
AWARENESS ASSESSMENT OF INTELLECTUAL PROPERTY RIGHTS: A FIELD SURVEY OF RURAL AND URBAN STUDENTS IN YAMUNA NAGAR DISTRICTS OF HARYANA JANUARY-FEBRUARY 2024

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INTRODUCTION

Intellectual property rights (IPRs) are significant because India is a signatory to TRIPS agreement and member of WTO. Intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time. IPR promotes research and innovations.

These rights encourage investment in new creative products, services and processes as these rights provide monopoly rights and exclusive rights to the creator and innovator. This also accelerates economic growth. The growth of knowledge economy depends on the protection of IPRs of the creators. IPRs protect the rights of all citizens and promote public welfare.

Intellectual property rights have different categories; Copyrights, Trademarks, Patents, Industrial designs, Geographical indications, plant varieties, Semi-conductors, Undisclosed information. The rights of authors of literary and artistic works (such as books and other writings, musical compositions, paintings, sculpture, computer programs and films) are protected by copyright, for a minimum period of 50 years after the death of the author.

Also protected through copyright and related (sometimes referred to as “neighbouring”) rights are the rights of performers (e.g. actors, singers and musicians), producers of phonograms (sound recordings) and broadcasting organizations. The main social purpose of protection of copyright and related rights is to encourage and reward creative work and geographical indications (which identify a good as originating in a place where a given characteristic of the good is essentially attributable to its geographical origin). Industrial property is protected to promote innovation and designs.

The awareness about IPRs is essential for the youth so as to develop their entrepreneurial skills which will help them to be the leaders in every field.

A field survey on awareness about IPR is conducted for a specified purpose with a definite objective with specific community or target group. It uses questionnaires or interviews so as to assess knowledge of Intellectual Property Rights (IPR) and its types such as patents, copyrights, trademarks.

IPR cell of D.A.V. COLLEGE FOR GIRLS YAMUNA NAGAR organises various activities to sensitize the students and faculty about the basic concepts of IPRs like copyrights, patents, trademarks, industrial designs and geographical indications. The activities include poster drawings, debates, speeches and workshops by inviting resource persons like IPR specialist like lawyers.

OBJECTIVES: An assessment field survey was designed to find-out the awareness about IPR and its various forms among the youth with the following objectives.

1. To assess the knowledge of the youth about IPRs;
2. To sensitize the youth regarding the need of IPRs;
3. To suggest certain measures for increased awareness.

METHODOLOGY: The purpose of this study is to examine the awareness of intellectual property rights (IPR) among youth i.e. college students. It is asserted that this study is important on a two-fold basis. Firstly, to emphasise on the importance of protecting IPR, Secondly, on the awareness and importance of the existence of infringements of IPR. (a) Survey Design: Questionnaire containing 20 questions was designed on various aspects of IPR awareness covering definitions of IPR and its different types -patents, copyrights, trademarks etc., process of registration of IPR like patents, IPR infringement and its consequences, IPR laws, IPR- mechanism, personal experiences on IPR. (b) Data Collection Methods: Face-to-face interviews and focus group discussions in small group of students.

RESULTS AND INTERPRETATION:

The field survey was conducted on the target group of girl students coming from various villages – Saraswati Nagar, Damla, Amadalpur, Dosarka ,Harnaul and Yamuna Nagar city. A total of 150 students were contacted by the team of IPR Cell. It took almost two months to conduct the survey.

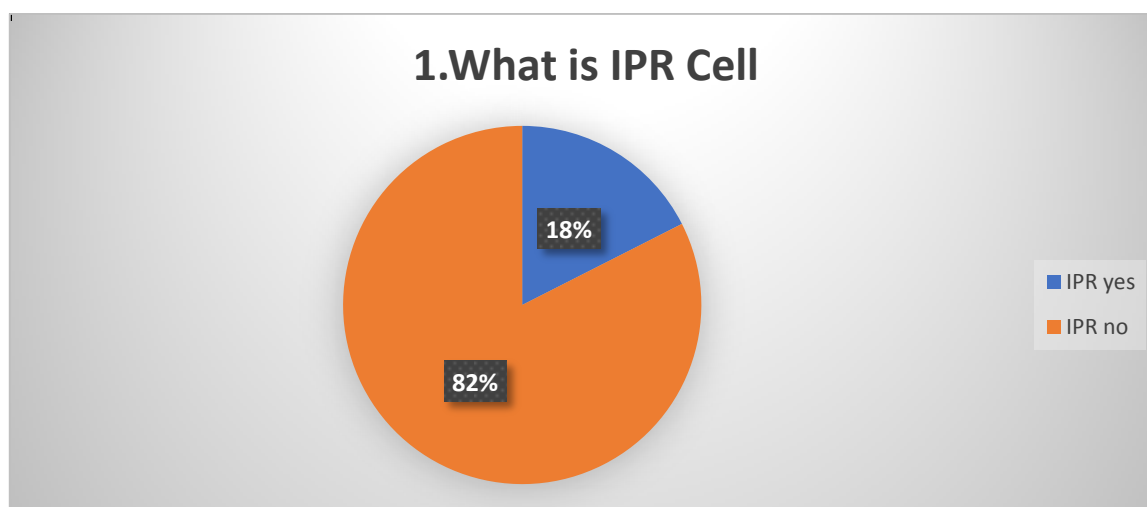
Table 1 Profile of the respondents

Age group	Number of respondents
18-19	78
19-20	42
20-21	30
Total	150

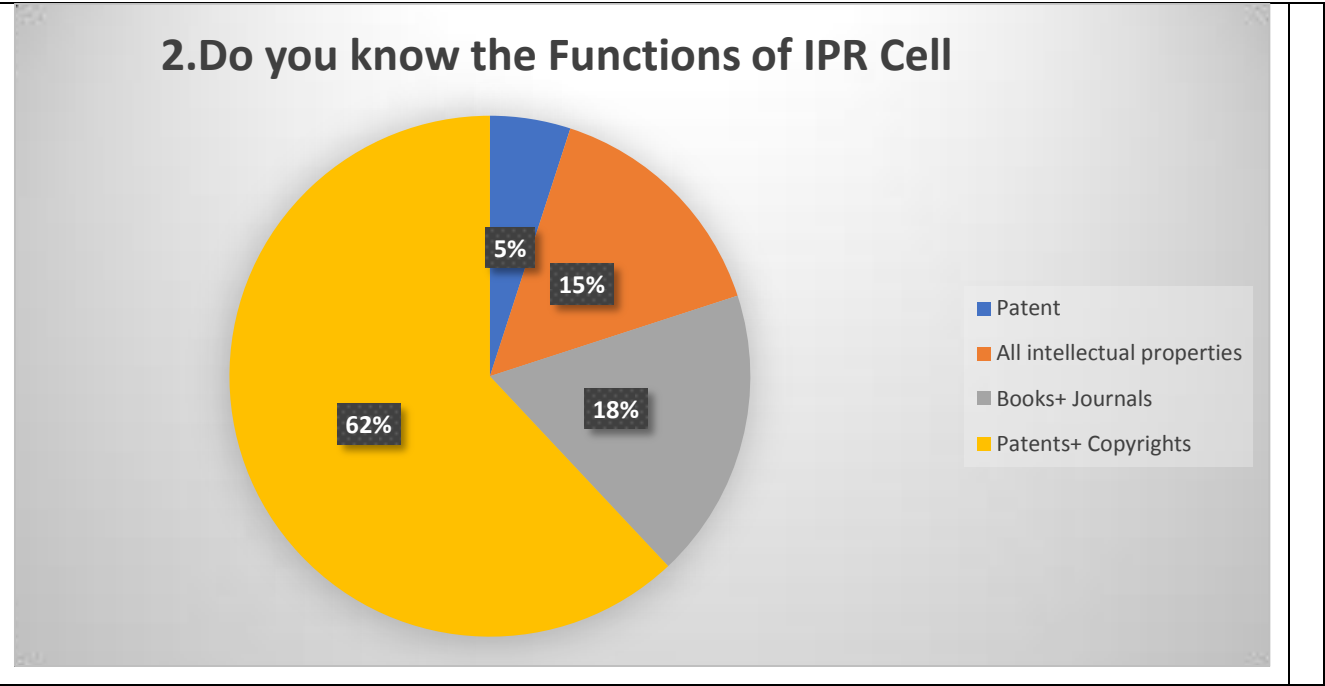
Table 2 Classification UG level

Class /Course	Number of respondents
BA I	52
BA II	39
BA III	20
B.sc I FD	39
Total	150

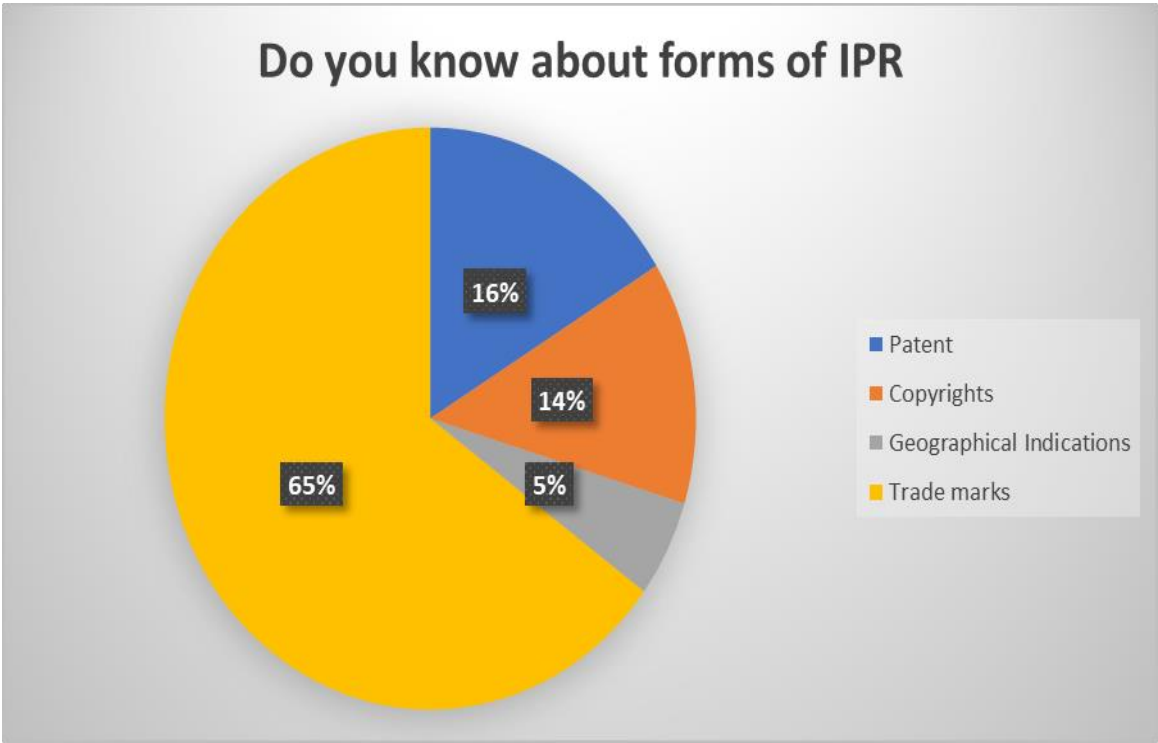
FINDINGS: The questionnaire consisted of a set of 15 questions. The responses have been shown through pie charts in the form of percentage.



Q1. Only 18 percent of the students replied correctly about the knowledge of IPR cell.

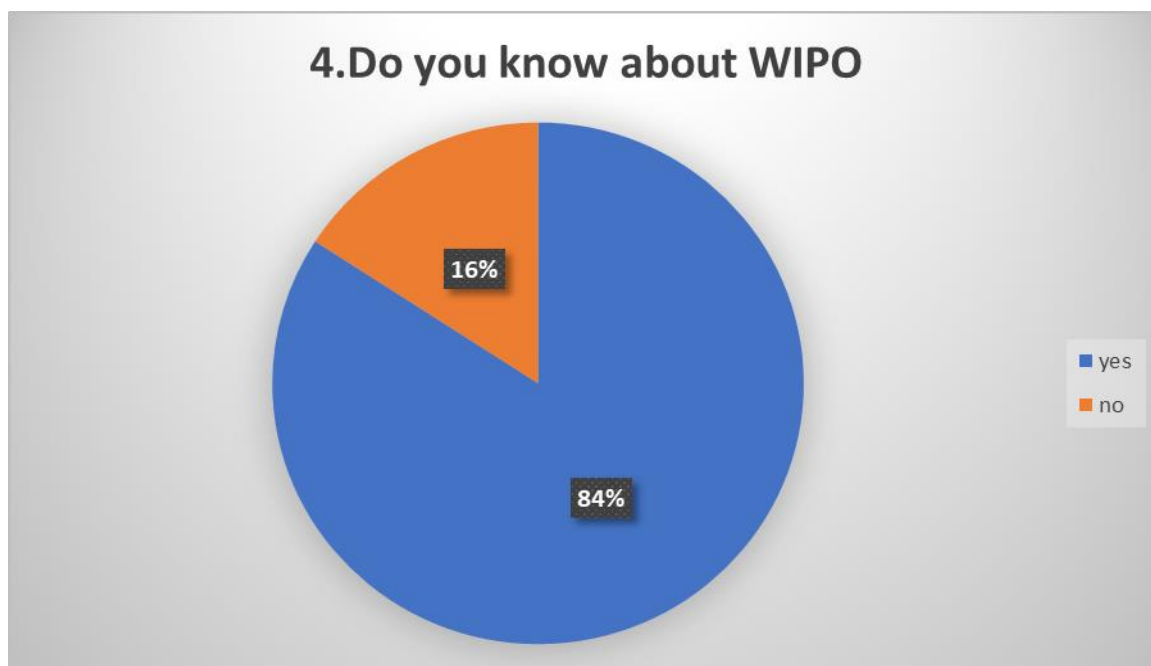


Q2. Those who know about the existence of IPR cell, when they were asked about the function of IPR cell, many replied positively. 5% percent said that IPR deals with patents, 15% said that it deals with intellectual properties,18% said that it deals with books and journals, and rest 62% said that it works for patents and copyrights.

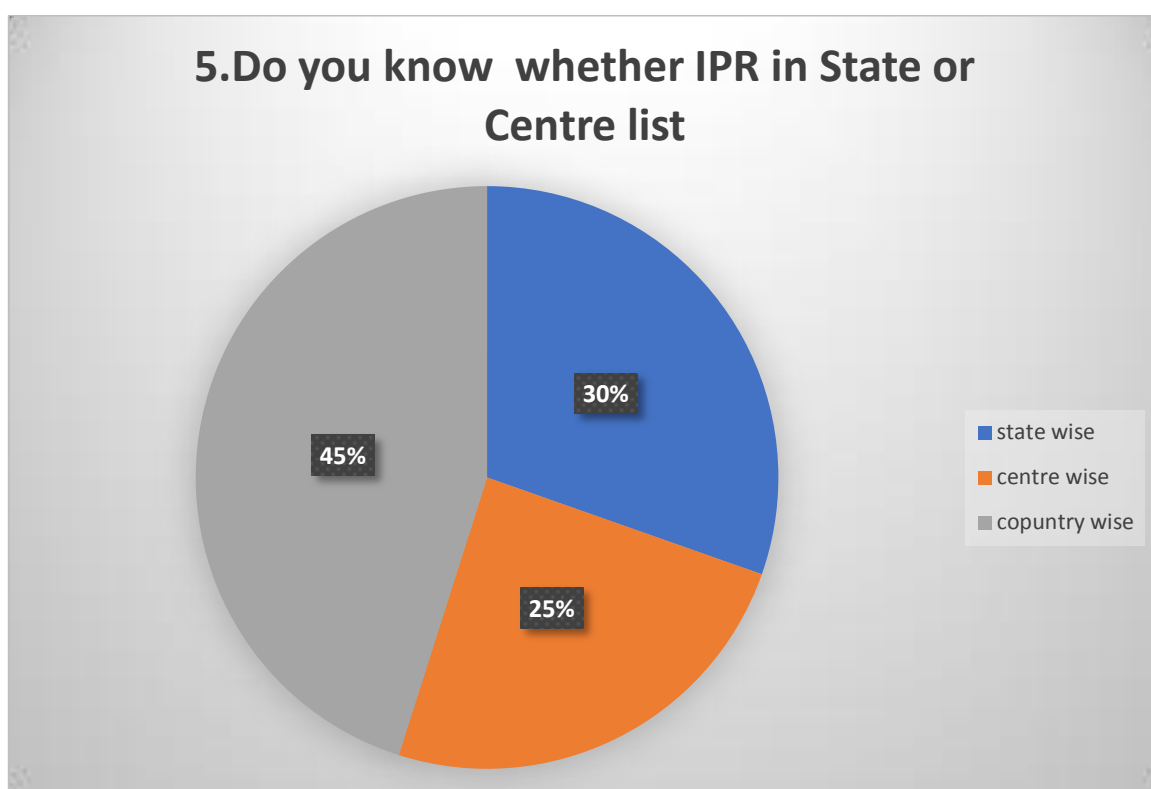


Q3. Intellectual Property Rights (IPR) are rights of the individuals or organizations in the form of Patents, Copyrights, Trademarks, Industrial designs, Geographical indications, Plant variety rights, Semiconductor integrated circuit layout designs.

Only 16% knew about patents,14% about copyrights,5% about geographical indications and 65% about trademarks.

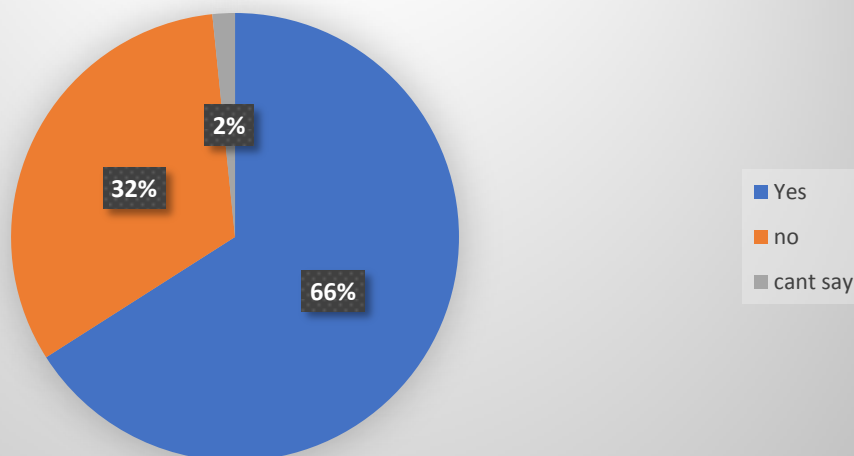


Q4. Regarding the world intellectual property organization, 84% of the respondents replied in affirmative and 16% did not knew about WIPO.



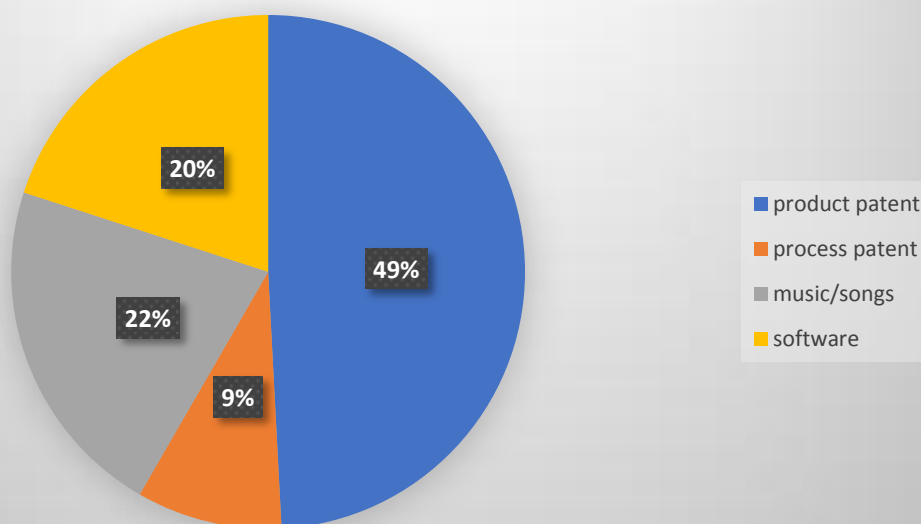
Q5. only 25% responded correctly that the central government has primary authority over the regulation and management of IPR in India. Although all the respondents replied, 30% said it is state and 45% said, it is country wise.

6. Do you know about the time period of Copy right in India

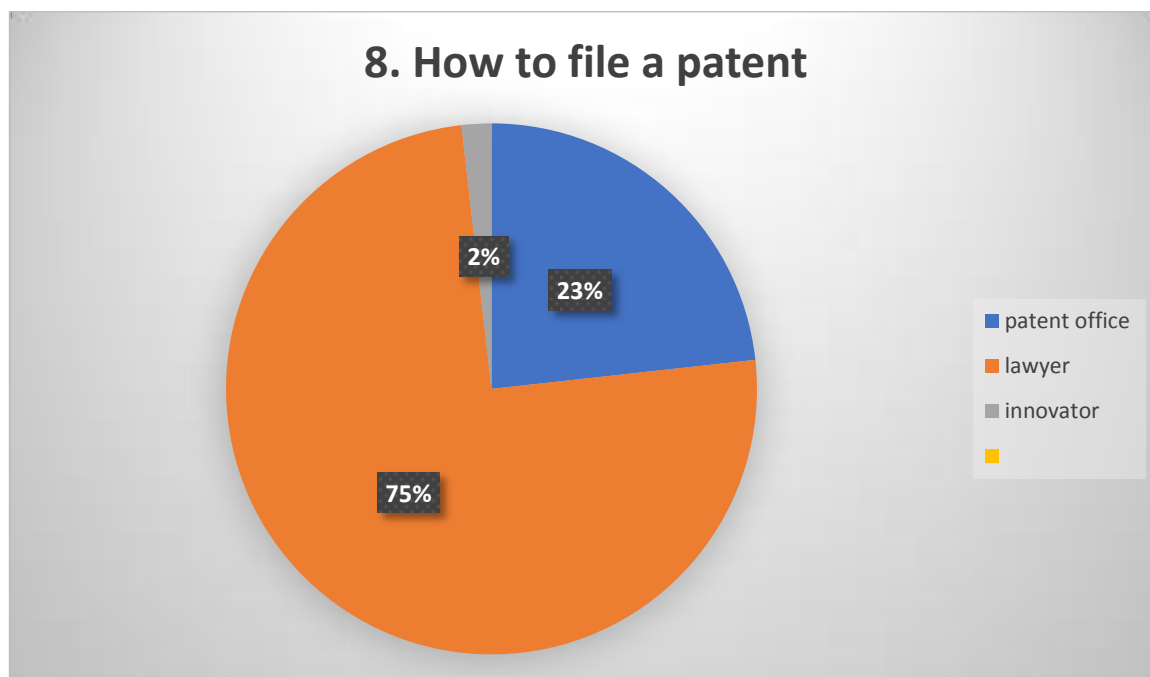


Q6. Copyright is the most popular right in IPR in India and it is automatically assigned with the publication. Only 66% knew about the time period of this copyright, while 2% did not respond.

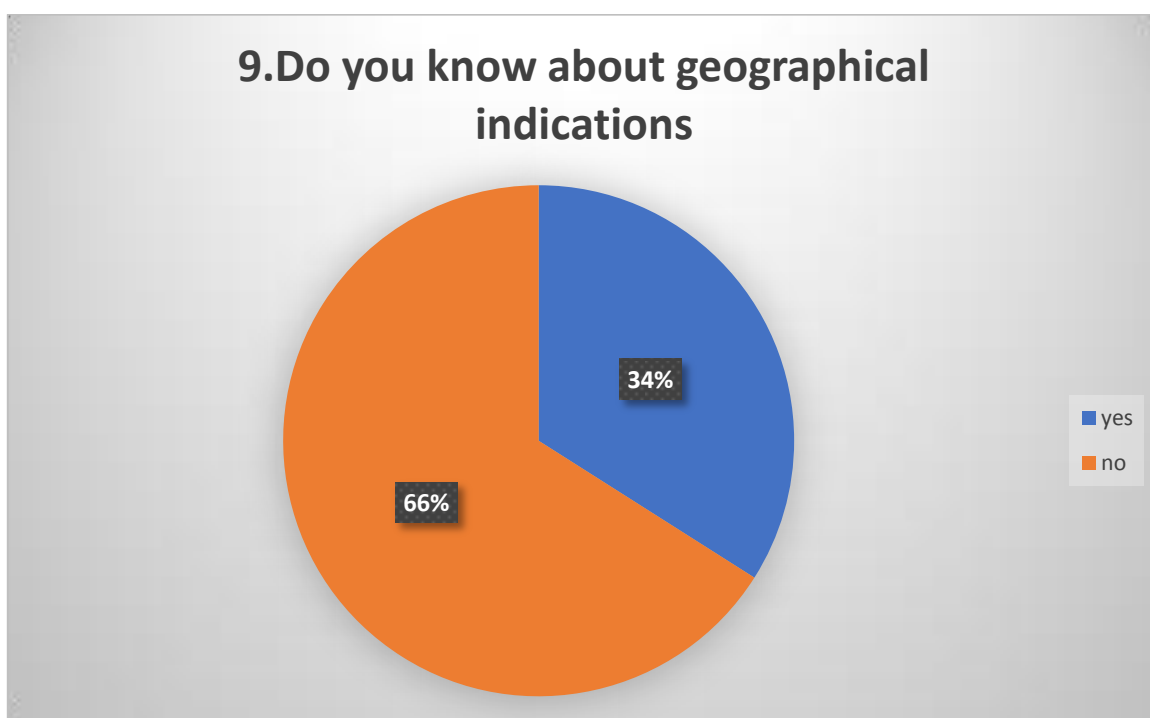
7. Do you know about various categories of patents and copyrights



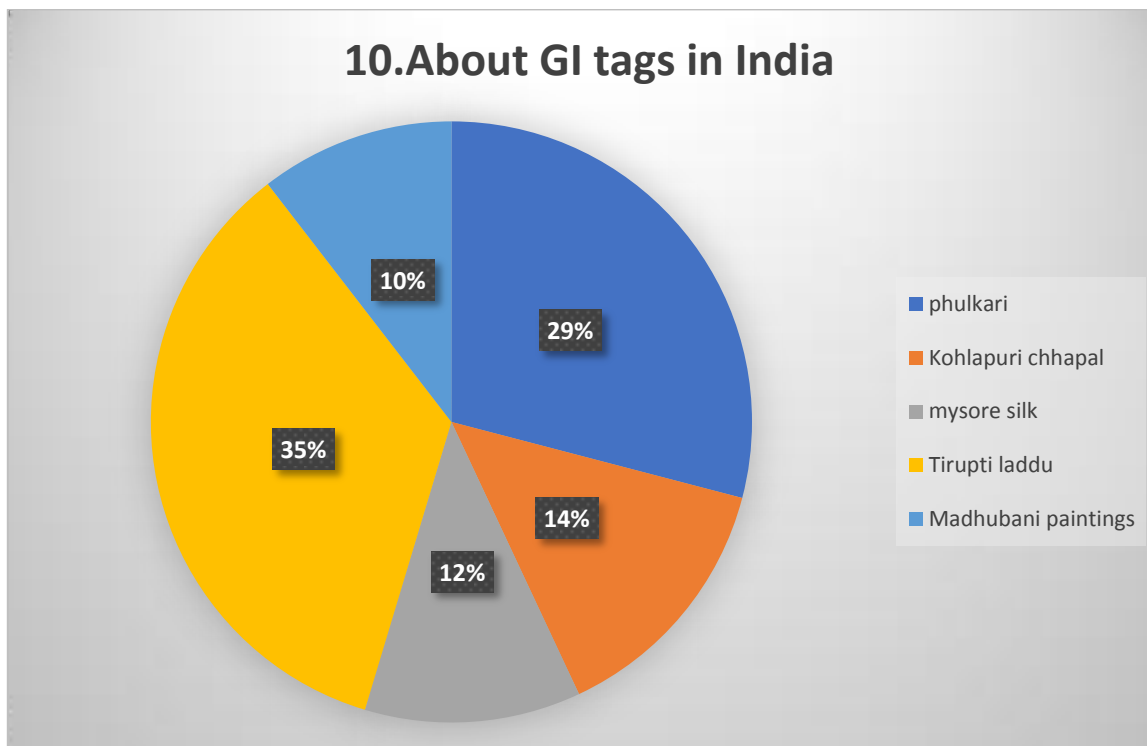
Q7. All the respondents replied in affirmative to this question. 49 % knew about product patents, 22% were about music/songs rights, 20% were aware about software protection rights and only 9% knew about process patents.



Q8. When asked about how to fill the patent ,75% replied that an IPR expert lawyer is required, 23% said, it can be done by patent office and 2% said that it is done by the innovator.

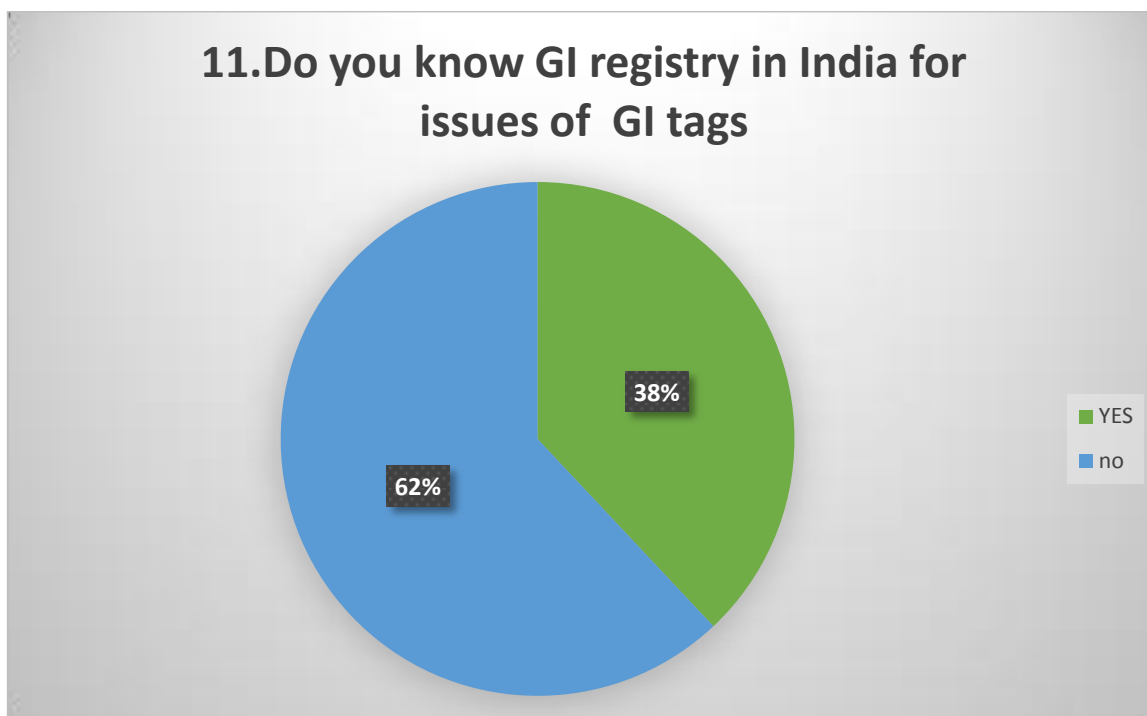


Q9. The least popular right among IPR rights is Geographical indication right/GI-tags. 66% did not hear about the GI tags and 34% have heard the GI tags.

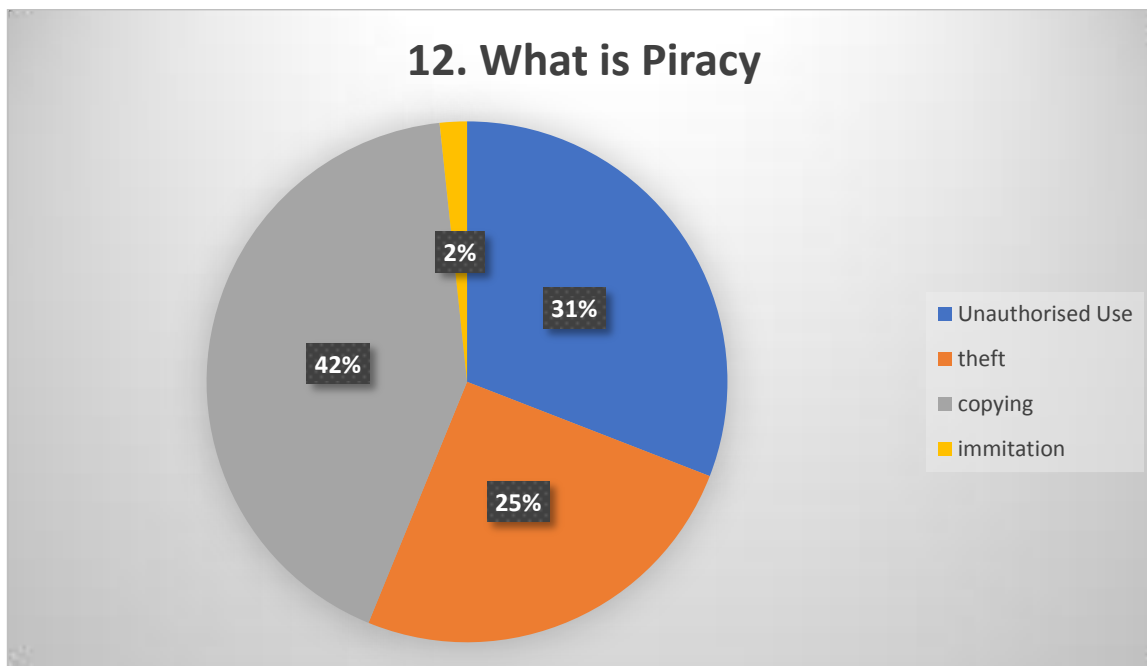


Q10. Many of the respondents were aware about the GI products through newspapers etc.

29% knew about Phulkari, 14% about Kohlapuri chhapals, 12% about Mysore silk, 35% about Tirupati ladoos, and 10% about Madhubani paintings.



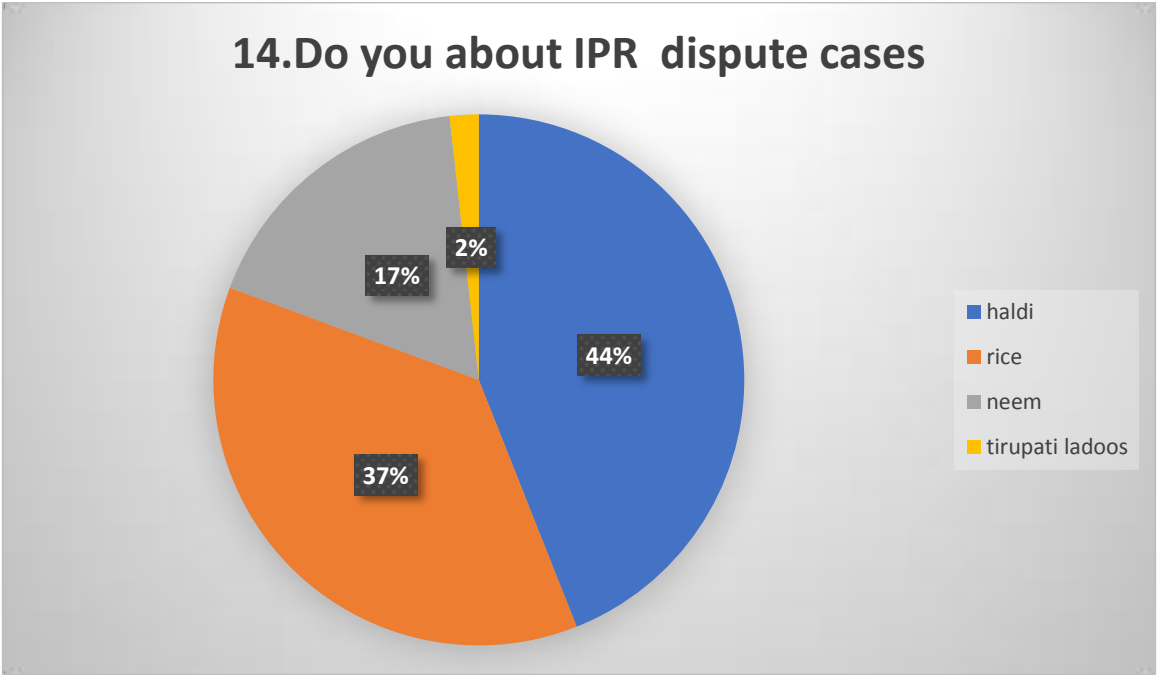
Q11. In India, GI-tags are issued by GI Registry located in Chennai. The GI Registry is part of the Department of Industry Promotion and Internal Trade, Ministry of Commerce and Industry. Only 38% of the respondents knew about the GI Registry located in Chennai.



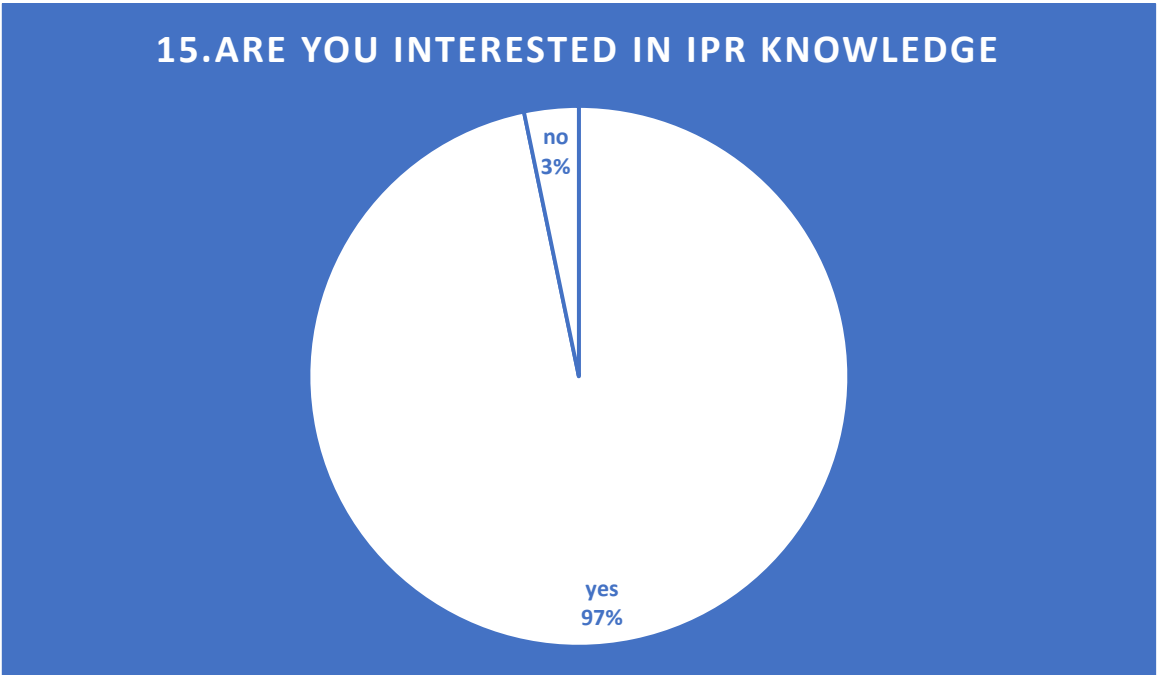
Q12. Piracy is the most unfair and popular infringement of IP rights in India. When asked about the meaning of Piracy, only 31% could reply correctly, others have a wrong notion and understood piracy as theft (25%), copying (42%) and imitation(2%).



Q13. Plagiarism is the act of presenting someone else's work or ideas as your own. It is a breach of academic integrity and it leads to intellectual theft. Only 46% knew about the meaning of Plagiarism.



Q14. Intellectual property disputes are legal conflicts when one person makes use of another person's intellectual property without permission such as someone uses other’s trademark, patents, copyrights, and industrial designs, music composition etc. When asked about it, all the respondents replied by giving certain examples like 2% were aware about the case of Triupati ladoos,17% about Neem, 37% about rice and 44% about haldi.



Q15. The basic purpose of this survey was to sensitize the youth about IPR and create curiosity about IPRs and its significance. 97% of the respondents show full curiosity that they want to gain more knowledge and information about IPRs and its various forms.

CONCLUSION:

The survey gave optimistic results about the awareness assessment of the youth about Intellectual Property Rights awareness. Although many of the respondents did not have 100% clarity about IPR yet they tried to respond well. However, more conceptual clarity and practical guidance is required to sensitize them about IPR and provide them actual knowledge about IPR.

REFERENCES

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