

WORLD IP DAY 2023

Women and IP: Accelerating innovation and creativity

Celebrating Innovations and Entrepreneurship

A report



APRIL 26, 2023

**Organised by- DPIIT IPR Chair, IPR Cell,
Tezpur University**

Every year, 26th April is celebrated as World Intellectual Property Day. World IP Day is a great opportunity to celebrate the power of innovation and creativity and to explore how intellectual property (IP) supports our drive to build a better future. This year, the theme for World Intellectual Property Day celebration was ***Women and IP: Accelerating Innovation and Creativity***.

With the above theme, the TUIPR Cell celebrated IP Day with a talk by Mrs Sulakshana B Bhuyan, also popularly known as Lakhimi B Bhuyan, Proprietor, ZANGFAI, Guwahati. Prof. P. Deb, DPIIT-IPR Chair Professor, delivered the welcome address and introduced the theme to the gathering.

Introducing the speaker, it was informed that the enterprise “Zangfai”, is the first retail outlet of traditional assamese jewellery in Guwahati. Through her iconic creations, Mrs Sulakshana B Bhuyan has strived to preserve the essence of the traditional Assamese Jewellery. Recently introduced contemporary designs have tried to strike accord with the modern men and women who seek hints of creativity with the traditional designs. Ever since, there has been a flood of lookalike copper jewellery from outside the state, she had been vocal and had been instrumental in starting various initiatives for protection and popularization of Assamese traditional Jewellery in multiple ways.

Giving the IP Day Talk themed on **Women and IP: Accelerating innovation and creativity**, she credited her creativity to her father, a renowned artist from Nagaon, Late Pranab Baruah, who had a knack for adding fresh and contemporary flair to the traditional Assamese jewellery almost 40 years back. She expressed that her father never thought of taking it professionally though his works were highly valued by the jewellery enthusiasts. After her marriage, she settled in Guwahati and tried her hands on many businesses for attaining financial independence. However, her true calling came from the traditional and contemporary assamese jewellery designing, when some of her close acquaintances wanted her to supply them the exact pieces of jewellery she was wearing. Thus, she could observe the revival of the trend of wearing Assamese traditional jewellery amongst locals. With growing demands, she noticed the absence of any outlet who can cater for supply and after sale service of the Assamese Traditional Jewellery. Narrating her entrepreneurial journey, she shared that she had a very naive beginning with a small outlet in her residential premise in the year 2002 and that is when Zangfai was born. The word Zangfai means amber which was used as a glue in the making of ornaments (be it ear, neck) worn by both men and women in ancient times. With great determination, passion, style, and hard work, Zangfai, has now made its mark as one of the leading stores of Assamese traditional and contemporary Jewellery. With good marketing and dedicated clientele from Zangfai, many generations of local jewellery artisans of Assam, specifically from Nagaon, can confide in this art of Assamese Traditional Jewellery Making as a secured source of livelihood.

During her deliberation, she elaborately described the distinctive styles of traditional Jewellery making in the three districts of Assam viz. Jorhat, Borpheta and Nagaon. She also narrated the significance of using *Paat Xhun* or raw gold leafs over the silver or gold framed structure. She

also mentioned about the exquisite and unique raw finish of the handmade traditional jewellery as compared to the machine-made imported jewellery from other states. She mentioned the historical significance of the trade through silk route that introduced Burmese Rubys and other precious stones in the traditional designs and how the current demand of these stone is being catered by the supplies from states like Rajasthan and Gujrat. She cautioned about the adverse effects of the abundance of the fake machine-made jewellery in the market over the traditional jewellery making industry of the state and expressed concern over the theft of community IP rights of the state due to misleading and compromised expression of the traditional designs in the infringing jewellery items. She urged the participants to be cautious buyers and requested the young jewellery enthusiast to prefer quality and authenticity over the lower prices. She reinstated the positive effect of good marketing and advertisement for making the market presence felt in a highly competitive space. Also, she cautioned against rampant imitation while making the designs available in the public domain through social media and other platforms of mass communication. At the end she urged everyone to be proud of our traditional heritage in the form of the traditional handlooms and handicrafts and expressed happiness on witnessing the change in the mindset of general masses for being more interested in adorning our cultural expressions through contemporary designs in daily basis. It was heart-warming to know that she had initiated “Project Gamkharu” for protecting the traditional designs from the fake and lookalikes by educating the masses through social media and other sources of mass communication. She has also contributed significantly for protecting originality of the traditional Assamese Jewellery through the recent GI application for “Axhomiya Gohona”.

Through the above deliberation, the TUIPR Cell has tried to celebrate the work of trailblazing women from the state and in raising awareness about why it is so important to encourage more women to participate in the IP system.

Other programmes of the IP Day celebration included the ‘innovative idea’ competition and slogan writing competition. Winner of the ‘innovative idea’ competition, Ms. Archana Sinha from Department of MBBT, Tezpur University demonstrated her idea before the gathering. Dr. Koushik Saikia, from TUIPR Cell apprised the school children present among the audience about the meaning and significance of Innovation.

Later an IP quiz was conducted by the renowned Quiz Master, Mr. Ashutosh Das. 36 participants were present in the entire Quiz programme. The prizes for various events were given away during the valedictory session at the end of the Quiz Competition.

The programme concluded with the vote of thanks by Dr. Juri B. Saikia from TUIPR Cell. We acknowledge support received from DPIIT for conducting the programme.

The Programme Schedule

Inaugural Program	Speaker(s)	Tentative Duration
Welcome Speech by	Prof. P. Deb DPIIT IPR Chair Professor Tezpur University	10.00 am – 10.10 am
Technical Session		
IP Day Lecture-1	IP Day Talk on Assamese Jewelry: Journey from a hobby to entrepreneurship Mrs Lakhimi Baruah Bhuyan, Proprietor, ZANGFAI, Guwahati	10.30 am – 11.30 am
Tea Break		11.30 pm – 12.00 pm
IP Day Quiz (preliminary round)		12.00 pm – 2.00 pm
Lunch Break		2.00 pm – 2.45 pm
IP Day Quiz		2.45 pm – 4.10 pm
Prize distribution and Valedictory Session		4.10 pm - 4.30 pm



Intellectual Property Day 2023

Women and IP: Accelerating innovation and creativity



Organised by- DPIIT IPR Chair, IPR Cell,
Tezpur University



Innovative Idea Competition

Theme: Sustainable Packaging - Reduce, Reuse, Recycle

Online submission closes at 10:00 AM on 25th April 2023
Submit your idea : Within 2000 words.
Model exhibition: At Council Hall

Quiz Competition on IPR

Registration closes at 10:00 AM on 24th April 2023
Participants can win IP day T-shirt

Link for Registration

<https://forms.gle/mqyRpmHjU2ik4G4d9>

Venue: Council Hall

Date: 26th April 2023

Time: 10.00 onwards

Slogan Writing Competition

Online submission closes at 10:00 AM on 25th April 2023
Submit your idea : Within 6 words

IP Day Lecture

Mrs. Lakhimi Barua Bhuyan,

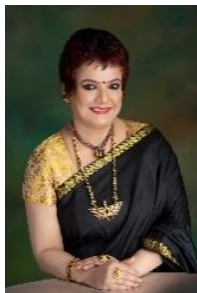
Renowned Jewellery Designer from Assam specializing in Traditional and contemporary Designs



Proprietor, Zangfai, Guwahati

Send entries for competitions to : worldipday_tuipr@tezu.ernet.in

The IP Day Speaker



Sulakshana B Bhuyan Sulakshana Baruah Bhuyan is the founder of Zangfai, the first retail outlet of traditional assamese jewellery in Guwahati. Sulakshana (popularly known as Lakhimi) made her foray in the field of Assamese jewellery around 18 years ago as a beginner to the world of professional jewellery designing. Her contribution in the field of livelihood enhancement of local art and culture has been well recognised and she has been the recipient of many awards like: **FICCI Ladies Organization (FLO) Northeast- Women Achievers Award of Excellence**

2017-18 for Outstanding Contribution in the Field of Promotion of Traditional Assamese Jewellery, Stree Udyamita Samman 2016 for outstanding contribution in the field of women entrepreneurship etc besides other awards given by the State.

She is considered the pioneer of revival of the popularity of Assamese Jewellery through Zangfai. Zangfai is considered by many as not merely a showroom, but an inspiration for celebrating the living tradition of gold jewellery in Assam, India. Its popularity is not only seen in the state but across India and other international states.

Glimpses of the World IP Day Celebration 2023



Photo: (Left)The IP Day Speaker, Mrs. Sulakshana B. Bhuyan delivering the IP Day talk.

(Bottom) Participants of the Quiz and the Innovative Idea Competitions held as part of World IP Day 2023 celebration.



List of Participants

Sl no.	Name	Designation	Affiliation
1	Abhinab Boruah	Student	Tezpur University
2	Ritayan Kashyap	Research Scholar	Tezpur University
3	Bharju Pratim Borah	Student	Tezpur University
4	Koustuv Moni Bora	Student	Tezpur University
5	Sandhyatora Saikia	Student	Tezpur University
6	Purbahna Borah	Student	Tezpur University
7	Pradyut Acharjee	Student	Tezpur University
8	Mustafa Kamal Ahmed Khan	Student	Jamia Hamdard, New Delhi
9	Tushar Ranjan Nath	Student	Department of Chemical Sciences
10	Rajjul Hussain	Others	Tezpur University
11	Dhritiman Sawarni	Student	Tezpur University
12	Nilotpal Moral	Student	Tezpur University
13	Sandhyatora Saikia	Student	Tezpur University
14	Ninad Batsa	Student	Tezpur University
15	Bedashruti Deka	Student	Tezpur University
16	Archana sinha	Research Scholar	Tezpur University
17	Pradyut Acharjee	Student	Tezpur University
18	Rituraj Bordoloi	Student	Tezpur University
19	Manash Jyoti Baishya	Student	Tezpur University
20	Abhinav Hazarika	Student	Tezpur University
21	Shneha Prasad	Student	Tezpur University
22	Gyandeep Dowarah	Student	Tezpur University
23	Abhipsit Bapanasha	Student	Tezpur University
24	Pranjit Narayan Goswami	Student	Department of Commerce
25	Koushik Saikia	Others	Tezpur University
26	Juri Borbora Saikia	Others	Tezpur University
27	Prateek Sarma	Student	Tezpur University
28	Humen Borgohain	Student	Tezpur University
29	Rajarshee Bhattacharjee	Student	Tezpur University
30	Bhaskarjyoti Baishya	Student	Tezpur University
31	Bhargav Nath	Student	Tezpur University
32	Sourav Chichra	Student	Tezpur University
33	Ronit Choudhury	Student	Tezpur University
34	Kaushik Nandan Saikia	Student	Tezpur University
35	Gourish Sabhapondit	Student	Tezpur University
36	Nikhil Sharma	Student	K. V. CUT

37	Shyamananda Saha	Student	K. V. CUT
38	Sahit Daimari	Student	K. V. CUT
39	Uditya Das	Student	K. V. CUT
40	Parashar Hazarika	Student	K. V. CUT
41	Nilavjyoti Kashyap	Student	K. V. CUT
42	Yuvraj Jain	Student	K. V. CUT
43	Darshan Reasal	Student	K. V. CUT
44	Dhitiraj Saikia	Student	K. V. CUT
45	Rohit Raj	Student	K. V. CUT
46	Dr. Nishu	PGT Teacher	K. V. CUT
47	Akala Poi	Teacher	K. V. CUT
48	Amrisha Barthakur	Student	K. V. CUT
49	Nrityangana Saikia	Student	K. V. CUT
50	Dikshita Boro	Student	K. V. CUT
51	Kaberi Kalita	Student	K. V. CUT
52	Shristi Deka	Student	K. V. CUT
53	Lucky Keot	Student	K. V. CUT
54	Ballabh Pran Bora	Student	K. V. CUT
55	Priyansh	Student	K. V. CUT
56	Kalpana	Student	K. V. CUT
57	Bhumika Pareek	Student	K. V. CUT
58	Bonita Devi	Student	K. V. CUT
59	Rishika Gupta	Student	K. V. CUT
60	Tanisha Sarkar	Student	K. V. CUT
61	Anupama Das	Student	K. V. CUT
62	Sneha Rao	Student	K. V. CUT
63	Bornali Deka	Student	K. V. CUT
64	Hiyamoni Das	Student	K. V. CUT
65	Prajanma Tamuli	Student	K. V. CUT
66	Adity Subeti	Student	K. V. CUT
67	Kritika Saha	Student	K. V. CUT
68	Meghabee Pandey	Student	K. V. CUT
69	Bornalee Das	Employee	Tezpur University
70	Mridula Das	Employee	Tezpur University
71	Jinu Keot	Employee	Tezpur University
72	Mridul Dutta	Faculty	Tezpur University
73	Bidisha Acharya	Student	Tezpur University
74	Anjali Jha	Student	Tezpur University
75	D. Phukan	Student	Tezpur University
76	Kapringthang Zon	Student	Tezpur University
77	Priyanka Chutia	Student	Tezpur University
78	Darshana Koushik	Student	Tezpur University

79	Angkita Das	Student	Tezpur University
80	Sanjib Deka	Faculty	Tezpur University
81	Juri Dutta	Faculty	Tezpur University
82	Bidyananda	Student	Tezpur University
83	Sayoree Purakayastha	Research Scholar	Tezpur University
84	Saransh Mohanty	Research Scholar	Tezpur University
85	Anil Kr. Singh	Research Scholar	Tezpur University
86	Deepshekhar Roy	Research Scholar	Tezpur University
87	Adrij Pawan Neeng	Research Scholar	Tezpur University
88	Devendra Singh Sangar	Research Scholar	Tezpur University
89	Biti Verma	Research Scholar	Tezpur University
90	Anubhav Handique	Research Scholar	Tezpur University
91	Rajeev Barala	Research Scholar	Tezpur University
92	Sourav Khan	Research Scholar	Tezpur University
