

Awareness Building on Intellectual Property Rights, Innovation and Importance of Millets at Government Primary School in Telibagh, Lucknow

An initiative was taken by ICAR-NBFGR, Lucknow to create awareness and promote culture of innovation among kids of Government school under NAIF project of ICAR and importance of millets on 25th January 2023. School kids from class 6 to class 8 of Upper Primary School, Telibagh, Lucknow were made aware about basics of Copyright, Patent, Trademark and Geographical Indications. They were informed about importance of Intellectual Property in protection of their creative works. Hands on activities were conducted for understanding concepts of creating a trademark for a company and copyright marking of creative works in a fun and interactive way. The daily use items in the real life were shown to the kids for making the session interactive and engaging. A small quiz on IPR was also conducted. Kids were informed about importance of creativity for innovation, startups and entrepreneurship. Dr U. K. Sarkar, Director ICAR-NBFGR, Lucknow interacted with kids of Government school and informed them about fish biodiversity, different career options in the field of agriculture and aquaculture for them to take up ahead in their careers. They were invited to visit Ganga Aquarium to understand diversity of fishes. Dr Poonam Jayant Singh, In-charge ITMU and Mentor of Change recognised by Atal Innovation Mission conducted the interactive session and informed kids on strategies for out of box thinking for being creative. Dr Ajey Pathak, In-charge AKMU and IT informed the kids about health benefits of millets. Snacks comprising Jowar, bajra and ragi ladoos were distributed to the kids along with Jute pouches made by Mahila Shakti Swayam Sahayata Samooch (MS-SHG). MS-SHG prepared the snacks using traditional knowledge, ceasing the opportunity of non-availability of millet snacks in the market. This also paved a new way for entrepreneurship for small scale unit for preparation of millet products. The jute pouches contained creative material like sketch pens and clay for creating models and designs by kids. The programme envisions creating neoteric innovators and fostering curiosity, creativity and imagination among kids. The integration of ICAR-NBFGR, Lucknow with Government school kids and Self-help group paves way of connecting unconnected dots and strengthening the system of research education and entrepreneurship by inclusiveness.



Dr U K Sarkar, Director, ICAR-NBFGR interacting with school kids of Upper Primary School, Telibagh, Lucknow and distribution of jowar, bajra and ragi ladoos with Jute kit