

About DPIIT-IPR Chair, IPR Cell:

Tezpur University Intellectual Property Rights Cell was established in 2009 with a vision to develop human resource in the management of Intellectual Property Rights. In 2020, the Department of Promotion of Industry and Internal Trade (DPIIT) under the Ministry of Commerce and Industries, Govt. of India has awarded the prestigious IPR Chair to Tezpur University under the Scheme of Pedagogy & Research in IPRs for holistic Education & Academia (SPRIHA). The TUIPR Cell, under the aegis of the DPIIT-IPR Chair, is gradually building IPR consciousness in the Region across various strata of society.

About Directorate of Horticulture & F.P., Assam :

The Agriculture Department in the state of Assam mainly consists of two executive wings namely, Directorate of Agriculture and Directorate of Horticulture & Food Processing. Both of the Directorates are located at Krishi Bhawan Campus, Khanapara, Guwahati-22 and operates for the entire state of Assam with its officials at village, subdivision and District levels. However, the Directorate of Horticulture & FP, Assam is under the process of a full-fledged Department. The Directorate of Horticulture & FP, Assam is implemented different centrally sponsored schemes (CSS) namely Horticulture Mission for North East and Himalayan State (HMNEH), Pradhan Mantri Krishi Sinchayee Yojana-Per Drop More Crop (PMKSY-PDMC), Bee-keeping, Coconut Development Scheme, Rashtriya Krishi Vikash Yojana (RKVY) etc. and central sector (CS) scheme Mission Organic Value Chain Development for NE Region (MOVCD-NER) along with state owned priority development (SOPD) schemes.

Thrust Areas in the discussions:

- Registered GI Products from Assam
- Market Potentiality of GI products
- Scope of future GI products from Assam in horticulture and spices

Mode of Conduct:

The programme will be having an active interaction between the participants and the resource persons in physical mode.

Eligibility for participation:

Farmers, Start-ups, MSMEs and Entrepreneurs, Enthusiasts from Academia

Maximum number of participants:

100

Expected Outcome

- Better understanding of effective marketing of products with GI tags
- Enhanced knowledge on profitable horticulture crops capable of giving better returns on investment
- Value Chain improvement

Enquiry Details:

For any queries, please contact us at

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Venue:

Farmers Training Center, Directorate of Horticulture & F.P., Assam, Agriculture Campus, Khanapara, Guwahati-22

A Daylong Entrepreneurs' Meet

On

**Considering GIs of Assam
for better Agri-Business
Opportunities in Horticulture**

4th March 2023

Jointly organized by

**DPIIT-IPR Chair, IPR Cell,
Tezpur University
Napaam, Assam**

And

**Directorate of Horticulture and Food
Processing, Govt. of Assam
Guwahati, Assam**



Geographical Indication

Geographical indications (GI) refer to a type of intellectual property (IP) protection which identifies goods with a geographical region. The GI tagging is attributed in such a manner that quality, reputation and other salient features of the commodity are linked to the location of origin. The GI tag for a product can be used only by legitimate users and the residents of the territory of origin. GI tags may be obtained for agricultural products, handicrafts, textiles, manufactured goods, foodstuffs etc. The given GI tag may be in the form of a geographical name or a figurative representation or a combination of these two. The tag assigned to a product should convey its geographical origin.

AGRI-BUSINESS IN NORTH EAST INDIA

In India, there are four distinct sub-sectors of the agribusiness industry: marketing and commerce, agricultural production, agroprocessing, and agricultural inputs. As a result, agribusiness encompasses a wide range of activities including production, processing, marketing, trading, and the provision of inputs and services for these activities. To meet the needs of the expanding middle class and to increase rural employment, farm income, and revenue through increased export commerce, the agribusiness sector in NER needs more coordinated entrepreneurial initiative.

Over time, Horticulture has become a significant agricultural industry that guarantees higher profits for the economy's struggling agriculture sector. Horticulture accounts for close to one-third of India's agricultural GDP. Additionally, the nutritional advantages of increasing fruit and vegetable consumption year-round are a positive for a populous nation like India where a significant section of the population is undernourished and poorly fed. Horticulture has been developed in the nation during the past few years with an eye on exports because horticultural items occupy a significant area in the agricultural export basket.

Northeastern agro-climate favours ample production of rich and exotic fruits; some of which have been identified and GI tagged for worldwide commercialization like Queen pineapple of Tripura, Kachai lemon of Manipur, Tezpur litchi and Kaji Nemu of Assam, Khasi Mandarin of Meghalaya, etc. Similarly the region is also very rich in endemic spices like Assam Karbianglong Ginger, Naga Mircha from Nagaland, Mizo Chilli and Mizo Ginger from Mizoram, Hathei Chilli from Manipur, Dalle Khursani from Sikkim etc which can be explored for getting agribusiness opportunities and market visibility in India and abroad.

SCOPE OF GI BASED AGRIBUSINESS OPPORTUNITIES IN HORTICULTURE

In Assam there are many unexplored fruits and spices that can bring fortune to the farmers. This may include consideration of many GI registered/unregistered endemic fruits and spices that are found abundantly in our state like Tezpur Litchi, Karbi Anglong Ginger, Kaji Nemu, Malbhug Kol, Kuji Thekera etc. Agri entrepreneurs may consider processed or value added products from these natural products that seem to have great potential to dominate national/international market, if marketed effectively with proper branding and highlights like GI tags, Organic etc. Similarly, Northeast India has over 300 species of Medicinal and Aromatic Plants (MAP) and is one of the richest repositories of MAP in the world. Entrepreneurs can consider playing a key role in the supply chain of these MAP which in turn can cater to various industries dependent on the oils and extracts like perfumery, bakery, brewery etc.



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DPIIT-IPR Chair, IPR Cell, Tezpur University, Assam
And
Directorate of Horticulture and Food Processing, Govt. of Assam
4th March 2023

Venue: Farmers Training Center,
Directorate of Horticulture & F.P., Assam,
Agriculture Campus,
Khanapara, Guwahati-22

Programme Schedule

Inaugural Session		
Time	Session	Activity/Lecture
10:00AM -10:30 AM	I	Registration
10:30AM – 10.45AM		Inauguration: 1. Welcome Address by Prof. P.Deb, DPIIT-IPR Chair, Tezpur University 2. Introduction of the theme by Shri. Triranga Bharatiya Bora, Director, Directorate of Horticulture and Food Processing, Govt. of Assam
10:45 AM-11.15 AM		Session on: Critical aspects in developing agribusiness with registered GI products from Assam Presenter: Dr. Sarat Saikia, Principal Scientist, Assam Agricultural University, Horticultural Research Station, Kahikuchi, Guwahati
11.15 AM-11.45 AM		Session on: Strategies for market promotion of GI commodities in fresh and processed forms Presenter: Northeastern Regional Agricultural Marketing Corporation (NERAMAC)Limited, Guwahati
11:45 AM-12:00 PM	Tea	
12:00 PM -12.30 PM	II	Session on: Export potential of horticultural products from Assam and schematic support for promotion of export activities with special focus on GI commodities Presenter: The Agricultural and Processed Food Products Export Development Authority (APEDA), Guwahati
12:30PM -1.00 PM		Session on: Important aspects for successfully exporting GI products- Experiences from a native exporter. Presenter: Shri Kaushik Baruah, Proprietor, Kiega Exims Private Limited
1.00 PM-2:00PM		PANEL DISCUSSION Scope of future GI products from Assam in horticulture” with special focus on: 1. GI scoping with lesser known potent indigenous horticultural bio-resources of Assam Panelist: Dr. Harsha Jyoti Borooh, Ex- Director, Directorate of Horticulture and Food Processing, Govt. of Assam 2. Need for organized expansion of GI sector through participation of Producer Organizations Panelist: Bakul Ch. Saikia, SDAO (Horti), Directorate of Horticulture and Food Processing, Govt. of Assam 3. Diversity in spices of Assam and scope of further GI registration Panelist: Shri. D. M. Barman, Dy. Director, Spice Board India, Guwahati Office
2.00 PM-2.15 PM		Questions and Answers
2:15 PM-2.20 PM	Vote of thanks	
2.20 PM	Lunch and End of the Day	