



Brainstorming session on

Prospects of promoting GIs of Assam

18th June 2024



Jointly organized by
DPIIT-IPR Chair, IPR Cell, Tezpur University, Assam
&
Assam Science Technology & Environment Council (ASTEC)

Catalyzed and supported by
Science Technology and Climate Change Department, Govt. of Assam



Photo: Inauguration of the WIPO-TISC (World Intellectual Property Organization-Technology and Innovation Support Centre) at Tezpur University

strategies to maximize benefits of GI status, and motivate farmers and craftspeople associated with each product to become an Authorized Users and proudly display the GI tag on their packaged products. The daylong programme included four technical sessions that provided the participants a forum to listen and discuss on topics that traversed from laws covering GIs, prerequisites for becoming an Authorized User and obligations; adapting innovative industrial designs to facelift GI tagged products in domestic and international markets and improving product packaging towards sustainable alternatives as important marketing strategies. An exhibition was also organized as part of the programme to foster a conducive atmosphere for the exchange of innovative concepts, help remove bottlenecks and pave the ways for seamless commercialization of both granted and potential GIs. Various crafts persons and Farmer Producer Groups (FPOs) working on around 26 granted GIs of Assam such as Muga Silk of Assam, Assam Orthodox Tea, Mising Textile, Majuli Mask of Assam, Assamese Japi, Assam Majuli Manuscript Painting, Bodo Eri Silk etc. participated in the exhibition and showcased their products in the exhibition. Looking into the overwhelming response for the brainstorming session and the exhibition, the event was



Photo: Prof Shambhu Nath Singh, Vice Chancellor of Tezpur University, while inaugurating the event and delivering the inaugural speech.

Tezpur University IPR Cell hosted its second Brainstorming session on **Prospects of promoting GIs of Assam** on 18th June 2024 in collaboration with Assam Science Technology & Environment Council (ASTEC), Govt. of Assam. The programme is catalysed and supported by Science Technology and Climate Change Department, Government of Assam. The aim behind bringing together more than 100 Authorized Users, Registered Proprietors of GIs from Assam, members of FPOs, SHGs, students and academicians alongside various national experts from legal and non legal areas was to explore innovative

conducted in two adjacent venues. During the inaugural session, Prof. Pritam Deb, IPR Chair Professor, DPIIT-IPR Chair, Tezpur University delivered the welcome address and briefed the participants about importance of the event. He informed the gathering that getting a GI status for a regional product is only the first step for securing a lucrative position in national and international market. A lot needs to be done after getting the GI status to harness maximum benefit with it. He further added that inspite of having a treasure of 33 granted GIs for the State,



the farmers and the artisans associated with them are yet to realize their true potential as a unique regional product and uplift their economic status using the renewed visibility in the national and international market. Addressing the gathering, Prof. Shambhu Nath Singh, Vice Chancellor of Tezpur University stated that the objective of the brainstorming session was to develop a comprehensive roadmap for enhancing business prospects for various stakeholders



Photo: (top) Participants of the workshop. (bottom right) Dr. Jaideep Baruah, Director, ASTEC during the inaugural session. (Bottom left) Prof. Pritam Deb, IPR Chair Professor, DPIIT-IPR Chair, Tezpur University delivered the welcome address.

of registered GIs in the region. He urged the TUIPR Cell and ASTEC to work closely to ensure that ethnic products of the region are facilitated through GIs. Dr. Jaideep Baruah, Director, ASTEC was present during the inaugural programme as Chief Guest. He highlighted the successful case studies of Assam and the potential trajectory of the Assam's GI products. Giving example of Muga Silk of Assam, Assam Orthodox Tea, Assam Pani Mateka Craft Tezpur Litchi, Judima, Bodo Eri Textile, etc. Dr. Baruah said that GI is a protection, that ensures quality and brand value. He further said that mere GI registration doesn't make a product saleable as it requires good packaging and branding to attract national and international consumers. He expressed hope that the participants will be highly benefitted by the deliberations by various experts in the event and will take back lots of new ideas to effectively market their products in the online and offline platforms. The newly instated WIPO-TISC (World Intellectual Property Organization-Technology and Innovation Support Centre) center at Tezpur University was also inaugurated by all the dignitaries during the session. The importance of this center for building capacity in terms of activities related to developing patent analytics, capacity building and training manpower in the field of IP, preparation and support in drafting patent landscape reports etc. was apprised to the gathering. Vote of thanks was delivered by Dr. Juri B. Saikia, Research Officer, TUIPR Cell, Tezpur University, Assam.



This was followed by the inauguration of the Exhibition where members of various FPOs, SHGs, NGOs and the entrepreneurs working on registered and applied GIs came together from various corners of Assam to display their products to the participants. Various government departments and bodies like Department of Handloom and Textile, Tea Board of India, NERAMAC etc. also participated in the same along with the entrepreneurs that are supported by them through various schemes.

Photo: (top) Inauguration of the Exhibition. (Clockwise bottom right 1) Association of Bodo Traditional Weaver displaying Bodo Eri Silk, Bodo Dokhona, Bodo Gamsa etc., (Bottom Right 2) Gram Shree Sangha displaying Assam Pani Mateka Craft, (Clockwise bottom Left 1) Institute of Handicraft Development, Golaghat, an NGO, displaying Assam Mising Handloom Products, (Clockwise bottom Left 2) NERAMAC and entrepreneurs supported by them displaying various processed food products made from GIs of Assam.





Photo: (Top Right) Craftsman displaying Assam Majuli Manuscript Painting, (right Bottom) the Exhibition area (Bottom Left) Craftsman displaying Assam Jaapi, (Top Left) Tea Board of India official showing various products made from Orthodox tea of Assam.



Photo: (Left) Mr. Hiralal Kalita, Proprietor of Harmohan Silk Factory, Sualkuchi displaying various products made from Muga Silk of Assam. (Right) Members of Bodo Musical Artisan's Association displaying Bodo Jotha and Bodo Gogona.



Photo: (Top Right) Participants displaying products made of Boka Chaul (a ready to eat cereal rice from Assam), Muga and Eri silk handloom products, cotton and woolen Mising Textile Products, Handicrafts made from Assam Pani Mateka(a weed found in water bodies of Assam)



Photo: (Top Right) Weavers displaying Gamosa of Assam, (Bottom) participants showing mising textile to the visitors, (Top Left) Majuli Mask of and related handcraft materials on display by the artisans.



Photo: (Right) Dr. Jupi Gogoi deliberating as resource person for the first technical session. (Left) The speaker being facilitated by Er. Biman Baruah from ASTEC.

The first technical session was introductory in nature that focussed on **Geographical Indications in India: Problems and Prospects**. It was delivered by Dr. Jupi Gogoi, Assistant Professor, Faculty of Law, University of Delhi. The session mainly focussed on the concept of Geographical Indications and understanding the purpose of GI law. Her presentation further elaborated on how GI helps consumers to identify genuine high-quality origin-based product over fake ones. It also reiterated how GIs are beneficial for the producers as GI registered goods are able to fetch premium price owing to the fact that the product has a reputation of being a high-quality product. As the quality of the GI product is dependent on its geographical origin, thus any surge in customer demand can lead to socio-economic development of the producers of the GI product. The speaker further elaborated on various concerns surrounding Law of Geographical Indications like ‘who can file for the application of GI’? She apprised that applicant may be any association of persons; or, producers; or, any organisation; or, authority established by or under any law. It is also observed that an application for a GI product is often filed by an entity not belonging to the producers, owing to educational or financial limitations of the craftsman or producers. At times, they are not consulted properly while preparing the GI application and thus the application may lack many vital inputs. Its noteworthy that a GI application may entail many details like definition of the good, method of production, map of the area where the production happened traditionally etc. Hence, it is imperative that the producers are aware and conform to the details given in the application. According to the speaker, lack of coordination among various state agencies for filing GI application has surfaced as a big hurdle for smooth execution of the GI grants. She discussed the example of ‘Phulam Gamosa’. The application for the GI was originally filed by the Institute of Handicraft Development, a registered NGO facilitated by AAU. During the examination at GI, objections surfaced from the State departments itself like the Directorate of Handloom & Textiles, Govt, of Assam and ASTEC.



Photo: Session Chair for the first technical session Er. Biman Barua, Head (i/c), S&T Division, ASTEC, Guwahati being felicitated by Prof. Debendra Chandra Baruah, Director, Center for Multidisciplinary Research, Tezpur University

She further stated that GI is a specialized field, requiring the involvement of experts from different domains like historians, agricultural scientists, food experts, trade and commerce experts, marketing strategists, legal experts etc. all of them need to work in a coordinated manner to secure GI registration and thereafter contribute to preparation of a roadmap for the effective management of the GI product. Shedding light on some of the other post registration concerns, she further reiterated that GI is not an individual right. The entire community gets benefitted by the GI. One must remember that the GI application process becomes futile if quality maintenance looked upon seriously. Explaining further with an example, she stated that while growing Litchis, or making Judima or weaving Muga Silk, if some of the producers do not maintain the requisite quality, it can create a bad name for the entire product. Another post registration concern that she expressed was of lack of awareness. As of March 2024, there are 643 registered Geographical Indications registered in India. But how many GIs do any aware citizen of India know? Or their specialties? Expressing deep concerns on another post registration challenges she stated about the low number of Authorised Users for the GIs. Lack of brand building and proper advertisement by the proprietors of the GI products was another concern that is felt to hold back the GI products of the region from establishing themselves in the domestic and international markets in befitting manner. Delving deeper into the hurdles faced by the GI products, the speaker stated that most of GI proprietors cite lack of funds as the main hindrance for advertisements and other brand building mechanisms. The role Government becomes very vital in this regard. Government departments can play a catalysing role in funding, identifying potential GIs, creating awareness among producers and other stakeholders and even synergizing working of authorities like police for implementation of GIs. Government agencies can also play a major role in providing platforms for marketing the products at domestic and international markets. Since GI protects the name of the product, so it crucial that application must be filed with an appropriate name. Citing example of 'Peruvian Pisco', she stated that two countries namely, Peru and Chile, are fighting for the word 'PISCO'. Peru do not want the name to be 'Peruvian Pisco' but wants the sole word 'Pisco' for the product itself. She questioned the audience about the need of such a name. What does that signify?? With the above context in background, she concluded her presentation with a vital question 'if we have named our products correctly?'; do the names Assam Jaapi, Joha Rice of Assam, Majuli Mask of Assam etc. leave a scope for registration of another GI product with a similar name.



Photo: Dr. Nilay Pramanik being felicitated by the session Chair for the second technical session Prof. Debendra Chandra Baruah, Director, Center for Multidisciplinary Research, Tezpur University

The second technical session focused on one of the most lacking aspects of the GI products for marketing i.e. the attractive packaging. The session was delivered by Dr. Nilay Pramanik Deputy Director, Indian Institute of packaging, Kolkata. The session largely looked into **Scope of using Sustainable Packaging to Facelift GI tagged products in Domestic and International Markets**. It started with the basic understanding of the term Packaging that states it to be the process of enclosing or protecting finished goods or products for distribution, storage, sale, and end use.

He further stated that Packaging can also be understood as the means of ensuring the safe delivery of a product to the ultimate consumer in a sound condition at a minimum overall cost. He underscored the importance of good packaging with the phrase **‘Packaging as a Silent Salesman’** as acts as the medium for advertising & sales promotion of the product besides its primary objective of holding the product. Packaging over a product satisfies multiple concerns together like it helps to promote the Product,

Packaging as a Silent Salesman



Photo: Dr. Nilay Pramanik Deputy Director, Indian Institute of packaging, Kolkata during the second technical session.

builds Brand Value, differentiates Products from rivals, becomes key part of Brand Image etc. Shape, Colour & Size of a package relates to customer motivation and plays a key role in Consumer Decision making among other products in the market. Elaborating on the functions of packaging, the speaker informed the participants about the Packaging Levels based on function like Primary Packaging, Secondary Packaging and Tertiary/Transport Packaging. He further expanded his discussion on the packaging material.



Photo: (Top and Bottom) Package designing for Muga Silk of Assam



Photo: (top and Bottom) Traditional Packaging Material



Elaborating on the packaging materials, he stated it to be basically of two types: Traditional Packaging Materials and Scientific Packaging Materials. The speaker stated that Traditional Packaging material largely consists of earthen pot, bamboo basket / cane basket, leaves, wooden barrel / box, jute bags etc. Discussing the Scientific packaging materials, he further divided these into: Flexible packages, Rigid packages, Semi –rigid containers and Bulk packages / transport packages. He showed some of the packages suitable for spices and handicrafts that can aid to increase their brand value owing to their GI status in the domestic and international market. Talking about advantages of modern Composite Containers in which the Body is made of paper board tube (which is spiral or convolute wound) and ends made of metal/ Plastic/Paper, he further



Photo: Packaging for increased brand value (top) Firozabad Glassware (middle) Varanasi Gulab Minakari Craft and (bottom) Moradabad Brassware

Photo: Composite containers for the spices



Cost Rs. 45 per 200 gm
Rs. 225 per kg



Cost: Rs. 28 per kg



Photo: (Left) price differential created due to packaging and (Right) glass based packaging material for the spices.

Stated that such packaging material serves dual purpose: being Eco –friendly (made of recycled paper) and having Design freedom –profile flexibility. It adds to the Aesthetics of the product that stands out. The consumer feels more satisfied as the aesthetic appeal provides a sense of ‘value for money’. Most importantly, it acts as the Silent salesman –remains and reminds the end customer about the product.



Photo: opaque and transparent packaging for the same product

Suggesting the participants to pay a greater attention towards the packaging of their products, the speaker discussed ‘How packaging helps to Attract the Consumers’. It is found that (1) consumers pay more attention to the photo on the package than the text in the same place, (2) Proper color combination of the images on the packages attract customer, (3) Selecting opaque packaging with product image capture more consumer attention than transparent packaging. He elaborated on the importance of colour in graphic design. A suitable color for a product has many advantages like: it differentiates objects to eye, it helps build association with product and it has psychological association with the consumer. Informing the members of FPOs dealing with spices or other horticultural goods, the speaker elaborated that opaque packaging is widely used in food packaging with product images on packaging. It has many advantages like Imagery can capture consumer attention, Provide better information about the product and brand, and increases overall interest in the product, Promotes consumers’ purchase intentions etc.



Photo: (right) Opaque packaging and (left) Clear Packaging for tomato sauce. The two photos clearly demonstrated the aesthetic appeal of the opaque packaging, over the other.

In his concluding remarks, Dr. Pramanik stressed upon having a good packaging for increased shelf life of the product required for targeting international markets. He cited the examples of TATA salt (common table salt) and Nalen Gur (seasonal Palm Jaggery). In both the examples, it was found that the price of the products got considerably hiked after a facelift was given through an attractive and convenient packaging. Nolen Gur could be distributed beyond winter months when it is generally scarce in local market, thus fetching premium price to devoted consumers of the product.



Photo: Increase aesthetic appeal and shelf life of Nalen Gur after undergoing facelift through suitable primary and secondary packaging. Overall enhancement in the brand value resulting in increase in convenient premium pricing by the producers under various trademarks .

The third technical session was delivered by Ms. Rajashree Sharma, IP Attorney, on the topic **“Technical Aspects of Becoming an Authorised User for granted GIs in Assam”**. In this session the speaker deliberated on the role of Authorised Users of the GI products. She largely focused on the discussion on process of Registration and the Rights of Authorised Users for GIs in Assam. A part of the discussion dwelled upon the role of Authorised User(s) in commercialisation of the GI products. Starting her discussion with the definition of the **Authorised User**, she stated that any person claiming to be a producer of the goods in respect of which a geographical indication has been registered may apply for registration as an Authorised user. Further elaborating on the terms Producer under the GI Act 1999, she stated that “Producer” in relation to goods, can mean any person who produces the goods (if such good is a agricultural goods) and includes the person who processes or packages such goods; (such goods are natural goods) exploits the goods; (such goods are handcraft or industrial goods) makes or manufactures the goods, includes any person who trades or deals in such production, exploitation, making or manufacturing, as the case may be, of the goods. Thus, legally it includes all the people who are associated with the production or processing of a good that is meant to be applied for a GI status. Elaborating further on the technicalities of Registration and Rights of Authorized Users for GIs in Assam, she stated that system ensures only the genuine producers of a GI product can get registered as the Authorized User, thus ensuring protection to the consumers. She informed that only the Authorized Users gets the exclusive right to use the Registered Geographical Indication and can independently sue an infringer. She further informed that the Authorized User can also renew or restore a registered Geographical Indications, if the Registered Proprietor fails to renew the same. It is imperative that every producer / dealer / manufacturer/ trader/ exporter to register as an Authorized User for their respective Registered GI for better protection, increase market value and brand promotion of GI. The speaker apprised the gathering about some of the recent amendments in the GI act to help ease out registration process for the authorized users like the application to become an Authorized user and be registered is to be made only by the person seeking to become the Authorized user by filling out Form GI-3. Earlier, an application to be registered as an Authorised User had to be made jointly by the person seeking to become an Authorised User of the goods pertaining to a GI as well as the Registered Proprietor of the concerned geographical indication.



Photo: Ms. Rajashree Sharma, IP Attorney during the third technical session

Under the new provision, an application for registration as an Authorised user of a GI product has to be accompanied by a statement of case by the person seeking to become an Authorised user. A copy of application made is to be forwarded to the Registered Proprietor and its intimation is required to be sent to the registrar. Under the previous rules, an affidavit was required to be filed along with the consent letter of the Registered Proprietor for filing such application. Where such consent letter was not available, there application for seeking registration as an Authorised User was to be

forwarded to the Registered Proprietor under intimation to the Registrar. Even the fee for registration of Authorised User has been considerably reduced. Earlier, the fee for registration of an Authorised user was Rs. 500 whereas that for renewal of Authorised user was Rs. 1000. After the amendment in the law, the fee for the registration as an Authorised user and the renewal of the same has been reduced to Rs. 10. Highlighting on the role of Authorised User(s) in commercialisation of the GI products as a stakeholder in the product value chain, the speaker felt that more registration of authorised users will curb unauthorised registrations & unfair practice. She informed that participants that the GI Registry & various organizations are trying to facilitate to create awareness amongst the Indian farmers/craftsmen who do not have the money or the time or even the knowledge to file an application for registration or as “authorised user”. Otherwise, the artisans in rural areas are denied the actual commercial benefit of a GI Product. To encourage the registration the fee has been almost completely waived off (INR 10). Various initiatives and programmes by governmental and non-governmental bodies to spread awareness to facilitate registration as authorised users have helped to increase the registration of Authorised user/users. Stressing upon the importance of Quality Monitoring for Commercialisation of GI products, the speaker stated that the producers need to develop and adopt specified requirements or standards to differentiate between GI & generic products. This may include specifically (1) Conformity assessments – product sampling, (2) post-market surveillance (RP, Inspection body & AUs) and (3) Outreach, information and education. The producers can enhance the reputation of the GI goods by adopting environmentally sustainable production methods, committing to social responsibility and Build consumer confidence through proper

advertisement. Taking leads from the GI Champagne, she further reiterated that Authorised Users, associations as stakeholders should remain vigilant to combat violations of the GI Rules, all forms of counterfeiting, imitation or misuse. There should be tour and testing/tasting by developing wide range of tools by the Authorised Users, associations of different G.I. Products for protection and promotion of heritage, quality development and sustainable development. She underscored the role to be



Photo: Session Chair Dr. Debajit Kumar Sarmah moderating the online session

played by the Monitoring Agencies like Inspection body mentioned in the GI application. However, the major game changer remained to be the ‘Self-imposed quality monitoring mechanisms’ which is internal set of guidelines to control quality, periodic control test by the producers themselves. She discussed a few national case studies like Muga Silk and Darjeeling Tea. The speaker informed that recently, Muga Silk received its separate classification as per BIS, which is important for having positive brand equity. It will help to stop contamination of Muga yarn. The standard IS 667:1981 for method for identification. This will now distinguish Muga from other silk for its uniqueness like higher grade silk fibre on the basis of its tensile strength, durability, natural textile fibre and colour, glossy texture. Taking leads from the quality control measures taken up for Darjeeling Tea, the speaker apprised the gathering that a worldwide watch agency ‘Compmark’ was appointed to monitor conflicting marks. Additionally, the Tea Board of India has fought 15 cases against infringement and misuse of Darjeeling. She mentioned introduction of trade chain management system for surveillance and monitoring of the supply chain addressing the traceability in the Darjeeling tea trade chain, including every data plucking, area plucked, manpower used, green leaf transfer, daily processing records n dispatch records. She reiterated that once the legal and commercial interests are protected, Consumer perception of Darjeeling tea is automatically fostered as a luxury tea. Thus, all the initiatives taken towards Darjeeling tea, justifiably commands it to be a premium product. She also shed light on few international case laws like Thanh Ha lychee of Vietnam.



Photo: Mr. Sudip Adhikary, National Institute of Design (NID) Assam during the fourth Technical Session

The fourth technical session on '**Improving Product Design as a key marketing strategy for the GIs of Assam**' largely focused on introducing innovation and creativity in the outlook of the GI products to make them competitive in the market. The speaker, Mr. Sudip Adhikary, Associate Senior Faculty, National Institute of Design (NID), Assam stressed on the need for collaboration with good designers. He begun his deliberation with an introduction to the National Institute of Design (NID), Ahmedabad. He informed about the course offered in NID Assam and specialized labs such

as the Sustainable Materials Lab and Design Lab. He believed that the producers could take help from these facilities that can prove crucial for fostering innovation in sustainable design practices, further enhancing the market appeal and sustainability credentials of Assam's Geographical Indications (GIs). During his deliberation he mentioned that designing effective solutions begins with a deep understanding of context, where factors like culture, environment, and constraints shape the problem at hand. Stakeholder analysis plays a crucial role by identifying and addressing the needs and expectations of all parties involved, ensuring that designs are inclusive and sustainable. Central to this process is empathy for the user, which allows designers to truly grasp the experiences, emotions, and challenges faced by those who interact with the product or service. Being sensitive to diverse demographics, infrastructure limitations, and operational complexities enabled the NID designers to create solutions that enhanced safety, comfort, and accessibility while meeting cultural preferences of passengers of Indian Railways. By integrating these principles—context understanding, stakeholder engagement, and user empathy—designers could craft solutions that are not only functional and efficient but also resonate deeply with their intended users and contexts.



Photo: Mr. Sudip Adhikary being felicitated by the Session Chair Dr. Mridul Dutta, Assistant Professor, Department of Business Administration, Tezpur University

Explaining various methodologies adopted by designers to come up with effective designs, the speaker narrated various systematic design processes, starting with Bruce Archer's model, which is structured into three phases: analysis, synthesis, and evaluation. Next, the speaker delved into IDEO's Design Thinking Model, which comprised three key stages: inspiration, ideation, and implementation, emphasizing a human-centred approach to innovation. IDEO also introduced the concept of desirability (meeting user needs), feasibility (technical and resource constraints), and viability (business and economic aspects) as essential criteria for successful

design. Additionally, Nigel Cross's model of design was also discussed that emphasizes on the iterative and exploratory nature of the design process, highlighting the importance of problem framing and solution exploration. Lastly, he explained the Double Diamond Model of design, popularized by the Design Council, involves four stages: discover, define, develop, and deliver, which guide designers through divergent and convergent thinking phases to create robust solutions. Together, these frameworks provide structured approaches to navigating complex design challenges, fostering creativity, innovation, and user-centric solutions across diverse contexts.

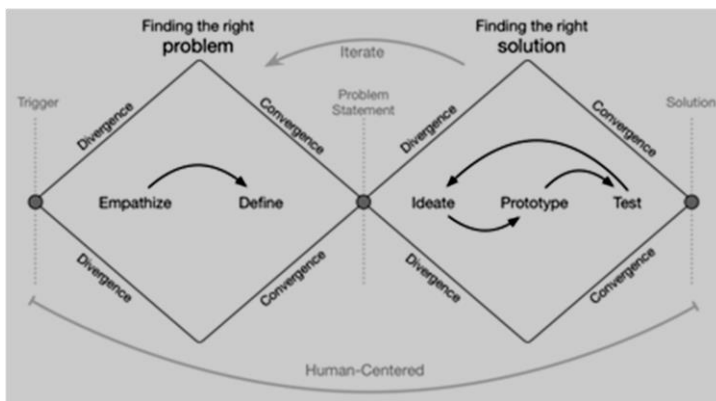


Photo: Double Diamond method By British Design Council, 2005



Photo: (top and Right) Outcome of MEETAC project



The case study of the MEETAC project, a collaboration between NID (National Institute of Design) and MEETAC (Mission for Economic Empowerment of Traditional Artisans and Craftsmen of Manipur), was discussed that showcased several facets of design impact. Firstly, the project emphasized Identity Design, illustrating how strategic branding and visual identity development can enhance recognition and market presence for local crafts and artisans. The speaker mentioned that Design Sensitization & Skill Development Workshops were pivotal in nurturing design thinking among participants, empowering them with tools to innovate and improve product aesthetics and functionality. He emphasized that Product Diversification Workshops as part of this project, helped for exploring new product lines and variations, demonstrating how good designs can drive market expansion and consumer appeal.

The last part of the presentation explored several strategic design directions aimed at creating socially relevant products, each offering unique perspectives and opportunities for innovation. The speaker demonstrated how **Design for Simplicity** focuses on enhancing usability and clarity, streamlining interactions to make products intuitive and accessible. He underscored the importance of **Cultural Connect & Local Narratives** in designs that emphasize authenticity and inclusivity by integrating cultural elements and narratives that resonate with specific communities. He mentioned that **Design for Sustainability** addresses environmental impact, advocating for eco-friendly practices throughout a product's lifecycle. He talked about **Design for Standardization & Ease of Manufacturing** aims to optimize efficiency and reduce costs by implementing standardized processes and easy manufacturing techniques. Additionally, **Value Addition by Design** seeks to enhance product utility and desirability through thoughtful features and enhancements. Finally, **Design for Unique User Experience** prioritizes creating memorable and engaging interactions that cater to individual preferences and behaviors. According to the speaker, these design directions together illustrate diverse approaches to designing products that not only meet functional needs but also contribute positively to society and culture. In his concluding remarks, the speaker highlighted the significant impact of strategic design intervention in fostering economic growth and preserving cultural heritage. By leveraging design strategically, GIs from Assam can be used for strengthening local industries and appeal to global markets with products that emphasize simplicity, cultural narratives, sustainability, standardization, value addition, and unique user experiences.

The valedictory session reflected upon the various prospects of Promoting GIs of Assam through concluding remarks of the dignitaries. One of the major concerns that echoed amongst many was the extremely low number of Authorised Users for many of the granted GIs. All agreed to the fact that adequate registration requires proactive actions by the producers and the applicants as most of



Photo: Packaging for footwear for unique user experience (Designed by Shreya Vishwanath Banjan)

the monetary and technical hurdles have been recently eased out by the GI authority. Attractive branding and packaging opportunities were well appreciated by the participants and an event dedicated exclusively on branding and packaging was sought to be organized for the FPO members during the interaction session. The event came to an end with the vote of thanks delivered by Ms. Dipamoni Baishya, Project Scientist, PIC, ASTEC Guwahati, Assam

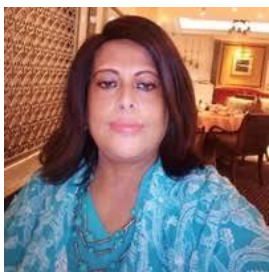
The Speakers



Dr. Jupi Gogoi, is Assistant Professor (Senior Grade) in Faculty of Law, University of Delhi. She completed her LL.M. from Indian Law Institute with specialization in Intellectual Property Rights (IPR) and Human Rights Law and her Ph.D. from Gujarat National Law University (GNLU). Her areas of interests are IPR, Human Rights and Information Technology Law. She has made many academic contributions in critical areas of law and her writings have found place in reputed journals including CSIR-Journal of Intellectual Property Rights, Annual Survey of Indian Law, Indian Law Review, Banaras Law Journal etc., newspapers like The Hindu, Assam Tribune as well as blogs like Spicyip (the leading IPR blog in India). She has co-edited two books on IPR, the first one is ‘IPR and Human Rights with Special Emphasis on India’ published by Indian Law Institute Publications, New Delhi in 2018 and the second one is “Protection of Traditional Knowledge and Geographical Indications” published jointly by NLU, Assam & Satyam Publication in 2023. She has also co-authored a book “A Comparative Study on ICT Laws in India and Korea” published by Korea Legislation Research Institute, South Korea in 2015.



Dr. Nilay Kanti Pramanik is currently serving as Deputy Director at Indian Institute of Packaging (IIP), Kolkata. Previously he was in IIP, Mumbai, R & D Cell. He has a total of 20 years of research and teaching experience in the field of polymers processing, E- beam radiation technology for polymer modification, biodegradable polymers for packaging application. He has done extensive studies on Specific Migration (leaching studies) of packaging materials used for food packaging application using instrument like GCMS, HPLC and ICP-OES. He has published more than 19 research articles in peer reviewed national and international journals. He has published several chapters in books on plastic processing and single use plastic. His research interest also include plastics waste management, studies on residual monomers migration from various packaging material etc. Dr. Nilay Pramanik had earlier served as a senior scientist at Shriram Institute of Industrial Research, Delhi. He has done M.Sc. in Polymer Science from Tezpur University and Ph.D. from Jamia Hamdard University, New Delhi.



Ms. Rajashree Sharma is an accomplished registered patent & GI Attorney specializing in Intellectual Property, including GI, traditional knowledge patents, copyright & filing & prosecuting GI applications for Assam etc. She has a distinguished career in Biotechnology, and its invention, Environmental Law. With over two decades of experience, she has expertly navigated patent practices, environmental and biotechnology regulations, & led international conservation projects. Rajashree holds an LLB from Delhi University Law Faculty & a Diploma in Environmental Law, and an M.Sc. in Life Sciences. Actively involved with conservation organizations, she has made significant contributions to environmental education and public speaking in national & international platform. Her work is driven by a commitment to sustainable development and ecological preservation, making her an influential voice in patent law and environmental advocacy. She authored Microbiological Inventions and Patent Law (Springer publication), Patent Jurisprudence & many scientific articles in peer reviewed journals apart from being a columnist in leading newspapers.



Dr. Sudip Adhikary is an Associate Senior Faculty and Discipline Lead in Industrial Design discipline at National Institute of Design, Assam. Sudip did his M. Des in Industrial Design from IDC, IIT Bombay and Faculty Development Programme from NID Ahmedabad. He also taught Design Fundamentals at NID Ahmedabad. Before that, he has done B. Tech in Information Technology and has an M.A. degree in Painting. Sudip has a decade long professional experience in Product, Lighting, Retail, and Identity Design domain. As a designer and design educator, he believes in multidisciplinary practice and cross-disciplinary teaching-learning. He has been capturing his creative expression through meaningful product design, drawing, painting and photography.

Brochure of the Programme




Brainstorming session on Prospects of promoting GIs of Assam

ON JUNE EIGHTEENTH 2024

Organized by DPIT-IPR Chair, TUIPR Cell, Tezpur University
In collaboration with Assam Science Technology & Environment Council (ASTEC),
Science Technology and Climate Change Department, Govt. of Assam

About the Meet:

In the heart of Assam's rich cultural tapestry lies immense potential, waiting to be harnessed and shared with the world. Illuminating the prospects of Geographic Indications (GIs) of Assam, this brainstorming session will bring together visionaries, experts, and stakeholders unlike any other. This exclusive event is designed to explore innovative strategies to maximize the benefits of GI status, motivating Authorized Users to proudly display the GI tag on their packaged products. By fostering a conducive atmosphere for the exchange of innovative concepts, it aims to remove bottlenecks and pave the way for seamless commercialization of both granted and potential GIs. Attendees will benefit from the collective wisdom of around 100 Registered Proprietors and Authorized Users of GIs, alongside




expert facilitators who bring a wealth of practical knowledge and insight. Central to our discussions will be the development of robust marketing strategies.

Products bearing the GI tag signify authenticity and heritage, qualities that resonate deeply with today's conscientious consumers. It will be explored how sustainable packaging can complement GI tags to further authenticate products for both domestic and international markets. We shall look forward to in-depth conversations on leveraging the power of these tags to build brand, trust and expand market reach, both online and offline. Adding a touch of hands-on learning, we have planned an exhibition that will showcase the unique products protected by these GIs.

In the technical sessions, we seek to

foster a nurturing environment where Authorized Users and Applicants can freely exchange thoughts, explore collaborative avenues, and dismantle barriers that hinder the commercialization of both existing and prospective GIs. The intent is to galvanize stakeholders to champion the GI tags, assuring that Assam's indigenous products receive the recognition and commercialization they truly deserve on both domestic and international stages. Understanding the paramount importance of authenticity and market trust, the sessions will delve deeply into innovative marketing strategies. We'll explore how best to present Assam's prized products, from sustainable packaging practices to the seamless integration of the GI tag, emphasizing the genuine origin and unparalleled quality of each item. By highlighting these strategies, we hope to bolster consumer confidence and drive sales, thereby ensuring the sustainability of Assam's cherished artisanal and agricultural legacy.




About TUIPR Cell:

The Tezpur University Intellectual Property Rights Cell (TUIPR Cell) at Tezpur University came into existence in 2009. Besides assisting the TU fraternity for IPR related matters, the Cell has been conducting various workshops, training, and outreach programs on a regular basis. To make research activities rewarding and self-sustaining, the TUIPR Cell has been taking several initiatives to promote protection of IPs that includes celebrating IP events, conducting an interdisciplinary course on IPRs for undergraduate, post graduate and Ph.D students enrolled for various courses, and organizing industry-academia interactions. 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. In addition to that the IPR Cell is also assisting the local artisans and farmers to get benefited from various provisions of IPRs and use them effectively in marketing of their products.

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PROGRAMME SCHEDULE

TIME	EVENTS
9:00 - 9:30 AM	Registration
9:30 - 10:30 AM	Inauguration and High Tea
10:30 - 11:30 AM	Technical Session-I
11:30 - 12:30 PM	Technical Session-II
12:30 - 2:00 PM	Lunch & Exhibition of GI products
2:00 - 3:00 PM	Technical Session-III
3:00 - 4:00 PM	Technical Session-IV
4:00 - 4:30 PM	Valedictory and Tea

Venue: Council Hall






Advertisement through the print media before the event



The Sentinel

of this land, for its people

TU to organize session on GI products

OUR CORRESPONDENT

TEZPUR, June 15: Focusing on the promising prospects of products with Geographic Indications (GIs) status from Assam, a brainstorming session shall be hosted on June 18, at Tezpur University.

The programme is an outcome of a collaboration between Tezpur University Intellectual Property Rights Cell (TUIPR Cell) and Assam Science Technology & Environment Council (ASTEC), Guwahati. This programme has been catalysed and supported by Science Technology and Climate Change Department, Government of Assam. The programme will bring together visionaries, experts,

and stakeholders to explore innovative strategies to maximize the benefits of GI status, and motivate farmers and craftsperson associated with each product to become an Authorized User and proudly display the GI tag on their packaged products.

An exhibition was also organized as part of the programme to foster a conducive atmosphere for the exchange of innovative concepts, help remove bottlenecks and pave the way for seamless commercialization of both granted and potential GIs. Various crafts persons and Farmer Producer Groups (FPOs) working on 33 granted GIs of Assam such as Muga Silk of Assam, Assam Orthodox Tea, Tezpur Litchi, Judima, Bodo Eri Silk etc., are anticipated to take part in the event and showcase their products in the exhibition.

Attendees will benefit from the collective wisdom of around 100 Authorized Users and Registered Proprietors of GIs, alongside experts from various core and practical areas. These will include discussion on the laws covering GIs, pre-requisites for becoming an Authorized User and obligations; adapting innovative industrial designs to facilitate GI tagged products in domestic and international markets and improving product packaging towards sustainable alternatives as important marketing strategies.

তেজপুৰ বিশ্ববিদ্যালয়ত জিআই পঞ্জীয়নভুক্ত সামগ্ৰী উৎপাদকৰ আলোচনা-চক্ৰ

বিজ্ঞান, ব্যক্তি, বৈজ্ঞানিক, ১৪ জুন ১৯৮৬ চনত তেজপুৰ বিশ্ববিদ্যালয়ত জিআই পঞ্জীয়নভুক্ত সামগ্ৰী উৎপাদকৰ আলোচনা-চক্ৰ অনুষ্ঠিত হৈছিল।

এই অনুষ্ঠানখনত জিআই পঞ্জীয়নভুক্ত সামগ্ৰী উৎপাদকৰ আলোচনা-চক্ৰ অনুষ্ঠিত হৈছিল।

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Niyomiya Barta (Assamese Daily) 16 July, 2024

Coverage of the event news through news portals and print media

TEZPUR

NEWS

FOR THE PEOPLE, BY THE PEOPLE

Home > Education

EDUCATION

TEZPUR

Tezpur University Hosts Brainstorming Session on Promoting Geographical Indications of Assam

By Editorial June 18, 2024




Tezpur University Intellectual Property Rights Cell (TUIPRC), in collaboration with the Assam Science Technology & Environment Council (ASTEC) and the Science Technology and Climate Change Department, Govt. of Assam organized a day-long program titled "Brainstorming Session on Prospects of Promoting Geographical Indications (GI) of Assam" on 18th June 2024 at Tezpur University Dr. Jyoti Baruah Hall. Dr. Jyoti Baruah, Director, ASTEC was present on the occasion as Chief Guest. Dr. G. Bhanu Chandra Barua, Head of Science & Technology Division, ASTEC was present as resource person. Speech

EDUCATION

Tezpur University Hosts Brainstorming Session on Promoting Geographical Indications of Assam

By NE India Broadcast Jun 18, 2024 #Tezpur University



Tezpur University Intellectual Property Rights Cell (TUIPRC), in collaboration with the Assam Science Technology &

THE HILLS TIMES

HOME EPAPER GUWAHATI ASSAM NORTHEAST NATIONAL SPORTS BUSIN

TEZPUR, June 18: Tezpur University's Intellectual Property Rights Cell (TUIPRC), in collaboration with the Assam Science Technology & Environment Council (ASTEC) and the Science Technology and Climate Change Department, government of Assam, organized a day-long program titled "Brainstorming Session on Prospects of Promoting Geographical Indications (GI) of Assam" on Tuesday at Tezpur University.

Dr. Jyoti Baruah, director of ASTEC, graced the occasion as chief guest, and Dr. Bhanu Chandra Barua, head of the Science & Technology Division at ASTEC, participated as a resource person. Speaking on the occasion, Dr. Baruah, an expert in Intellectual Property Rights and GI promotion, delivered an insightful presentation on the economic benefits of GIs. He highlighted successful case studies from Assam and outlined the potential growth trajectory for Assam's GI products. Examples such as muga silk of Assam, Assam orthodox tea, Tezpur Ichti, jute, and Bodo eri silk were cited by Baruah to illustrate how GI status ensures quality and adds brand value. He emphasized that while GI registration is crucial, effective packaging and branding are equally essential for market success.

Addressing the gathering, Prof. Shanku



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Addressing the gathering, Prof. Shanku

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Detailed Programme

Brainstorming Session on Prospects of Promoting GIs of Assam

18 June 2024

Date: 18.06.2024		Venue: Council Hall/ Community Hall, Tezpur University	
Time		Events	
9.00 - 9.30 AM		Registration	
9.30 -10.10 AM		Inauguration of the Event (Council Hall)	
10.30- 11.30 AM		High Tea & Inauguration of Exhibition of GI products(Community Hall)	
11.30 -12.15PM		Technical Session-I(Council Hall) Session Chair: Shri. Er. Biman Barua, Head (i/c), S&T Division, ASTEC,Guwahati, Assam Protection of Agricultural and Natural Goods under the GI Act, 1999 Dr.Jupi Gogoi, Assistant Professor of Law, Faculty of Law, University of Delhi, Delhi	
12.15– 1.00PM		Technical Session-II (Council Hall) Session Chair: Prof. Debendra Chandra Baruah, Director, Center for Multidisciplinary Research, Tezpur University, Napaam, Assam. Scope of using sustainable packaging to facelift GI tagged products in domestic and international markets Dr. Niloy Pramanik Deputy Director and Regional Head, Indian Institute of Packaging, Kolkata	
1.00-1.30 PM		Interaction with the participants (Council Hall)	
1.30 – 2.30 PM		Lunch (Community Hall)	
2.30 – 3.15 PM		Technical Session-III (Council Hall) Session Chair: Dr. Debajit Kumar Sarmah, Assistant Professor, Department of Law, Tezpur University, Napaam, Assam. Technical Aspects of becoming an Authorized User for granted GI for Assam. Smt. Rajashree Sharma, IP Attorney, Corporate Law Group, Guwahati	
3.15 – 4.00 PM		Technical Session-IV (Council Hall) Session Chair: Dr. Mridul Dutta, Assistant Professor, Department of Business Administration, Tezpur University, Napaam, Assam. Improving Product Design as one of the important marketing strategies for the GIs of Assam. Shri. Sudip Adhikary Associate Senior Faculty, Discipline Lead Industrial Design National Institute of Design (NID), Assam Jorhat Assam	
4.00 -- 4.30 PM		Interaction with the participants (Council Hall)	
4.30–5.00 PM		Valedictory and Tea (Council Hall)	

List of Participants for Brainstorming Session on Prospects of Promoting GIs of Assam on 18 June at
Tezpur University

Sl no.	Name	Address/Organisation
1	Ms. Korobi Doley	Indian Institute of Handicraft
2	Ms. Maloti doley	
3	Mr. Mridul Boruah	Garamur Satra, Majuli
4	Mr. Hemanta Bharali	
5	Mrs. Juli Bharali Boruah	
6	Mrs. Jumi Borah	
7	Sr. Surjamani Boruah	
8	Mr. Sanjeev Das	NERAMAC
9	Kunja Patowary Deka	Gram Shree Sangha
10	Prarthana Deka	
11	Bhabona Saikia	
12	Monalisha Das	ASRLM, Dept. of PNRD
13	Pankaj Kr. Sarmah	Institute of Handicraft Development, Golaghat
14	Krishna Pegu	Institute of Handicraft Development, Golaghat
15	Kabita Doley	Institute of Handicraft Development, Golaghat
16	Bitul Borah	Institute of Handicraft Development, Golaghat
17	Pankaj Borah	Gramshree Sangha
18	Bimal Das	Gramshree Sangha
19	Panchami Tye	Institute of Handicraft Development, Golaghat
20	Anuprabha Doley	Institute of Handicraft Development, Golaghat
21	Mrinal Doley	Institute of Handicraft Development, Golaghat
22	Bhuniman Rajkhowa	Gramshree Sangha
23	Saraswati Borah	Gramshree Sangha
24	Priyank Poran Saikia	Gramshree Sangha
25	Pranami Gogoi	Gramshree Sangha
26	Dr. Yutika Narzary	Association of Food Products and Traditional Weavers, BTR
27	Ms. Chitra Brahma	
28	Ms. Bala Brahma	
29	Ms. LutumiGoyary	
30	Ms. Binaishri Basumatary	
31	Mr. Jwmai Brahma	Bodo Musical Association, BTR

32	Mr. Tulunga Basumatary	
33	Hiralal Kalita	Harmohan Silk Factory, Sualkuchi
34	Mr. Nilamani Das	Department of Handloom and Textile, Tezpur
35	Ms. Prity Dutta	Weaver, Rangapara (Department of Handloom and Textile)
36	Lakhima Devi borah	Weaver, Tezpur (Department of Handloom and Textile)
37	Binod Dao	Abohtani Agro Producer Company
38	Krishna Bahadur Thapa	
39	Kailash Rai	
40	Subhash Dihingia	Den Multipurpose Agriculture Producer Co. Ltd.
41	Sailen Kumar Dutta	
42	Bikash Phukan	
43	Tilak Ch. Das	Navodaya Handicraft and Handloom Development Society
44	Akhil Baishya	
45	Ramen Kalita	
46	Shri Bina Mili	TouBhanga Mahila Sahayak Gut
47	Labdeep Kalita	Bajuagaon, Kolongpar, Nagaon
48	Majibur Rahman	Asst. Director, Department of Handloom and Textile, Guwahati
49	Gautam Baishya	Lotus Progressive Centre
50	Tilak Haloi	Lotus Progressive Centre
51	Tapan baishya	Secretary, Lotus Progressive Centre
52	Dr.Sudip Adhikary	Resource Person, NID, Jorhat
53	Dr.Nilay Pramanik	Resource Person, IIP, Kolkata
54	Dr. Jupi Gogoi	Resource Person, Delhi University
55	Ms. Rajashree Sharma	Resource Person, IP Attorney, New Delhi
56	Dhrityiman Deka	Tea Board of India, Regional Office, Tezpur, Sonitpur
57	Sahil Basfor	Tezpur Law College
58	Ankita Hazarika	Tezpur Law College
59	Chanda Devi	Tezpur Law College
60	Kushal Khati	Tezpur Law College
61	Chetalini Sarangthem	MCJ, T.U.
62	Ananya Kashyap	CMDR, T.U.
63	Nilamoni Das	Handloom & Textiles
64	Prity Dutta	Weavers (Rangapara
65	Surjya Dipta Sen	Tezpur Law College
66	Anu Das	Tezpur Law College
67	Tannu Choudhary	Tezpur Law College
68	Sonam Kumari	Tezpur Law College
69	Arpeeta Atraya	Tezpur Law College
70	Sagarika Nath	Tezpur Law College
71	Amlan Jyoti Kalita	ECE, T.U.
72	Manoj Kr. Sutradhar	ECE, T.U.

73	Dr. Niranjan Das	Dept. of BA, T.U.
74	Nikumoni Thapa	Tezpur Law College
75	Shabir Seikh	Tezpur Law College
76	Shekhar Chetry	Tezpur Law College
77	Dr. Mridul Dutta	Dept. of BA, T.U.
78	Prandeep Borah	CC, T.U.
79	Rajkumar Mohnani	Asst. Director, MSME, Tezpur
80	Rajashree Bordoloi	ASTEC, Guwahati
81	Maitri Pathak	ASTEC, Guwahati
82	Kavita Singha	ASTEC, Guwahati
83	Parismita Paul	ASTEC, Guwahati
84	Nilotpal Deka	ASTEC, Guwahati
85	Silpee Talukdar	ASTEC, Guwahati
86	Dipamoni Baishya	ASTEC, Guwahati
87	Joyshil Tamuli	ASTEC, Guwahati
88	Parmeeta Borthakur	ASTEC, Guwahati
89	Saransh Mohanty	Dept. of Physics, T.U.
90	Snehasish Deb	Dept. of Physics, T.U.
91	Dr. Jaideep Baruah	Director, ASTEC, Guwahati
92	Er. Biman Ch. Barua	Head S&T Division, ASTEC, Ghy
93	Prof. Debendra Ch. Baruah	Director, CMDR, T.U.
94	Ramesh Rabha	Estate
95	Subal Ch. Das	Estate
96	Dr. Koushik Saikia	IPR Cell, T.U.
97	Prof. Pritam Deb	Chair Professor, IPR Cell, T.U.
98	Dr. Juri B. Saikia	IPR Cell, T.U.
99	Saurav Deka	IPR Cell, T.U.
100	Krishna M. Bordoloi	IPR Cell, T.U.
101	Anil Kumar Singh	Dept. of Physics, T.U.
102	Deepshekhar Roy	Dept. of Physics, T.U.



About TUIPR Cell:

The Tezpur University Intellectual Property Rights Cell (TUIPR Cell) at Tezpur University came into existence 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. Later in the year 2020, DPIIT-IPR Chair was awarded to the University. Besides assisting the TU fraternity for IPR related matters, the Cell has been conducting various workshops, training and outreach prog-

-rammes 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. The Cell has come in collaboration and agreement with government agencies for receiving support for filing of patent applications and also is in agreement with a reputed IP attorney firm to handle certain critical issues related to the filing procedure. 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. In addition to that the IPR Cell is also assisting the local artisans and farmers to get benefited from various provisions of IPRs and use them effectively in marketing of their products.

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For any query regarding this report, please contact

TUIPR Cell, Administrative Building,
Tezpur University, Napaam, Tezpur, Assam,
PIN-784028
Email: office-ipr@tezu.ernet.in