REPORT ON THE OUTREACH PROGRAMME ON EMPOWERING WOMEN SHGS THROUGH IPR

The DPIIT-IPR Chair of National Law University and Judicial Academy, Assam organized 3 days Outreach Programme in collaboration with Sankalp: District Hub for Empowerment of Women, Office of the District Social Welfare Officer, Kamrup, Amingaon, Guwahati and Assam State Rural Livelihood Mission, Kamrup with the objective of spreading awareness on intellectual property rights (IPR) and their relevance to women entrepreneurs and self-help group (SHG) members. The program mainly aimed to empower and educate women and community members on the importance of product branding, marketing and formal recognition of local products through trademarks, industrial design etc. Through this programme the DPIIT-IPR Chair attempted to reach out the women Self Help Groups from 07 different blocks under the Kamrup District.

Day 1: 08.09.2025

first Outreach The Programme was held on 08.09.2025 Chayani at Barduar Development Block, Jharobari, District -Kamrup which was attended 90 by about women participants from Chayani Rani and Rampur blocks. The programme began with warm welcome address by Ms. Juri Kalita, Gender Specialist, Sankalp, DHEW. In her introductory remarks, she set the tone for the day, emphasising the importance of empowering



women through knowledge of rights and opportunities. She also introduced Dr. Siddhartha Sankar Barua, Assistant Director, MSME, Guwahati as the resource person of the session.

Thereafter the objectives of the programme were outlined by Dr. Sharmistha Baruah, Research Officer, DPIIT-IPR Chair, NLUJAA who explained how women can benefit from understanding and applying IPR in their daily entrepreneurial and creative activities.



Dr. S.S. Baruah's technical session focused on introducing participants to the concept of intellectual property and its different forms. including patents, trademarks, copyright, geographical indications. The discussion was brought closer to the participants' context by using familiar examples. Different

designs and motifs created by women were highlighted as intellectual creations that could be protected under design law. Likewise, unique products such as black rice of the Bodo region and traditional delicacies like *tel pitha* and *ghila pitha* were cited as potential candidates for geographical indication (GI) protection.

Dr. Baruah further explained various government schemes, including MSME initiatives and the PM Vishwakarma Yojana, urging women to come forward and utilise these opportunities. Participants were encouraged to weigh both the advantages and challenges of adopting IPR measures in order to make informed decisions about their entrepreneurial activities.

Thereafter Dr. Baruah Sharmistha elaborated on the essence of copyright, stressing that motifs, patterns, and artistic works created by women artisans must be safeguarded against misappropriation. She also pointed out how markets are flooded increasingly machine-made with products, posing traditional



crafts. In this context, IPR becomes a tool not only for legal protection but also for ensuring economic sustainability.

Adding a personal touch to the discussions, Ms. Swapnali Das Rai, one of the early members of SHGs, shared her own journey. She spoke about how she had availed loans through government schemes and how this financial assistance helped her strengthen her livelihood. Her experience served as an inspiring example for other women, reinforcing the message that collective effort and awareness of available opportunities can truly transform lives.



Thus by weaving together discussions on intellectual property, government schemes, and personal experiences, the event successfully conveyed the importance protecting traditional knowledge and encouraging women to become proactive agents of change. The programme concluded with a strong call for

women artisans and entrepreneurs to preserve their cultural heritage while embracing modern legal tools to secure their rightful benefits. Finally, the vote of thanks was delivered by Ms. Juri Kalita.



ATTENDANCE OF DAY 1

NATIONAL LAW UNIVERSITY AND JUDICIAL ACADEMY, ASSAM
ATTENDANCE SHEET

(OUTREACH PROGRAMME ON EMPOWERING WOMEN SHGS THROUGH IPR) SUKANYA CLUSTER LEVEL FEDERATION, CHAYANI BARDUAR DEV. BLOCK

DATED- 8TH SEPTEMBER 2025

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NATIONAL LAW UNIVERSITY AND JUDICIAL ACADEMY, ASSAM
ATTENDANCE SHEET

(OUTREACH PROGRAMME ON EMPOWERING WOMEN SHGS THROUGH IPR) SUKANYA CLUSTER LEVEL FEDERATION, CHAYANI BARDUAR DEV. BLOCK

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71	Minashii Kalita	2706570476	Miorashrikalika
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Day 2: 11.09.2025

The second Outreach programme was held on 11.09.2025 at Aai Matri CLF, Dadara, Kamrup. Around 50 women participants from Sualkuchi and Hazo blocks attended the programme. Ms. Juri Kalita, Gender Specialist, Sankalp, DHEW initiated the programme by delivering the welcome address.

Sharmistha Baruah. Dr. Research Officer, DPIIT-**IPR** Chair, **NLUJAA** highlighted the purpose and objective of organizing the programme. She interacted with the women participants for getting their inputs about the various small businesses that they are associated with and explained them about the importance of knowing and protecting their rights under the various IP regime like industrial design, trademark etc. She focused



on women empowerment through self-reliance, legal awareness, and economic participation. She also stressed upon how women can expand their opportunities by utilizing available resources and legal frameworks.

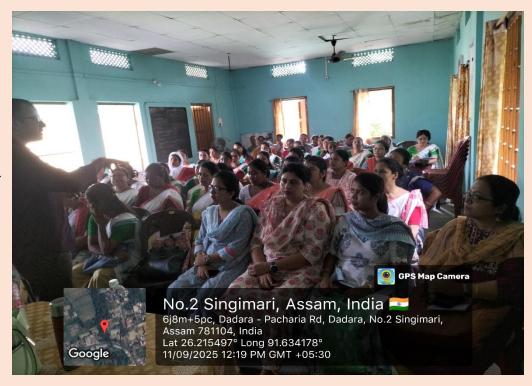


Thereafter the technical session started with the lecture delivered by the resource person - Manas Barman, Advocate, Gauhati High Court and ΙP Attorney. Barman deliberated upon the concept of trademark, branding and its essentials. He illustratively explained how the women participants can benefit economically and at a larger marketplace by getting their businesses registered under

trademark regime. He also described the registration process and the documents required to be

submitted during the process. Mr. Barman clarified the meaning and necessity of marketing for self-help groups and women entrepreneurs. He interacted with participants, guiding them on

practical ways expand to their markets through branding and marketing strategies. He further reflected the importance of trademarks for local products such as bakery items. weaving, and handloom products. Upon various queries from the



participants, he also clarified the process of facilitation required for trademark registration which can be availed from the Facilitation Centre of DPIIT-IPR Chair, NLUJAA. Finally, Mr. Barman discussed about the concept of traditional knowledge and the importance of protecting traditional knowledge with examples such as neem, haldi etc.



The resource person was also accompanied by Mrs. Rashmi Rekha Borkotoky, **CDPO** from Department Social Welfare as the Special Guest of the programme. She encouraged all women to come forward actively participate social, in economic, political, and educational spheres. She

further quoted Napoleon, "Give me good mother, I will give you good nation," to emphasize the central role of women in shaping society.

Thus in this way the outreach programme aimed to raise awareness among women participants about the importance of intellectual property, branding, and marketing in enhancing their livelihood opportunities. It also reinforced the broader message of women's empowerment as a social and economic necessity. Women participants involved in different businesses such as weaving, baking, and stitching etc. actively engaged in the sessions. They shared their experiences and expressed interest in learning more about branding and legal protection of their products. The programme concluded with a vote of thanks by Ms. Juri Kalita, who appreciated the enthusiastic participation and reiterated the importance of continued efforts in supporting women's development.



ATTENDANCE OF DAY 2

NATIONAL LAW UNIVERSITY AND JUDICIAL ACADEMY, ASSAM
ATTENDANCE SHEET
(OUTREACH PROGRAMME ON EMPOWERING WOMEN SHGS THROUGH IPR
Venue- AAI MATRI CLF DADARA
DATED-

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NATIONAL LAW UNIVERSITY AND JUDICIAL ACADEMY, ASSAM
ATTENDANCE SHEET
(OUTREACH PROGRAMME ON EMPOWERING WOMEN SHG\$ THROUGH IPR
Venue- AAI MATRI CLF DADARA DATED- 1/109/2025

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Day 3: 16.09.2025

The third Outreach programme was held on 16.09.2025 at CMTC, Kamalpur, Kamrup. The programme began with a welcome address delivered by Ms. Juri Kalita, Gender Specialist, Sankalp, DHEW who extended greetings to the resource persons and participants while highlighting the importance of empowering women through awareness and collective efforts.

Dr. Sharmistha Baruah. Research Officer, DPIIT-IPR Chair, NLUJAA then explained the objective of the meeting, stressing the need to make women, particularly members of self-help groups, aware of intellectual property rights, branding, and opportunities available to them for economic independence. She pointed out that informed women are better equipped to protect their creations and access larger markets.



Dr. Smita Sarmah, Assistant Professor cum Head of the Department (i/c), Department of Law,

Cotton University was invited as one of the resource person for the session. The first technical session started with introduction to the concept of intellectual property and its relevance in today's economy. Participants were briefed different types of intellectual property including



trademarks, geographical indications, and industrial designs, with a focus on their application in

local products and women-led enterprises. The discussion on trademarks highlighted how women engaged in bakery, handloom and other sectors can benefit from registering their marks and marketing their products online through platforms such as Amazon, Amazon Saheli, Meesho and the Government e-Marketplace. Reference was made to important legislations such as the Trademark Act, Geographical Indications Act and Industrial Design Act, with emphasis on how these laws could help women claim and protect their rights.

Dr. Sarmah also underlined the economic benefits of intellectual property protection, especially in expanding markets at the national and international level. Participants were encouraged not to depend on third parties who might take away their profits, but to focus instead on branding and packaging that can ensure quality assurance, consistency and attractiveness. The essentials of branding—such as name, logo, packaging, labeling, storytelling and digital branding—were explained, along with relevant policy initiatives like Mahila E-Haat under the Make in India programme, which provides a platform for women entrepreneurs.

Therafter Dr. Sharmistha Baruah, Research Officer, DPIIT-IPR Chair, NLUJAA also spoke about the significance of industrial design, particularly in the field of handloom, and conducted an interactive session where she addressed queries and offered practical guidance to participants.

Mr. Manas Barman, Advocate, Gauhati High Court and IP Attorney was invited as the second

resource person for the day. Mr. Manas Barman conducted session on the importance of marketing for women entrepreneurs and self-help groups. He explained how marketing adds value local products such as weaving, baking and stitching by helping them reach wider markets.



Emphasizing that

production alone is not enough, he highlighted the role of branding and customer trust in achieving economic success. Mr. Barman also interacted with participants, addressing their challenges and suggesting simple strategies to improve visibility and sales. His session encouraged the women to adopt new ideas in marketing and gave them confidence to expand their livelihood activities.

The programme concluded with an interactive discussion where participants shared their views and raised questions. The speakers encouraged them to adopt branding and digital marketing, take advantage of intellectual property laws, and make use of welfare schemes to strengthen both their

economic and social positions. The programme ended with the vote of thanks proposed by Ms. Juri Kalita. The programme was attended by 89 women participants from Bihdia, Kamalpur and Rangia blocks of Kamrup district.

ATTENDANCE OF DAY 3

NATIONAL LAW UNIVERSITY AND JUDICIAL ACADEMY, ASSAM ATTENDANCE SHEET (OUTREACH PROGRAMME ON EMPOWERING WOMEN SHGS THROUGH IPR Venue- CMTC kamalpur, GP- Madartola, Village- kolazal, Jalimura DATED- 16 09 2

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2	Chayanika Deka	Chayanika Deka
3	Sangita Boodolei	Sangita Paradola.
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13	Pranali Bone	Bono
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28	Stri Anamika Deka	Stie Anamika Deka
29	Radhika Devei	Raelhika Deni
30		Maloya pexa Kalifa.
31	Molaya Deka Kalifa Geceta Barshen	aceta Bayana

NATIONAL LAW UNIVERSITY AND JUDICIAL ACADEMY, ASSAM ATTENDANCE SHEET (OUTREACH PROGRAMME ON EMPOWERING WOMEN SHG'S THROUGH IPR Venue- CMTC kamalpur, GP- Madartola, Village- kolazal, Jalimura DATED-

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36	Purabi Sama Baro	Purabi Sarma Bara
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39	Jaymoti Nath	Jaymotr Nath
40	Minakshi Das Deka (AS)	Mas Deka
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42	Karcabi Kakati (P.S)	Karcabi Kakati
43	Namonita Baro	Nameta Bouro
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NATIONAL LAW UNIVERSITY AND JUDICIAL ACADEMY, ASSAM ATTENDANCE SHEET

(OUTREACH PROGRAMME ON EMPOWERING WOMEN SHGS THROUGH IPR

Venue- CMTC kamalpur, GP- Madartola, Village- kolazal, Jalimura DATED-

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80	Riona Begun	Rina Beform
81	Dipah Kalita Lahokar	Dipel neltos Lahoker
82	Minekshi kaliber	Minal Shi Kalika
83	Bina wath	Bina Nath
84	Mamarie Das	Mamanie Das,
85	Provieta Das	Pranita Das
86	Pallabe Lo Meta Dan	Pallasi kalita Das
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