



# Geographical Indications Registry



## **EFFECTIVE USE OF GEOGRAPHICAL INDICATION AND TRADEMARK IN THE MARKET FOR HANDLOOM INDUSTRY**

ON 24TH OCTOBER, 2019

IPR AWARENESS WORKSHOP  
ORGANISED AT HARHI  
COLLEGE, GOBINDAPUR,  
LAKHIMPUR, ASSAM

organised by

Tezpur University Intellectual Property  
Rights Cell, Tezpur University

along with

Geographical Indications Registry,  
Chennai, Government of India

and

MSME Development Institute,  
Guwahati, Ministry of MSME,  
Government of India

This workshop at Harhi College on 24 the October, 2019 on '**Effective use of Geographical Indication and Trademark in the market for handloom industry**' is the culminating workshop in the series of the earlier two IPR workshops held in and around the Muga Cultivation Hub of Assam, i.e. Lakhimpur. These workshops were meant for empowering the Muga Cultivators to face competitive market forces with renewed confidence by using various IPR tools. This time, going a step ahead, the workshop was organised jointly with the MSMSEDi Guwahati to acquaint the cultivators and weavers about various Govt. schemes to help them grow and establish as independent entrepreneurs. The workshop was also supported by GI registry Chennai for its effort to bring this unorganised sector and the workers into a more organised form in the form of Authorised Users of GI- Muga silk of Assam.

The earlier two workshops in the series had ensured more than 300 registered authorized users for any GI in the country. This final workshop for the rural weavers was meant for empowering the local weavers to use the GI logo legally on all pure muga products to certify it's purity. The participants, mostly the muga weavers and cultivators from Gobindapur-Dhokuakhana areas, applauded the persistent efforts put in by the TUIPR Cell to make the intellectual property of the community... Muga silk ...unadulterated entity in the market and increase the visibility for the interested buyers across the country and beyond.



Photo: The lighting of the inaugural Lamp by the Principal of Harhi College, Dr. M.J.Neog and Assistant Director MSMSEDi Guwahati, Mr. G.C.Das

The inauguration of the programme started with the traditional lighting of the lamp on the dias by the Principal of Harhi College, Dr. M.J.Neog and Assistant Director, MSMSEDi Guwahati, Mr. G.C.Das. This was followed by the welcome address and introduction of the theme. In his welcome address, Dr. Manash Jyoti Neog, narrated the importance of Muga and various handlooms in the cultural fabric of the state. With increasing market competition, how the traditional handloom products like Gaamoosa is slowly giving way to industrially produced ' Gaamosa like' products in the market owing to low prices and ready availability. These products produced outside the state donot resonate the actual character and emotion of the article that is so intricately connected to its place of origin, Assam. The threat of total extinct and loss of cultural identity could be clearly marked out in his deliberation that made way for the participants to appreciate the importance of such a gathering on the day. This was followed by the inaugural address by the Assistant Director, MSMSEDi Guwahati, Mr. G.C.Das who discussed the importance of having a formal and organised identity for this sector. He suggested forming clusters to take benefit of various Govt initiatives that were meant for making the people more self-reliant financially and increasing visibility in the market. This was followed by introduction of the theme by Prof. P.Deb, Coordinator, TUIPR Cell that had mention of the instances where the nucleation of the whole idea to organise IPR workshops for the Muga Cultivators happened. He narrated the discussions and subsequent realization in 2012 at Tezpur University about losing the GI status on Muga owing to a smaller number of registered users at GI Registry of India, even after seven years of getting the special status. He expressed how the inadvertent problem became ever grimmer when the rampant adulation of Muga products with Tussar was seen eating out the market for pure Muga Products and cultivation of Muga was no more a very lucrative occupation making the dependent families slowly opting out of commercial production and resort to other avenues of earning. Even the use of silkmark was of no use as it did not ensure purity of Muga as a fabric, rather certifying presence of pure silk which could be in the form of Tussar and Muga combined. All these realizations compelled taking up of a project to study and understand the underlying problems that finally made way for the following IPR workshops. Thus, the first workshop under the aegis of IPR Chair at Tezpur University was organised in March 2015 followed by the second in April 2016.

Vote of thanks was delivered by the Research Officer at IPR Cell, Tezpur University, Dr. Juri B. Saikia.



Photo: Prof. P. Deb during the first technical session

The technical sessions started with the first presentation on the topic “**Overview on Intellectual Property Rights**”. This was meant to introduce the gathering with other tools of IPR like Copyright, Patents, Trademarks which can be useful in protecting their intellectual property for any economically important product that is created besides the Muga fabric. Starting with the definition of discovery and invention, the joint deliberation by Prof. P. Deb and Dr. Juri B. Saikia saw discussion on importance of IPR through a reflection on popular commercial products that had several IPRs within it.

As the session commenced, the discussion made way for **effective use of GI and Trademark in the market for handloom industry**. Identifying good commercial products through common intellectual property tools like Trademarks was an interesting takeaway of the interactive session. The following deliberation saw brief description of the IPR tools like Copyrights and Industrial Designs and their protection capabilities in instances of infringement. The presentation was made more palatable by introducing the IP Mascot -IP Nani which was created by CIPAM, Ministry of Commerce in 2018. The scope of protecting outer look of products with Industrial Design Registration was also discussed.

The people participated in the discussion that followed during and after the presentation. They realized, how without being aware of its presence, they had been witnessing and using many IPRs for their daily lives and how each of them affected their market presence and saleability.

Photo: (Right) Participants of the workshop. (Left Bottom) Dr. Juri B. Saikia deliberating on the concept of IPR through use of animation made by CIPAM, Ministry of Commerce, Govt of India.



The animations on “**IP is everywhere**” showcased how we use various commercial products protected with IPR tools like patents, trademarks, copyrights and Industrial Designs for our daily needs. Even the mobile phone, that has become integral part of our lives, contain more than 100 IPRs. Similarly, The animation on “**GI Kya Hota Hai**” in hindi gave a flavour of the various unique products that are identified across our country and how the status of Registered GI from a state makes it stand apart from various other competing and

fake products. Besides, certifying regional uniqueness, the animation stressed upon how this status and logo can be used for increasing visibility in national and international markets. Thus, this session on GI stressed upon how it is an important instrument in preserving cultural integrity of traditional goods.



Photo: Mr. S. K. Das, Assistant Director, MSMEDi Guwahati during the technical session on MSME Schemes for the weavers

In the following technical Session, deliberating on **“MSME Schemes”**, Assistant Director, Mr. S. K. Das explained about various schemes and support systems that are in place to help and support the handloom weavers and Muga cultivators. However, he reiterated the need to become more organised in the form of Handloom Clusters to take advantage of those. He insisted on the need to go for various exhibitions to create a network across places and make the consumers aware about the products they make. Talking about two major challenges that the weavers face during any stage of business development viz. the ‘scarcity of investment’ and

‘shortage of manpower’. For tackling the scarcity of investment, he suggested the weavers to take help from the various Govt. and MSME schemes for starting off and strengthening their production unit. Various financial assistance and training schemes from the Govt for helping the weavers evolve themselves as confident entrepreneurs were discussed like the Mudra, ZEED, CNCSS, lean manufacturing scheme, cluster development scheme, EDP Scheme etc. For solving the manpower issues, he suggested exploitation of training schemes for getting the workers trained under experts from institutions like Indian Institute of entrepreneurship etc. He also stressed on getting experts for designing the products with contemporary designs for getting more consumers. He apprised the gathering about various MSME schemes through which they can take part in the national trade fairs organised at various locations in the country. He mentioned about various subsidies for the weavers for getting the stalls to showcase their products. He felt that participation in such trade fairs can make the consumers get a flavour of regional handlooms from places like Lakhimpur and the weavers can later use the network built for making their consumer base outside the state. Giving regards to the invitation from the organisers, the SDO from Dhakuakhana joined in the following session to encourage the participants who came all the way inspite of bad weather and rains.



Photo: (Top Left) SDO Dhakuakhana, Mr. Arindam Baruah, addressing the gathering stressing the importance of IPR for protecting intellectual property Associated with traditional products. (Top Right) Felicitation of the SDO by Mr. Hema Boruah, the chairman of the SERIFED, a registered association of Muga cultivators from Gobindapur, Dhakuakhana. (Right) The SDO facilitating the IPR Cell Tezpur University for its efforts for making the weavers and cultivators aware of IP rights and making them empowered to use of it in market place. (Bottom Right) The participants interacting with the speakers during technical sessions.

The SDO, Mr. Arindam Baruah, expressed the need to explore wider market avenues by visiting different platforms. However, he also cautioned about the market readiness level of the products if one goes online as any failure to comply to the assured norms may bring bad repute to the brand created by them. He applauded the workshop organisers for taking up such a pertinent topic in this region and coming all the way from Tezpur



University and Guwahati inspite of their busy schedules.



The concluding ceremony was presided over by the Principal of Harhi College, Dr. M. J. Neog, who summarised the daylong proceedings for the gathering. He also thanked Tezpur University and MSMEDi Guwahati for choosing Harhi College as the venue for the workshop and expressed hope that it will be able to host several such events in future.

Photo: (Top Left) Principal of Harhi College, Dr. M. J. Neog, summarising the proceedings of the workshop. (Bottom Left) SDO Dhakuakhana, Mr. Arindam Baruah, giving away Authorised User Certificates to the Muga Weavers and Cultivators. (Bottom Right) Participants during the concluding session.



The participants were asked to give their feedback about the workshop and the topics addressed. Many of the participants expressed satisfaction on the fact that they were apprised on the latest happenings in the field of IPR and various IPs that are being used in the products that make their way into our daily lives. While some of them received their Authorised User Certificate from the distinguished speakers and the invited guests, others were encouraged to get themselves registered by submitting appropriate forms and documents at the GI Registry Chennai. More than 120 Authorised User registration certificates got distributed among the participants. The Chairman of SERIFED presented a token of appreciation, through the SDO Dhakuakhana, to the TUIPR Cell officials for their persistent efforts to help Muga cultivators and weavers for getting themselves registered as the Authorised User for the GI-Muga Silk of Assam at GI Registry. He hoped that the weavers shall use the logo soon on their products. He also underscored various precautions that one needs to maintain while using the GI name and Logo on their finished products. Finally, he thanked the organisers for enlightening them with various other IPs that can be of help in future. In his concluding remarks he expressed gratefulness to MSMEDi Guwahati for coming all the way from Guwahati and making them aware of various schemes that can make them better entrepreneurs. The written feedbacks were collected from the participants and suggestions noted down. The programme ended with a humble workshop lunch for the participants in the College premise.



Photo: (Top Right, Top Left and Bottom Left) Weavers and Cultivators of Muga silk receiving Authorised User Certificate from the distinguished speakers and the invited guests of the workshop organised at Harhi College on 24<sup>th</sup> of October on "Effective use of geographical indication and trademark in the market for handloom industry".

## List of Participants

IPR awareness workshop on “effective use of geographical indication and trademark in the market for handloom industry” on 24<sup>th</sup> October 2019 at Harhi College

Sl No.	Name	Address
1	A. BHARALI	KUMAR GAON
2	ACHYUT BURAGOHAIN	DULPETA GAON
3	AJIT RAJKHUWA	GOBINDAPUR
4	AJIT SARMAH	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
5	ANANDA BHARALI	GOBINDAPUR
6	ARUP RANJAN DUTTA	GOBINDAPUR
7	ATUL DUTTA	
8	BAGI SAIKIA	KUMAR GAON
9	BALIN KONCH	GOBINDAPUR
10	BARNALI DUTTA	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
11	BHUBAN GOHAIN	DULPETA GAON
12	BHUGESWAR BARGOHAIMN	BHAKATIA HULA
13	BHUPEN BORUAHNABIN	BORPATRA GAON
14	BHUPEN GOGOI	KAWAI MARI
15	BINA MONI KONCH	
16	BIPUL SAIKIA	GOBINDAPUR
17	BIRENDRA NATH DOLEY	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
18	BUDHEN RAJKHUWA	GOBINDAPUR
19	CHENI RAM GOGOI	KAWAI MARI
20	DEEPKIA DUTTA	KUMAR GAON
21	DEKAJAN SAIKIA	GOBINDAPUR
22	DHANI RAM DUTTA	KUMAR GAON
23	DHIREN DUTTA	KUMAR GAON
24	DHRUBA JYOTI DUTTA	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
25	DIGEN DUTTA	
26	DILIP BORAGOHAIN	BHAKEETIA HULA
27	DIMBA GOGOI	BORMERH
28	DIPEN DUTTA	KUMAR GAON
29	DIPIKA BORUAH	GOBINDAPUR
30	GANGAN BORAGOHAIN	BHAKATIA HULA
31	GHANA SAIKIA	KUMAR GAON
32	GOLAP BORAGOHAIN	LAHI BARI
33	HARI PRASAD CHUTIA	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
34	HEMANTA BORUAH	GOWAL GAON
35	HOMEN LAHON	DULPETA GAON
36	INDRASWAR CHUTIA	AMGURI
37	JADAB PRASAD	AMGURI
38	JARUN DUTTA	NO 1 THEKERAGURI
39	JATIN BORUAH	DULPETA GAON

40	JIBAN DAS	HOOJ GAON
41	JINTU BORGOHAIN	CHAIGURI
42	JITAN BORUAH	KUMAR GAON
43	JITEN DUTTA	KUMAR GAON
44	JITUL BORUAH	
45	JOYA BOGOHAIN	LAHI BARI
46	JTTI PRASAD DUTTA	1 NO THEKERAGURI
47	JYOTI PHUKAN BORAH	GOBINDAPUR
48	KALPANA BORAL	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
49	KAMAL SAIKIA	GOWAL GAON
50	KANSUWALI KONCH	1 NO THEKERAGURI
51	KHIREEN DUTTA	
52	KHIRUD BORGOHAIN	LAHIBARI
53	KHIRUD BORUAH	GOWAL GAON
54	KIRAN CHUTIA	DULPETA GAON
55	LAKHI BORAH	KUMAR GAON
56	LAKHIDHAR KONCH	PANI GAON
57	LILA DUTTA	KUMAR GAON
58	MANIK GOGOI	KAWAI MARI
59	MANIK GOGOI BORGOHAIN	LAHI BARI
60	MIDULA SAIKIA	GOWALGAON
	MONIKA GOGOI	
61	BURAGOHAIN	
62	MUKUL DUTTA	KUMAR GAON
63	NABIN BORUAH	GOWAL GAON
64	NIBEDITA BURAGOHAIN	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
65	NIPUL SAIKIA	GOWAL GAON
66	NITU MONI DIHINGIA	DHULPETA GAON
67	NITYA KONCH	
68	PADMA KONWAR	LAHI BARI
69	PADMESWAR BORUAH	BORPATRA GAON
70	PARASHMONI KHANIKAR	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
71	PHANIDHAR DUTTA	KUMAR GAON
72	PHULESWAR DUTTA	KUMAR GAON
73	PITAMBAR DUTTA	PANI GAON
74	PRADIP BORAH	1 NO THEKERAGURI
75	PRADIP DUTTA	DULPETA GAON
76	PRADIP HANDIQUE	CHAIGURI
77	PRADIP HANDIQUE	LAHI BARI
78	PRADIP K. SAIKIA	GOBINDAPUR
79	PRADIP KONWAR	LAHIBARI
80	PRADIP KR DUTTA	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
81	PRAFULLA DUTTA	KUMAR GAON
82	PRASANTA SAIKIA	GOWAL GAON
83	PROBIN BHARALI	1 NO THEKERAGURI
84	PUNEDHAR BORUAH	KUMAR GAON

85	RABIN DUTTA	KUMAR GAON
86	RAJEN DUTTA	KUMAR GAON
87	RANJIT BARUAH	GOWAL GAON
88	RANJIT SAIKIA	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
89	RASHMI REKHA SUT	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
90	RINJU BORAH	GOBINDAPUR
91	RINKU BORGHAIN	LAHIBARI
92	RINTU GOHIAN	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
93	RITU DUTTA	PANI GAON
94	RUPAHI KONCH	GOBINDAPUR
95	SANTANU DUTTA	PANI GAON
96	SARAT KR. CHUTIA	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
97	SARBESWAR DUTTA	KUMAR GAON
98	SHULEEN BARUAH	GOWAL GAON
99	SIDHESWAR DAS	HOOJ GAON
100	SISHURAM DUTTA	KUMAR GAON
101	SURABHI BORAH	GOBINDAPUR
102	THANESWAR BORUAH	GOWAL GAON
103	TILAK DUTTA	KUMAR GAON
104	TRAJESH CHETIA	HARHI COLLEGE ,P.O:- GOBINDRAPUR ,LAKHIMPUR
105	TULENDRA CHANGMAI	BORTENGORI GAON
106	TULSHI BORUAH	DULPETA GAON
107	UJJAL DEEP BORUAH	GOWAL GAON
108	UMESWAR BURAGOHAIN	DULPETA GAON
109	UTTAM BURAGOHAIN	DULPETA GAON

**Programme for the workshop on**

**“Effective use of Geographical Indication and Trademark  
in the market for handloom industry”**

Date: 24.10.2019

Venue: Harhi College,  
Gobindapur, Dhakuakhana  
Lakhimpur, Assam

11.00 AM -11.30 AM	Inaugural Session and keynote address	
11.30 AM – 12.00 Noon	Overview on IPR and effective use of GI and Trademark in the market for handloom industry	Prof. P. Deb, Coordinator, TUIPR Cell and Dr. Juri B. Saikia, Research Officer, TUIPR Cell, Tezpur University.
12.00 Noon – 1.00 PM	IP schemes of Govt. Agencies and MSME Schemes	Mr.G.C.Das, Asstt. Director, MSMEDi-Guwahati and Mr. S.K.Das, Asstt. Director, MSMEDi-Guwahati
1.00 PM – 1.30 PM	Interaction with the participants	
1.30 PM -- 2.00PM	Conclusion and Certificate Distribution of the Authorised Users of <i>GI- Muga Silk of Assam.</i>	
2.00 PM – 3.00 PM	Lunch	

## **About the Speakers:**

### **Pritam Deb**

Prof. Pritam Deb is the Coordinator of IPR Cell, Tezpur University and holds position of Professor in the Department of Physics, Tezpur University (Central University). He was a Max Planck Fellow of Max Planck Institute of Iron Research, Dusseldorf, Germany. He did his Ph.D. in Nanoscience from Jadavpur University and his research achievements include five applied patents and two granted software copyrights, besides numerous research papers in reputed journals. During his tenure as Coordinator of the IPR Cell, he has spearheaded many innovative IPR activities in the campus -- Best Innovative Idea Competition, IPR Quiz, IP Day Talk etc as part of World IP Day Celebration.



Besides teaching technical nuances to the students enrolled for the courses on IPR, he has also been working for initiating many industry academia research collaborations as part of the efforts initiated for creating a Pro- Industry research platform in the University. He envisions and has been working towards transforming TUIPR Cell into a prime facilitating center for IPR related issues for the entire North East region.

### **Juri Borbora Saikia**

Dr. Juri Borbora Saikia graduated in science and obtained her postgraduate and Ph.D degrees from Tezpur University. She also holds a Post-Graduate Diploma in IPR Laws from the National Law School of India University, Bangalore. After working in IIT Guwahati as Senior Research Fellow from 2009 to 2011, she joined the prestigious MHRD Chair on IPR in Tezpur University as Research Officer in 2011.



Since then she is actively involved in various IPR related activities that include organizing various in-house and outreach programmes. She is also associated with conducting Interdisciplinary course on IPR for the Undergraduate, Post-graduate and Ph.D students of Tezpur University. Besides these, she along with her team at the TUIPR Cell works for providing IPR assistance to the TU fraternity as well as the grassroot innovators. Facilitating good innovations towards protectable IPs is one of the important jobs she loves working for.

### **Ganesh Chandra Das**

Mr. Ganesh Chandra Das, presently working as Assistant Director, MSME-DI, Guwahati under the Ministry of Small and Medium Size Enterprise (MSME), has more than seven years of industrial experience. He has been associated with MSME for more than 24 years and has expertise in Zero Effect-Zero Defect (ZED) Schemes of MSME, Public Procurement Policies etc. He had been working extensively on IPR and other industrial development policies across the region.



### **Subhra Kumar Das**

Mr. Subhra Kumar Das, presently working as Assistant Director, MSME-DI, Guwahati under the Ministry of Small and Medium Size Enterprise (MSME) has more than eight years of experience in dealing with textiles owing to his association with National Textile Corporation. He has more than 28 years of working experience in MSME-DI, extensively looking over the consultancy services to the Medium and Small Entrepreneurs across the country.



## About Tezpur University:

Tezpur University was established by an Act of Parliament in 1994 and is outcome of the historic Assam Accord signed by the Government of India, Government of Assam and the All Assam Students' Union in 1985. The University is nestled in a 262-acre campus at Tezpur in middle Assam with 3800 students, 290 faculty and 300 non-teaching staff. The university is currently offering 72 programmes through 22 departments and 12 centres under four schools of studies. It has been securing recognition from various government and non-governmental organisation at national as well as international levels including the "Best University" award by the Visitor (President of India) in 2016, 5th Position in the National Institutional Ranking Framework of Ministry of Human resource Development, Government of India, 2016, 100th rank in the Times Higher Education Asia University Rankings 2018, and 146th amongst the BRICS nations as stated in the QS (Quacquarelli Symonds) BRICS University Rankings 2019.



## About TUIPR Cell:

The Tezpur University Intellectual Property Rights Cell (TUIPR Cell) came into existence in Tezpur University in 2009. In the year 2010, the University was awarded the prestigious MHRD IPR Chair that started functioning under the umbrella of the TUIPR Cell. Besides assisting the TU fraternity for IPR related matters, the Cell has been conducting various workshops, training and outreach programmes on regular basis.

The aim behind all the conducted programmes is to introduce intellectual property (IP) consciousness to a wide spectrum of audience representing different strata of the society. IPR has been introduced in the University curriculum to develop a sense of respect among students for the intellectual property and equip them with knowledge of various IPR tools. In order to make research activities rewarding and self-sustaining, the TUIPR Cell has been taking a number of initiatives to promote protection of IPs resulting from the research activities undertaken in the University. Currently, the Cell is focusing on creating a conducive environment for the industries to feel confident while seeking solutions to their problems with the innovators of the University, thereby paving way for successful technology transfer and commercialization.

## MSME Development Institute, Guwahati

MSME Development Institute, Guwahati was established in 1958 with an objective to promote and develop Micro, Small and Medium enterprise in the states of Assam Meghalaya and Arunachal Pradesh. Since its inception, the institute is striving to promote techno-managerial consultancy and hand holding support for establishment of micro, small and medium enterprises.

This institute is one of the 30 MSME-DIs across the country that are set up in the state capitals. Different policies and programmes are implemented under the flagship of Development Commissioner (MSME), Ministry of MSME, Govt of India for strengthening the MSME sector of the states. Special emphasis is provided with schemes like National Manufacturing Competitiveness Programme (NMCP) scheme to boost the manufacturing sector to make impact through the "Make in India" scheme launched by Govt. of India. After the introduction of the MSME Development Act in 2006, the activity of the institute has expanded to cover the 'service enterprises' under the Ministry of MSME, Govt of India.

