



केन्द्रीय माध्यमिक शिक्षा बोर्ड  
CENTRAL BOARD OF SECONDARY EDUCATION

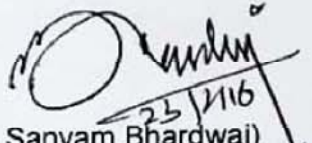
CBSE-Acad/DS-AHA/Cir/2018/

February 22, 2018

All Heads of Institutions affiliated to CBSE

**Subject: An Intellectual Property (IP) Game and Film Competition - regarding**

A copy of the letter received from Shri Rajiv Aggarwal, IAS, Joint Secretary, Department of Industrial Policy and Promotion, Ministry of Commerce & Industry, Udyog Bhawan, New Delhi-110011, on the subject mentioned above is enclosed for information and disseminating to students.

  
(Dr. Sanyam Bhardwaj)  
Director (Academics)

Copy with a request to respective Heads of Directorates/KVS/NVS/CTSA as indicated below to also disseminate the information to all concerned schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, ND-16
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160 017
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim -737101
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar -791 111
7. The Director of Education, Govt. of A&N Islands, Port Blair - 744101
8. Under Secretary (EE-I), MHRD, Govt. of India, Department of SE&L, Shastri Bhawan, New Delhi-01
9. The Director of Education, S.I.E., CBSE Cell, VIP Road, Junglee Ghat, P.O. 744103, A&N Island
10. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini
11. The Additional Director General of Army Education, A - Wing, Sena Bhawan, DHQ, PO, New Delhi-110001
12. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
13. All Regional Directors/Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions
14. All Additional Directors /Joint Directors/Deputy Directors/Assistant Directors, CBSE
15. In charge IT Unit with the request to put this circular on the CBSE Academic website
16. The Sr. Public Relations Officer, CBSE
17. Sr. PS to Chairman, CBSE
18. SPS to Secretary, Controller of Examinations, Director (Information Technology), Director (Special Exams and CTET), CBSE

  
Deputy Secretary





सत्यमेव जयते

राजीव अग्रवाल, आई.ए.एस.  
संयुक्त सचिव  
RAJIV AGGARWAL, I.A.S.  
Joint Secretary

सिंगल वि. सं. सं. सं.  
केन्द्रीय माध्यमिक शिक्षा बोर्ड  
मुख्यालय-प्रो. विहार, दिल्ली  
पंजीकरण संख्या: 8920  
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16 FEB 2018  
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प्रो. वि. सं. सं. सं.  
संयुक्त सचिव (उद्योग एवं वाणिज्य)



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### 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

*(Signature)*

(Rajiv Aggarwal)

*Di (A)*  
81/19-2-18

*SCASU*

*Dir. (Acad. & NEET)*

भारत सरकार

Government of India

Department of Industrial Policy and Promotion, Ministry of Commerce & Industry, Udyog Bhawan, New Delhi-110011

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BRJ (Acad.)  
D.O. 3153 - 19-02-18  
Diary (Out) 16/0  
Date 21/2/18  
\* CBSE, Rouse Avenue, New Delhi \*

*S/190205*  
*15/2/18*