

AWARENESS AND PERCEPTION OF INTELLECTUAL PROPERTY RIGHTS (IPR) AMONG COLLEGE STUDENTS IN BHANDARA DISTRICT: A SURVEY STUDY

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Abstract:

This study is conducted to examine the perception and awareness of intellectual property rights (IPR) ,patent,copyright,trademark,Industrial design & geographical indications among undergraduate students. A survey was conducted to illegal information about IPR from college students of computer science department in Bhandara District,Maharashtra. This study used the descriptive research method, employing the online instrument distributed to the 101 students from computer department of colleges in Bhandara District ,Maharashtra. The study used a modified adapted survey questionnaire . The results indicate varying levels of awareness regarding copyright, patents, trademarks, and plagiarism. While some students showed familiarity with basic IPR concepts, many lacked in-depth understanding. The study highlights the need for better IPR education in academic curricula.

Keywords: IPR , patent, copyright, trademark, Industrial design & geographical indications.

Introduction:

Intellectual Property Rights (IPR) protect creations of the mind, including inventions, literary works, and symbols. In the digital age, awareness of IPR is crucial to prevent plagiarism, piracy, and unethical use of content. College students, as future professionals, must understand IPR to uphold ethical standards. This study assesses their awareness and perceptions in Bhandara District. Copyright is basically the given legal rights for literary and artistic works which cover advertisements, books, computer programs, databases, films, maps, music, paintings, sculpture, and technical drawings [1]. Patent is the exclusive right given to new invention and useful products. Trademark is considered to enterprise's distinguished sign compared to other enterprises [2]. Industrial design may come in two- or three-dimensional features, is a pattern, line, color, shape or surface which creates the aesthetic aspect of an article [3] Intellectual property law creates property rights in a wide and diverse range of things from novels, computer programmes, paintings, films, television broadcasts, and performances, through to dress designs, pharmaceuticals, genetically modified animals and plants [4]. Intellectual property protects applications of ideas and information that are of commercial value [5]. The term Intellectual property is related to human brain applied for creativity and invention. Various efforts in terms of inputs of manpower, time, energy, skill, money, etc are required to invent or create something new. The ultimate idea by which invention or creation took place is an intangible property of the person, who took pains for the invention or creation.



Therefore, as per law, legal rights or monopoly rights are given to creator or innovator to harvest the economic benefits on their invention or creation.^{5, 6} The Intellectual property rights (IPR) are territorial rights by which owner can sell, buy or license his Intellectual Property (IP) similar to physical property.

Literature Survey:

Broadly the IPRs are divided into two categories: industrial and non-industrial property. Industrial Property includes patent, trademarks, Geographical indications, Design, plant variety etc. International Journal of Law 186 Non industrial property includes copyright. Intellectual Property Rights (IPR) have gained global significance due to rapid technological advancements and the knowledge-based economy. Several studies highlight the importance of IPR awareness, especially among students and professionals. Intellectual Property Rights (IPR) safeguard creative and commercial innovations. **Copyright** protects literary, artistic, and musical works, ensuring creators' exclusive rights [6]. **Trademarks** distinguish goods/services through logos/brand names, preventing consumer confusion. Trademarks already existed in the ancient world. The Indian crafts men used to engrave their signature on their jewellery or artistic creation around 3000 years ago. With industrialisation the trademark become key factor in modern world of international trade **Industrial Designs** cover aesthetic aspects of products, encouraging innovation. **Geographical Indications (GI)** certify products originating from specific regions, preserving cultural heritage. Studies highlight low IPR awareness among students, emphasizing the need for education [7]. Effective IPR knowledge prevents plagiarism and promotes ethical practices in academia and business [8]. In patenting process at one hand inventor is granted exclusive rights which give recognition as well as financial benefits but at the other hand inventor has to disclose all the relevant information in descriptive way to the patent office at the time of filing patent application. The information available in patent document can be seen by anybody and no doubt it gives direction to other researchers to innovate further in the relevant field[9]. In India, office of Controller General of Patents Designs and Trademarks govern the patent registration process. This office comes under the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry[10]. The patent filing steps are as follows[11].

Objective:

- To evaluate the level of IPR awareness among college students in rural areas to enhance their thoughts.
- To analyze their perception of copyright, patents, and plagiarism in undergraduate students to in rural areas to protects their data.
- To identify gaps in IPR knowledge and suggest improvement among the students.

Methodology:

The present study being an empirical research and is to be carried out in a very limited time with an intention to collect most authentic data. Conducting empirical research in the area of law is of recent origin. The survey is carried out between girls and boys of computer science department in Bhandara District. For the Awareness regarding Intellectual Property Rights- A



Survey amongst the undergraduate Students of computer science department , Bhandara”, the data was collected through the surveys based on questionnaire using google form. For this purpose, questionnaire was adopted to take the response of the respondents. Well-designed Questionnaire was filled-up by personal interaction to the respondents during this month. Data analysis done by using excel. The core objective of this survey is to investigate about the level of IPR awareness among the undergraduate students.

The response given by the respondents has been analyzed and produced in a structured format in the form of questionnaire for easy and logical understanding. An analysis of every question has been made along with the question. Finally, in the end, conclusion has been drawn. Suggestions have also been made. From 101 samples 67 i.e 65.3% sample is of girls and 33 i.e. 32.7% sample is of boys collected from computer department in Bhandara District.

Data analysis and interpretation:

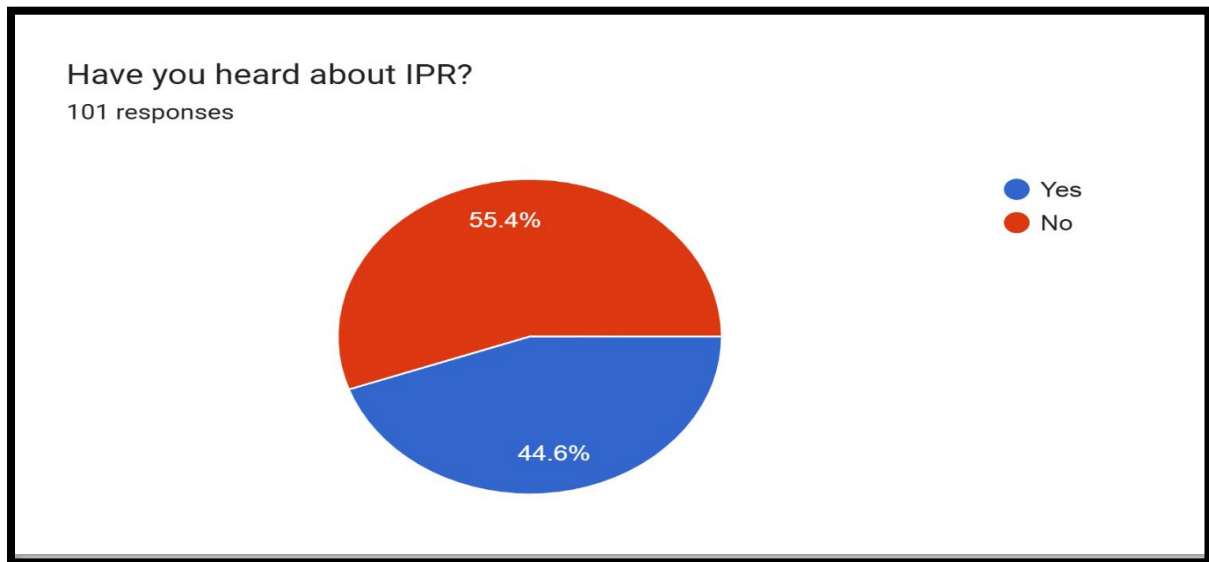


Fig 1: Awareness about IPR (source : Reseatcher Analysis)

The above figure 1 shows that 44.6% undergraduate students are aware about IPR while 55.4% undergraduate students are having no idea about intellectual property right(IPR).

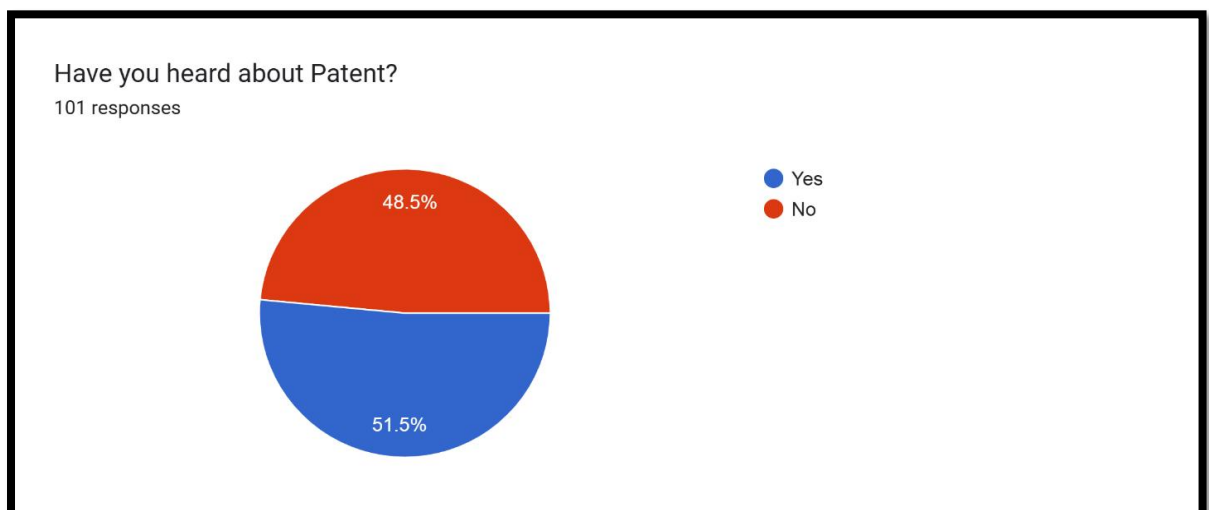


Fig 2: Awareness about Patent (source : Reseatcher Analysis)

The above figure 2 shows that 51.5% undergraduate students are aware about Patent while 48.5% undergraduate students are having no idea about Patent.

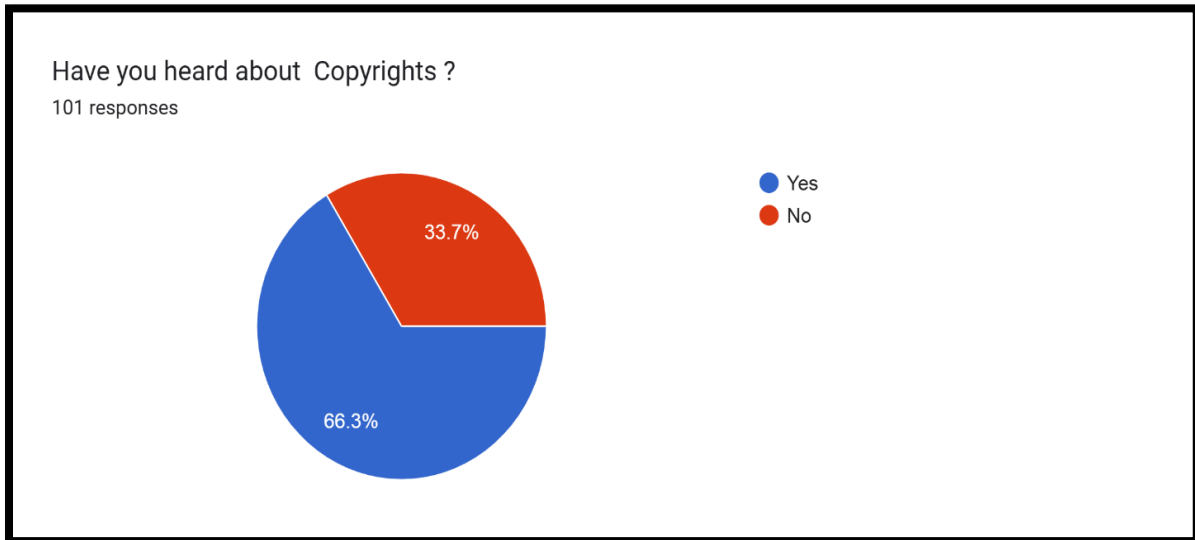


Fig 3: Awareness about Copyrights (source : Reseatcher Analysis)

The above figure 3 shows that 66.3% undergraduate students are aware about Copyright while 33.7% undergraduate students are having no idea about Copyright.

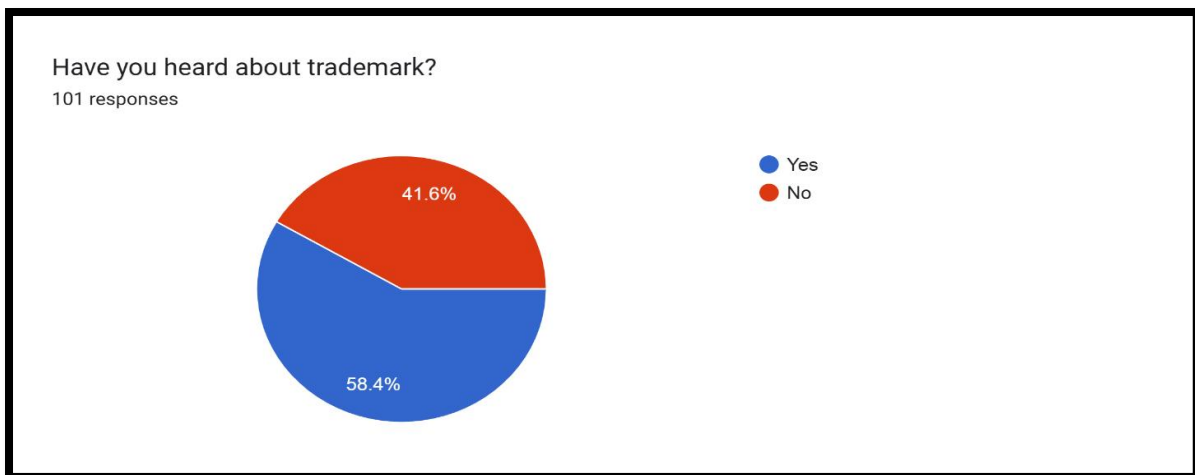


Fig 4: Awareness about Trademark (source : Reseatcher Analysis)

The above figure 4 shows that 58.4% undergraduate students are aware about Trademark while 41.6% undergraduate students are having no idea about Trademark.

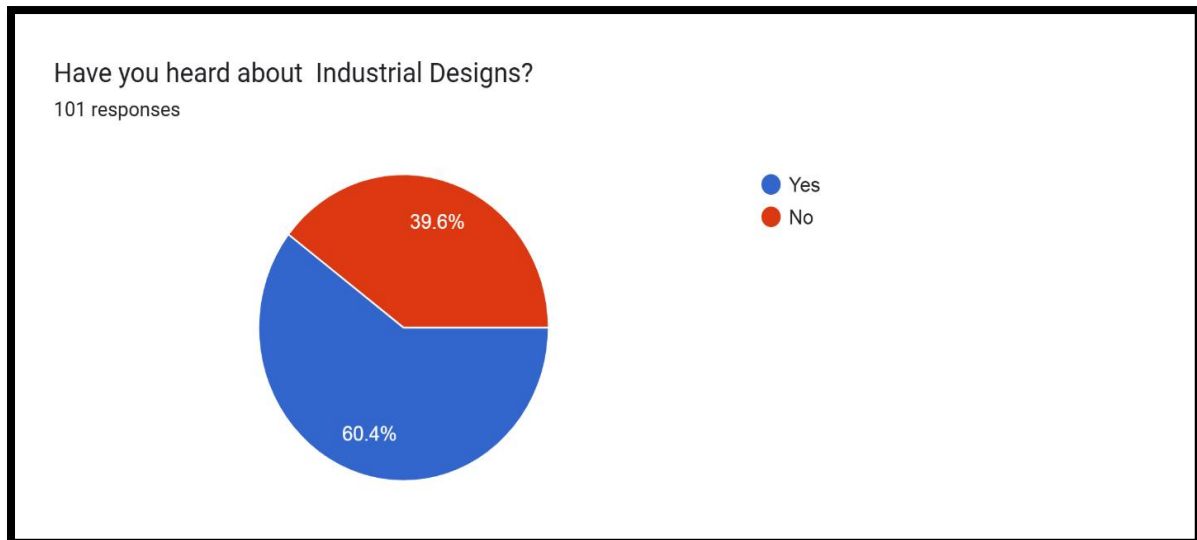


Fig 5: Awareness about Industrial Design (source : Reseacher Analysis)

The above figure 5 shows that 60.4% undergraduate students are aware about Industrial Design while 39.6% undergraduate students are having no idea about Industrial Design.

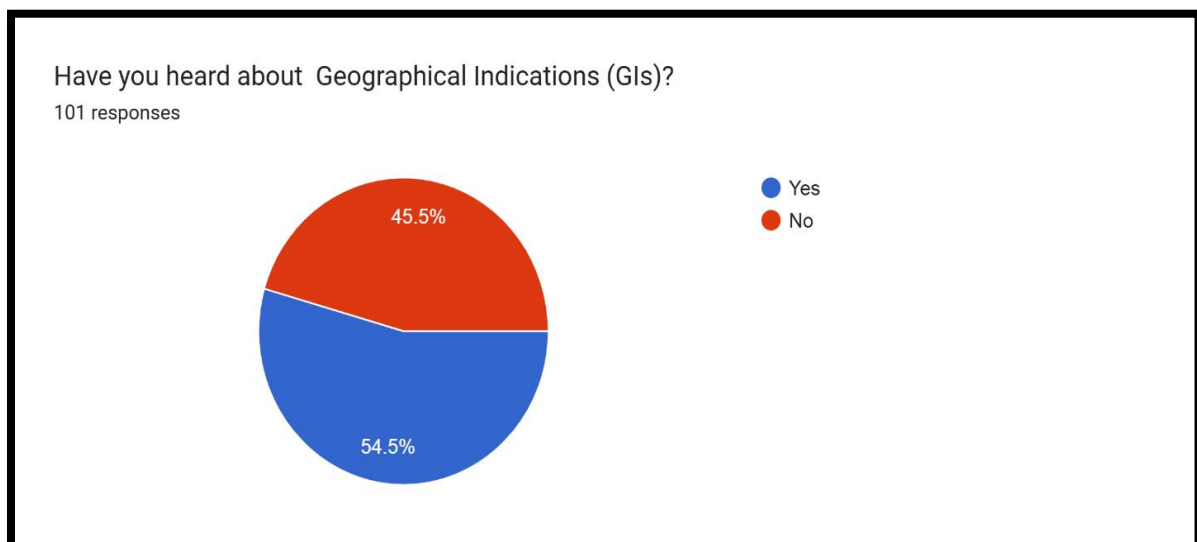


Fig 6: Awareness about Geographical Indications (source : Reseacher Analysis)

The above figure 6 shows that 54.5% undergraduate students are aware about Geographical Indications while 45.5% undergraduate students are having no idea about Geographical Indications.

Conclusion:

This research work was undertaken to study the level of awareness regarding intellectual property rights among undergraduate students of computers science departmenty, Bhandara district in Maharashtra. The finding of this study reveals that maximum number of respondent are not aware of intellectual property rights. Although, some of them were only heard about intellectual property rights. It was also observed that thestudents have a very little

knowledge about fair use of copyrighted material and use of patent in their research. On the basis of the above study following suggestions can be proposed:

- a) Intellectual property rights education must be promoted among all the institutions of higher learning.
- b) University and institutions should organize seminar/workshop/conference on intellectual property right for the undergraduate students in rural areas.
- c) There must be a compulsory paper of Intellectual Property Rights in the higher education programme.
- d) The undergraduate students may be provided practical knowledge about plagiarism and fair use of copyrighted material.
- e) A comprehensive Course curriculum may be included in research course work comprising of Trademark, Design, Patent and copyright knowledge.

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