



Department of Industrial Policy and Promotion  
Ministry of Commerce & Industry  
Government of India



# IPRISM

*Imagine. Invent. Inspire.*

IPRISM a joint initiative of DIPP-CIPAM, ASSOCHAM and ERICSSON is to promote a culture in which innovation and creativity are encouraged and appreciated at every level of education society. The awards also promote wider understanding of how the intellectual property system works to serve creativity and innovation.

IPRISM was launched by Shri Ramesh Abhishek, Secretary (IPP), Department of Industrial Policy & Promotion, Ministry of Commerce and Industry, Govt. of India on 12th January, 2018. The initiative is for students enrolled and studying at school, polytechnic institute, college and university.

IPRISM is an annual initiative and successfully completed its first year. In recognition & appreciation of the creativity of students on a theme of film making on Anti-Counterfeiting and Piracy, we have organised 1st IPRISM Awards on 18th December, 2018 at Hotel Claridges, New Delhi. ASSOCHAM has honour of hosting Hon'ble Minister of Commerce & Industry, Govt. of India, Shri Suresh Prabhakar Prabhu, as the Chief Guest for the occasion.





**Shri. Suresh Prabhakar Prabhu,**  
Hon'ble minister  
Ministry of Commerce and Indust  
Government of India



Award presented to winner,  
**Mr. Harmanjot Singh** from  
GNA University, Punjab.



Award presented to 1st Runner-up  
**“Agnishikha Ray,**  
Mohamed Umair, Shivani Alajangi,  
ICAT Design and Media College, Chennai



Award presented to 2nd runner up  
**Khushi solanki, Avni Aggarwal,**  
**Ananya Bharadwaj,**  
GPP School

Selection of winners is based on novelty of the idea, complexity, clarity and innovation. After evaluation of entries made by Jury members; Mr. Bobby Bedi, Founder and MD, KEPL Entertainment, Ms. Lohita Sujith, Director, Motion Picture Association, Mr. Hemant Singh, Managing Partner, Intl Advocare. The winners of IPRISM 2018 were declared during the Award Ceremony in presence of chief guest and Shri Rajiv Aggarwal, Joint Secretary, DIPP on 18th December, 2018 at Hotel Claridges.

The jury has declared one winner and two runner-ups. Winner was awarded with Rs. 1lakh along with the trophy & certificate and runner-ups were awarded with Rs. 25000 each along with the trophy & certificate. Also top thirty entries were awarded with certificate.

In continuation of our efforts to promote culture of creativity & innovation, we are pleased to announce second edition of IPRISM Awards 2019 in collaboration with DIPP-CIPAM, ASSOCHAM and ERICSSON under the New theme namely Film on IP in Daily life and Comic Book Making on Intellectual Property Rights.

### **Eligibility Criteria**

- Entries should be new and innovative.
- Individual/team work is allowed. A team should not have more than 3 members.
- Multidisciplinary and multi-national teams are welcome.
- Multiple teams per school/college/institute can participate.
- Only one category of participation is allowed for submission from individual/team
- All students at various stages such as full-time or part-time from school level to University level (till graduation level) can participate.
- Paper prototypes or non-digital games are not acceptable.
- Participants are free to design their scripts. For reference, please have a look at the sample script at [www.iprism.co.in](http://www.iprism.co.in)

## IP in Daily life

Intellectual Property is all encompassing and makes a positive influence on our daily lives. From kitchen to clothing, entertainment to sports, medicines to electronics & cosmetic to jewellery etc, everywhere we find that, we are all surrounded by IP. You may have witnessed a lot of news coverage regarding piracy in fashion and publishing industry. Many of us witness someone copying movie while viewing in a theatre, which is a straight case of piracy.

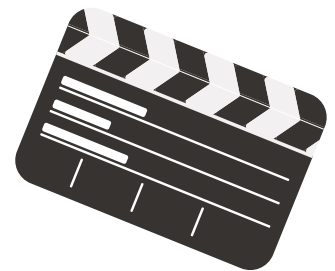
While in cooking food, there are new recipes created in our kitchen which is an intellectual property. Many such instances are continuously witnessed in our daily lives.

Through this competition, we encourage participation to develop 60 seconds videos and approx 10 pages comic strip on the theme of “Intellectual Property in our daily lives”.

## Film Making

### Requirements:

- 60 seconds animated / film videos.
- Maximum size should not be more than 100 MB. HQ videos required (if short listed).
- Participants are requested to retain the HQ or decent quality videos; it may be required after the short listing procedure.
- Minimum Pixel (if short listed): 1280 X 720 (Normal) or 1920 X 1080 (HD Resolution).
- Standard-definition video version: PAL (Phase Alternating Line).
- You can also post your submission in CD/Pen drive to Mohd Nahid Alam, Deputy Director and Head, ASSOCHAM, 5, Sardar Patel Marg, Chanakyapuri, New Delhi-110021.



### Prize

- First Prize: INR 25,000/- along with memento and certificate at the National Level
  - 2 Runners-up: INR 15,000/- each along with memento and certificate at the National Level
  - 5 Regional Level winners: Rs.10,000/-each along with memento and certificate
  - Top ten teams/participants will be awarded with certificates at National Level
  - Special Recognition trophy for School/ institute/college
  - All National Level Winners will get a special mention on CIPAM's Website – [cipam.gov.in](http://cipam.gov.in).
- Comic Book Making (Ten pages)

### Requirements:

- Comic strip should not have more than 10 pages
- Maximum size of the file should not be more than 20MB
- Minimum pixel ( If short listed ): 1280 X 720(Normal) or 1920 X 1080 (HD Resolution)
- The strip should be created digitally.
- Pages should be A4 Size & file provided in PDF format.
- For reference, please refer following links:  
<http://www.ipindia.nic.in/kids-nook.htm>  
<https://www.wipo.int/publications/en/series/index.jsp?id=140>
- You can also post your submission in print/digitally to Mohd Nahid Alam, Deputy Director and Head, ASSOCHAM, 5, Sardar Patel Marg, Chanakyapuri, New Delhi-110021.

### Prize

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### How to register for IPRISM Award 2019?

- Visit web portal <http://iprism.co.in/>
- Create a login ID
- Fill all the required fields
- Don't forget to click 'Submit'

### Permission is necessary

- Before submitting, students must have obtained the permission of all persons or entities having any rights of the entry. Please ensure that submissions do not contain proprietary or confidential material.

### Selection criteria

Evaluation criteria will include novelty of the idea, complexity, clarity, innovation and details in the prescribed format, feasibility, practicability, sustainability, scale of impact, user experience and potential for future work progression. Evaluation will be done by expert jury panel.

### Mr. Ramesh Meshelkar (Chair)

**Dr. Anand Deshpande**, Chairman and MD, Persistent Systems, Co-Chairman, Organizing Committee, Smart India Hackathon 2019

**Mr. J B Mohapatra**, Adviser, Office of the Principal Scientific Adviser, Govt. Of India

**Mr. Uday Singh**, Managing Director, Motion Picture Association

**Ms. Lohita Sujith**, Star India

**Ms. Meenakshi Gupta**, Director, YMCA

**Mr. Vijai Singh Katiyar**, Officiating Director, National Institute of Design

**Prof. (Dr.) Vandana Narang**, Director, NIFT

**Mr. K. G. Suresh**, Director General, IIMC

### When/where will the shortlisted ideas be announced?

- Notification about selected teams will be sent to their respective email ID
- Keep a track of all announcements and updates on Web-portal

For more details, Please Contact :

**Mohd. Nahid Alam**

Deputy Director and Project Officer  
[Nahid.alam@assocham.com](mailto:Nahid.alam@assocham.com)

