



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

IPRISM

Imagine. Invent. Inspire.



Intellectual Property (IP) Game & Film Competition 2018





IP Game & Film Competition 2018

ASSOCHAM in collaboration with **Department of Industrial Policy and Promotion (DIPP) - Cell for IPR Promotion and Management (CIPAM)** and **ERICSSON** is pleased to announce IPrism - an IP Competition for students enrolled and currently studying at graduate, post graduate, MPhil and PhD levels in India.

This competition aims to help foster a culture of innovation and creativity. This Competition would greatly help spread awareness of Intellectual Property Rights (IPR) and empower the young innovators to protect their inventions.

IPrism will provide a unique opportunity for students to learn and showcase their understanding of IPRs.

Deadline for submission:
31st May, 2018

Eligibility Criteria



- Entries should be new and innovative.
- Team work is allowed. A team should not have more than 6 members.
- Multidisciplinary and multi-national teams are welcome.
- Multiple teams per college/institute can participate.
- A team is allowed to include one technical or professional person in their team who is not a student / part of an institution.
- All students at various stages of their university careers, full-time or part-time, from undergraduate to postgraduate level (including masters and doctorate) can participate.
- Paper prototypes or non-digital games are not acceptable.
- IP Game should be iOS or Android compatible.
- IPR Film on Piracy and/or Counterfeiting: 30 and 60 seconds short films or animated videos are allowed.
- Participants are free to design their scripts for the IP game. For reference, please have a look at the sample script at www.iprism.co.in.



How to register for IP Competition 2018?

- Visit web portal www.iprism.co.in
- Create a login ID
- Fill all the required fields
- Submit your entry and stand a chance to win cash prize

Submission Guidelines

Details available at
www.iprism.co.in

IP Game:

- Screenshots and a short video of the gameplay.
- Maximum size should not be more than 110 MB.
- Game must function, as single-player game and/or multiplayer game.
- Game should refrain from the use of store-bought or purchased assets and cannot have in-app purchases.
- Game should use only open source technologies.
- App should be compatible with Android “KitKat” and above and iOS 10 and above.
- Please include ‘Help’ section in the app including ‘How to Play’.
- A sample script for an IP Game is provided on the IPrism website. It is not mandatory for the participants to use this script.



IP Film: Piracy and/or Counterfeiting:



- 30 seconds OR 60 seconds animated / film videos.
- Maximum size should not be more than 110 MB. HQ videos required (if shortlisted).
- Participants are requested to retain the HQ or decent quality videos; it may be required after the shortlisting procedure.
- Minimum Pixel (if shortlisted): 1280 X 720 (Normal) or 1920 X 1080 (HD Resolution).
- Standard-definition video version: PAL (Phase Alternating Line).
- You can also mail your submission at ASSOCHAM, 5, Sardar Patel Marg, Chanakyapuri, New Delhi-110021.

Selection Criteria

**All indicators will carry equal weight.*



IP Game:

Criteria	Explanation
Documentation	Creative process – How well are the IP concepts explained.
Supporting Material	How well do graphics, images, concept art and scripts support the documentation.
Thematic Consideration	The extent to which the GDD identify the consideration of the competition theme taken throughout the development of the game.
Execution	How effectively the GDD mirror the finished product.
Functionality	Working of the game. Compatibility of the game with every system & crashes or glitches. Bug testing.
Visual Design	User Interface: If the visual style is consistent and appealing.
Gameplay	Game's ludology level. Objectives of the game. Game's mechanics.
Engagement	How fine and engaging the game is.

GDD: Game Design Documents

IP Film: Piracy and/or Counterfeiting:



Criteria	Explanation
Documentation	Creative process – How well are the IP concepts explained.
Supporting Material	How well the graphics, images, concept art and scripts support the documentation.
Narrative flow	The narrative/story telling flow. How strong, original, compelling, and interesting the film is.
Execution	How closely does the film production mirror the finished product.
Visual Composition	How consistently the film shows excellent and creative visual.

Note: Any change in the selection criteria will be notified on the website

Prizes

Prizes for the winners are:

IP Game:

- **First Prize:** INR. 1 Lakh, memento and certificate.
- **Runners-up:** Rs.50,000 each, mementos and certificates. (2 teams)
- Top ten teams/participants will be awarded mementos and certificates.
- All Winners will get a special mention on CIPAM's Website – cipam.gov.in.

When/where will the shortlisted ideas be announced?

- Details about submissions and the winners will be sent to the email ID used during registration/submission.





IP Film: Piracy and/or Counterfeiting:

- **Winner Award:** Rs. 1 Lakh each for the 2 categories: 30 seconds and 60 seconds film along with memento and certificates.
- Top ten participants will be awarded mementos and certificates.
- All Winners will get a special mention on CIPAM's Website - cipam.gov.in.

Important Information

- The winning games and the film videos would be the intellectual property of CIPAM - DIPP, Ministry of Commerce & Industry, Government of India. The winners cannot exercise any right over it, after the acceptance of the prize.
- The Government of India (GOI) and/or the relevant departments of the GOI reserves the rights to use the prize-winning games and/or the films/videos for promotional, advertising or display purposes and to assign it to any person or group of persons. The winning entries can be modified/adapted suitably as per the requirement.
- Before submitting the entries, participants must have obtained the permission of all persons or entities having any rights in any parts thereof. Please ensure that submissions do not contain any proprietary or confidential material.

- 
- Anyone found infringing on others' intellectual property rights would be disqualified from the competition. The Government of India, Ericsson and/ or Assocham does not bear any responsibility for intellectual property rights violations or infringements of intellectual property carried out by the participants.
 - The entries must not contain any provocative, objectionable or inappropriate content.

*For details contact:
General Queries*

Mohd. Nahid Alam
Deputy Director and Project Officer

ASSOCHAM

Corporate Office
5, Sardar Patel Marg
Chanakyapuri,
New Delhi - 110021

Tel: 011-46550534

Fax: 011-23017008/9

E-mail: support@iprism.co.in

IP Related Queries

Dr. Shiital Chopra
India Lead - IPR Policy
RIPL IPR Policy &
Communications
Ericsson Forum
Sector 25A,
DLF Cyber City
Gurgaon 122002
Haryana
sheetal.chopra@ericsson.com

Imagine. Invent. Inspire.

Intellectual Property (IP) Game & Film Competition 2018

**Cell for IPR Promotion and
Management (CIPAM)**

-  cipam.gov.in
-  CIPAM INDIA
-  @CIPAM_India
-  CIPAM INDIA