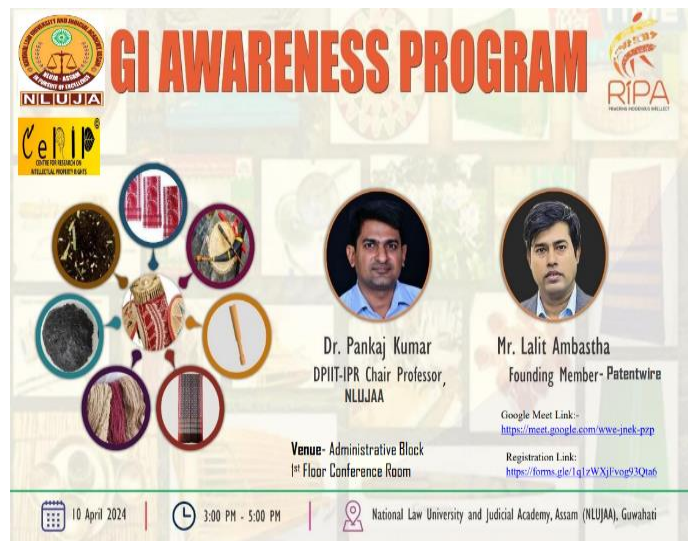


# NATIONAL LAW UNIVERSITY AND JUDICIAL ACADEMY, ASSAM

## DPIIT-IPR CHAIR

### Report

A **GI Awareness Programme** was organised by the DPIIT-IPR Chair in collaboration with Centre for Research on Intellectual Property Rights Law of National Law University and Judicial Academy (NLUJA), Assam and Reinforce Intellectual Property Association (RIPA) on **April 10, 2024**. The programme was held in hybrid mode from 3.00 pm onwards in the 1<sup>st</sup> floor conference hall of NLUJA, Assam. Mr. Lalit



Mr. Lalit Ambastha, Founding Member, Patenwire and Co-Founder, RIPA was invited as the esteemed resource person for the session. Geographical Indications (GI) being an influential means for protecting and promoting regional goods and economy, the awareness programme aimed at providing comprehensive knowledge and practical skills for individuals and the stakeholders regarding the application, protection and the management of GIs.

Mr. Ambastha started his session with a presentation on “Challenges and Opportunities - Vocal for Local” wherein he discussed about the involvement of very less persons in the GI filling process and also highlighted the various issues and constraints. He pointed out some common such as public unawareness about IPRs and



GIs, increasing cost of raw materials, unavailability of raw materials, electricity issues, no subsidy, access of facilities to chosen ones, monopoly of few traders, non-issuance of artisan cards, less income, Artisan Card, health concerns, trade fair participation, dilution of brand value, export concerns, GST and other compliances, etc. He also discussed with illustrations some major issues such as complex documentation, preservation of legacy, financial constraints, marketing and sales, reluctant attitude of stakeholders, etc. Mr. Ambastha thereafter presented certain measures proposed to be adopted for mitigation of the issues discussed, which included identification of non-filled GI,

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support of GI association, enhance market access, technology infusion, platform for linkage of artisan to consumer and value enhance; thereby resulting in access to global market, preservation of traditional knowledge, product differentiation and removal of intermediary menace. He also elaborated on how to capitalise GI wherein he suggested certain stages such as identification of the potential GI product, formation of producers' association and its registration thereof, filing of GI, creation of a web portal and enforcement and harnessing the capacity. The learned resource person concluded his session with a brief discussion on certain programmes developed by him for GI awareness and advancement which aligns with the central theme of 'Vocal for Local' such as GI Mela, GI Choupal, GI Mahotsav Finding GI campaign, etc.

Thereafter Dr. Pankaj Kumar, DPIIT-IPR Chair Professor, NLUJA, Assam delivered a closing session on IPR and GI wherein he discussed about the linkage between GI and TK citing various examples. He also highlighted the activities conducted by the DPITT-IPR Chair of NLUJA, Assam in promoting



awareness on GI and also mentioned about the Muga Silk of Assam GI Authorised Users Registration Camps held at Dhakuakhana town of Lakhimpur district and Turukpara, Borduar and Ratanpur areas of Kamrup (Rural) district of Assam. Dr. Kumar also discussed about the new GIs of Assam and North-east and finally concluded his session by urging Government as well as the stakeholders to hold hands together for promoting and developing GI at both national as well as regional levels.

The programme concluded successfully with a vote of thanks delivered by Dr. Pankaj Kumar to Mr. Lalit Ambastha for sharing his invaluable insights and experience in the field of GI.