Spending a morning talking to children about invention

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Madhu Rewari and Geetanjali Visvanathan spend time interacting with students at Kendriya Vidyalayas in Delhi introducing intellectual property rights. The Cell for IPR Promotion and Management (CIPAM) and International Trademark Association (INTA) had organised a three-day long IP Awareness Campaign across schools in New Delhi, India. The intention: invite IP experts to speak to the children and explain in simple and practical terms the importance of intellectual property rights. A surprising-unsurprising take away? Children today are very aware of the concepts of IP ownership, even if sometimes the terminology to describe their knowledge is, quite naturally, missing. Ownership and copying concepts for one are so vividly understood. Testament no doubt to the access to information enabled by the internet and efforts of the IP community to make IP information available.



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