

# Action Plan: Awareness Derive

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**Outreach**

Awareness workshop/ IPR  
day celebration/IPR  
related web page

**At Jaypee University**

Neighboring Schools, Colleges  
and Universities along with  
printable and visual material

Stakeholders:  
Student, Faculty, Industry  
persons, Alumni and Locals

**Output**

Participants Knowledge, Fundamentals of IPR,  
Patent searching, Procedure for filing patent  
s/registration of GIs, copyrights

**Additional Resources: Literature Hindi/ English**



Identification of more GIs/ Traditional Knowledge  
(Major stakeholders: Villagers)

Seminar about existing GIs  
e.g. Kangra Tea, Kullu shawl

Traditional use of plant for medicinal  
support, food product having  
commercial value

Interaction and discussion  
with locals to explore the  
region for GIs

Scientific validation  
for filing patents

Discussion with HP  
Patent office Shimla

GIs/Patents to be registered



To promote better understanding of IPR and to identify more and more IPs



## Copyrights

Major stakeholders: Final year project students and faculty of JUIT and adjoining institutions



Filing copyrights for novel computer programs and multimedia products



**Output:** Filing and obtaining copyrights

**Strategy for Industry**



**1<sup>st</sup> Phase: Small scale  
Enterprises**



**2<sup>nd</sup> Phase: Industries (MNC)  
near by Baddi, Nalagarh**



**Importance of industrial  
design and trademark**



**Output : Filing and obtaining industrial  
designs and trademarks**