

### ► **CII DIPP Nationwide Awareness Campaign on Intellectual Property Rights**

CII in collaboration with Department of Industrial Policy and Promotion (DIPP) under the Ministry of Commerce and Industry and the Office of the Controller General of Patents, Designs and Trademarks (CGPDTM) organized a nation wide Awareness Campaign on Intellectual Property Rights for various stakeholders, focusing the attention of the Industry on the role & importance of Intellectual Property in their business. As a part of the campaign, awareness sessions are being organized in 14 different locations from January to March 2009: Indore, Pune, Mysore, Bhubaneswar, Cochin, Madurai, Trichy, Goa, Chandigarh, Mumbai, Bangalore, Ahmedabad, and Vizag & Hyderabad. More than 1500 Stakeholders participated in this Campaign



*CII DIPP Nationwide Awareness Campaign on IPR,  
28 March 2009, Hyderabad*

The objective of the awareness campaign is to:

- To nurture an eco-system in the country for encouraging Innovation, inventions & Creation of Intellectual Property.
- To create a delivery mechanism for comprehensive awareness & training in IPR to all stake holders of IP in India.
- To facilitate conducive mechanism in the country for IP Protection & Enforcement.
- To introduce recognition & award Innovators & Innovators who demonstrate excellence in Creation of Intellectual Property and which benefits the nation as a whole.
- Sharing of IP best practices