



Venue: NEDFi Auditorium, G.S. Road, Dispur, Guwahati-781006,

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Programme Schedule:

9:00-10:00 a.m.	Registration	
10:00-11:00 a.m.	Inaugural Session	Address by Dignitaries
STAGE RE-ORGANIZATION		
TECHNICAL SESSION – I 11:15 A.M. – 1:00 P.M.		
11.15 to 11.30 a.m.	Geographical Indications: Potential and promises for socio-economic growth	Prof. P. Ganguli, MHRD-IPR Chair Professor, Tezpur University
11:35 to 1.00 pm.	Case-study on Muga	Jointly by TUIPR Cell representative and ASTEC
LUNCH and NETWORKING		
TECHNICAL SESSION – II 2:00 – 4:30 P.M.		
2:00-3:30 p.m.	The GI Registration System and Process in India	Asst. Registrar, GI Registry
3:30-4:30 p.m.	Sharing of experience by GI Stakeholders	Grassroots observations and recommendations
4:30-5:00 p.m.	The way forward	Prof. P. Ganguli, MHRD-IPR Chair Professor, Tezpur University
TEA and NETWORKING		



One Day Regional Workshop
On

Protection of Traditional Product Names in the
North East Region using Geographical
indications Its importance in enhancing
business and promoting Regional Art and Craft

January 9th, 2015



Organised By
Ministry of Commerce and Industry, Department of Industrial
Policy Promotion, GI Registry, Chennai, Govt. of India

In collaboration with
Tezpur University, Assam
&
North Eastern Development Finance Institution
(NEDFi)

Geographical Indications: Its Status in North East Region

Geographical Indications (GI) is one of the tools of Intellectual Property Rights (IPR) that protects name of goods as originating in a region or locality in that territory, where a given quality, reputation or other characteristics of the good is essentially attributable to its geographical origin.



The GI Registry in Chennai administers the GI system in

India.

There are 33 GI applications from the North East region. These applications are for products like Naga Mircha, Assam (Orthodox) Logo, Muga Silk, Whangkhei Phee, Karbi Textiles Products, Joha Rice of Assam, Indian Thangka Paintings, Naga Angami Shawl, Khasi Mandarin, Monpa Wooden Mask, Kachai Lemon, Manipur Dolls and Toys Craft, Tripura Queen Pineapple, Naga Cucumber, Shaphee Lanphee, Moirang Pheejin, Naga Tree Tomato, Arunachal Orange, Sikkim Large Cardamom, Mizo Chilli, Muga Silk of Assam (Logo), Assam Karbi Anglong Ginger, Memong Narang, Tezpur Litchi, Sarthebari Bell Metal Crafts, Sital Pati Mats & Crafts of Goalpara, Larnai Clay Pottery, Kauna Reed Craft, Bamboo Shang Trop, Wood Craft of Sikkim, Sherdukpen Handlooms & Textiles, Naga Ao Shawl, Naga Sumi Shawl, Sikkim Lepcha Handloom, Monpas Handloom & Textile Goods.



The Workshop

The aim of the workshop is to provide information on the importance of GIs in the North Eastern Region for the protection of names of diverse products originating in the North Eastern Region that have earned a reputation over the years in the market place. The workshop will also highlight the steps that are required to be undertaken by the registered GI owners, State Government departments, Financial Institutions, NGOs and the GI Stake Holders in the GI Product Value chain to realise the full commercial and socio-economic benefits of GIs.

In India 215 GIs have been registered for various products. The issue is that there is little or no awareness of GI among the Stake Holders of GI. Even most State Governments have not yet put efficient operating systems in place to promote the GI mark in their respective States and for continuous creation of “registration of Authorised users” of the GI.

A State Level Regulatory and Enforcement System needs to be put in place to check misuse of mark by counterfeits, imitations and adulterated products in the market place. Further, the GI products need to be promoted so that economic returns can be realized for the stakeholders and also help to preserve the traditional practices, traditional knowledge and also promote Eco Tourism in the North East Region.

This workshop will help to network various organisations in the North Eastern Region and provide all the relevant information related to GIs from the representatives of the GI Registry, Chennai. Further case studies of GI from the North Eastern Region will be presented that will make stakeholders aware of the steps that need to undertake at the grassroots level.

The TUIPR Cell

The Tezpur University Intellectual Property Rights Cell (TUIPR Cell) was created in 2009 with a vision to develop human resource in the management of Intellectual Property Rights as an integral part of the innovation process and the innovation value chain in the university. The TUIPR Cell has introduced novel interdisciplinary credited IPR Courses at the undergraduate and post graduate levels within the university's educational system and is involved in IPR consciousness and implementation programmes in institutions and grassroots innovators in the Region. TUIPR Cell has initiated the Muga GI project to identify the reasons for underutilization of Muga GI in Assam and recommend implementation of immediate remedial measures. A GI Camp is being planned in March 2015. The second project (Mukha GIa potential GI product) has also been initiated.

North Eastern Development Finance Institution (NEDFi)

The North Eastern Development Finance Corporation Ltd (NEDFi) is a Public Limited Company registered under the Companies Act 1956 on 9th August, 1995. It is notified as a Public Financial Institution under Section 4A of the said Act and was registered as an NBFC in 2002 with RBI. The shareholders of the Corporation are IDBI, SBI, LIC, SIDBI, ICICI, IFCI, SUUTI, GIC and its subsidiaries. The Board of Directors comprise representatives from shareholder institutions, DoNER, State Governments and eminent persons from the NE Region and outside having wide experience in industry, economics, finance and management. NEDFi provides financial assistance and consultancy to MSMEs, SMEs and large enterprises for setting up infrastructure and agri-allied projects in the NE Region. It also provides microfinance support to MFI/NGOs. Their promotional activities include NEDFi Haat, NEDFi Convention Center, NEDFi Pavillion etc.