is not possible without strengthening IPR through IPR awareness. Strengthening IP rights will be crucial to empower individuals to offer their products as part of the global value chains.

The National Intellectual Property Awareness Mission (NIPAM), implemented by the Office of CGPDTM, is a flagship initiative designed to provide IP training and foundational knowledge to students and teachers across the nation. Since its inception, NIPAM has reached over 24 lakh participants in 7000 institutions. The program now targets 1 crore students and teachers annually, inspiring a new generation to value and respect IP while contributing to India's vision of becoming a developed nation by 2047.

Partnering with Yuvamanthan.org, India's Largest Youth Development Platform, NIPAM is offered in both digital and physical modes to ensure inclusivity and accessibility across institutions, regardless of their infrastructure. This initiative is conducted as part of the "Creative India, Innovative India" campaign and is free of cost for all participants.

While the government diligently works towards enhancing the transparency and user-friendliness of the IP system, a crucial component in propelling individuals and businesses towards Intellectual Property Rights (IPRs) is heightened awareness. The envisioned outcome is not only the advancement of the country but also a transformative shift where a significant number of IP holders transition from being job seekers to becoming job providers.

The digital/physical NIPAM program includes:

- A basic digital certificate course on NIPAM for students and teachers.
- Formation of Bharat IP Clubs
- Student ambassador program on Intellectual Property.
- Sensitization of students to identify counterfeit and pirated goods.
- Guidance on plagiarism, copyrights, and proper internet citations.
- Understanding the importance of IP in India's vision for 2047 as a Viksit Bharat.
- Competitions and activities related to Intellectual property including **Sangeet Yatra : Respecting IP in Music Competition**
- Participation in Viksit Bharat IP Pledge for Innovation and National Development.

Steps for Institutional Participation:

1. Register the institution on <https://iprsearch.ipindia.gov.in/events-ipr/home/home.aspx> or www.yuvamanthan.org/NIPAM.
2. Invite students and teachers to join via the unique links provided in the school dashboard.
3. Encourage enterprising and innovative students to join the *Bhartiya Boudhik Sampada Parishad* and the student ambassador program.
4. Ensure that students and teachers complete the e-Modules on NIPAM.
5. Participate in competitions and activities, including the **Sangeet Yatra : Respecting IP in Music Competition**.
6. Take the Viksit Bharat IP Pledge on <https://iprsearch.ipindia.gov.in/events-ipr/home/home.aspx> or www.yuvamanthan.org/NIPAM

For any questions, technical help or inquiries call or WhatsApp/Call 'Yuvamanthan' at +91-9560771911 or email at - director@yuvamanthan.org

By nurturing the spirit of creativity and innovation among students and teachers, NIPAM is building the foundation for a Viksit Bharat, where intellectual property is celebrated as a driver of sustainable development and global leadership.