

# Creativity the next generation



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विद्यार्शन  
देवदर्शन

Rana Charitable Trust

in collaboration with **S.S. Rana & Co.**

presents

Script it!<sup>TM</sup>

Second All India  
Essay Writing  
Competition

on the occasion of

World Intellectual Property Day  
April 26, 2013

For more details visit [www.vidyadarshan.in](http://www.vidyadarshan.in)

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Presents

**Script it!**<sup>TM</sup>

Second All India National Essay Writing Competition  
to celebrate

**World Intellectual Property Day - April 26, 2013**

**On April 26, 1970** WIPO Convention came into force and the day was chosen as the World IP day by the WIPO member states to increase general understanding of what IP really means. Every year this day celebrates creativity, and contribution made by creators and innovators to the development of societies across the globe all the while raising awareness of how patents, copyright, trademarks and designs impact our daily life. This year WIPO has declared *Creativity the next generation* as the theme of World IP Day 2013.

**Script it!**<sup>TM</sup> - *The Essay Competition*

Taking cue from this year's IP Day theme and to give young students an opportunity to understand the role played by intellectual property rights, raise awareness on IP Rights in India, and also to encourage new vision for the next generation Vidya Darshan Rana Charitable Trust in collaboration with **S.S. Rana & Co.** presents **Script it!**<sup>TM</sup> - the Second All India Essay Writing Competition.

**Themes of the Essay(s)-**

Young minds are encouraged to focus on the World IP Day theme i.e. *Creativity the next generation* for their essays and hence may contemplate writing on topics related to IP, innovation, piracy, counterfeiting etc. Some of the suggested topics are:

- 1) Protecting IP in the Media and Broadcasting Industry;
- 2) Relevance of IP in Social Media;
- 3) IP and Comparative Advertising;
- 4) IP and Ambush Marketing;
- 5) Use of IP to develop effective anti-counterfeiting and anti-piracy strategy.

**Last date for Submission –**

April 20, 2013.

**The Process-**

1. College and/or School students are invited to submit their essays focusing on themes relating to IP, innovation, piracy and counterfeiting etc. before the deadline of April 20, 2013.
2. Qualified Experts and Judges appointed by Vidya Darshan Rana Charitable Trust and S.S. Rana & Co. will select the best 3 essays.
3. Following this the winners will be announced in IPConnect, S.S. Rana & Co.'s weekly newsletter on April 26, 2013.<sup>1</sup>

**Rules for Participation-**

1. The competition is open only to School and College students (Students graduating in 2013 can also apply);
2. The participants shall mention the following on the front page in bold letters –
  - a) Name of the participant(s);
  - b) Name of the Academic Institution;
  - c) Contact details including phone number and postal address;
  - d) Participants should mention “**Script it!**™ World IP Day- Second All India Essay Writing Competition” in subject line;
3. Entries must be original and in English language only;
4. Only a single entry will be accepted from one person. Co-authorship (up to 2 authors) is also permitted;
5. The competition is open to essays of up to **3,000 words for School students and 4500 words for college students**. Entries outside the word limitation will be disqualified;
6. The essay shall be disqualified if it is plagiarized. Due credit should be given to the concerned author and/or publisher(s) in Bibliography and/or Reference, as the case may be, in proper 19<sup>th</sup> bluebook edition;
7. Summary of the best essay will be published in IP Connect on April 26, 2013;<sup>2</sup>

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<sup>1</sup> The organizers of the competition reserve all rights to change the date of announcements of the results.

8. The copyrights of the essay shall be vested with Vidya Darshan Rana Charitable Trust and S.S. Rana & Co.;
9. All entries are to be sent by e-mail only to [essays@vidyadarshan.in](mailto:essays@vidyadarshan.in);
10. All entries are to be sent only in MS Word (.doc or .docx) or .pdf format.

### Awards<sup>3</sup>-

1. The Awards would be given to students in two categories: a) College and b) School;
2. The winners in each category will be awarded a cash prize of INR 5,000 along with a certificate and an opportunity to author an article on any forthcoming issue of IPConnect of his/her choice;
3. Second and third runner ups in each category would be presented INR 2500 and INR 1500 respectively along with certificates;
4. Deserving participants shall also be presented with certificates;

For further information, please write to us at [info@vidyadarshan.in](mailto:info@vidyadarshan.in) or call us at 91-11-3056 2000.

**Note:** The competition intends to provide a platform to the students to share their views and to raise IPR awareness among them. The decision of the Judges shall be final. The organizers of the competition reserve all rights to change the date of announcements of the results and/or the date of announcements and publication of the results. The organizers also reserve the rights to withdraw any or both categories of awards if the entries thus received does not meet the aforesaid criteria. The organizers also reserve all the rights for Publication and reproduction of essay/write ups. The author(s) in this regard shall be given due credit to the authors.

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<sup>2</sup> The organizers of the competition reserve all rights to change the date of announcements and publication of the results

<sup>3</sup> In case of tie or in case of co-authored articles the prize money shall be divided amongst the participants