

Geographical Indications - Redefining the Export Potential of Rajasthan Products

Today, Geographical Indication (GI) has become the subject of widespread interest although it is one of the oldest forms of Intellectual Property (IP). GI is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. Products are marked with a special sign, to be identified as originated or manufactured in a given place.

The Department of Industries-Government of Rajasthan and World Trade Center Jaipur organized a webinar on “Geographical Indications and I.P.R.: Potential and Implementation in Rajasthan” to expand the knowledge and spread awareness on GI amongst the manufacturers of Rajasthan.

Delivering the theme address, Mr. P.R. Sharma, Joint Director, Department of Industries, Government of Rajasthan informed that the World Intellectual Property Organization (WIPO) is the umbrella organization for the safeguarding of GIs. Under the flagship of WIPO, three multilateral treaties have been administered namely, Paris Convention for the Protection of Industrial Property, The Madrid Agreement for the repression of misleading Indication of source, and The Lisbon Agreement, for the protection of Appellation of origin and International Registration. “One must familiarize themselves with all the above for a better understanding of the subject.” advised Mr. Sharma.

Chief Guest, Mrs. Archana Singh, IAS, Commissioner Industries, Investments and NRI's, Udyog Bhawan Jaipur said “I.P.R. and GI are indicators of India's deep knowledge and skills in various crafts. Protecting this knowledge will inspire people to think creatively, encourage original work, and ultimately lead to sustainable development.” Mrs. Singh further added that if appropriate conditions are met GI's can contribute to development in rural areas, create employment and ultimately lead to retention of talent in the state.

Guest of Honour Mr. Vishal Tomar, Scientist and Head, Bureau of Indian Standards (BIS), Jaipur Branch, explained how IPR promotes foreign direct investment (FDI) and technology transfers in developed and developing countries, and effectively increases funding for research and development. He also explained how IPR also promotes broader dissemination of innovations through publication and licensing and ultimately lead companies to monetize their ideas.

Distinguished Guest, Mr. C.K. Mishra, ITS, Joint DGFT, Udyog Bhawan Jaipur in his address pointed out that GI increases the brand value of a product, which is purchased with a greater sense of pride and quality assurance by a consumer. He also mentioned that products covered by GI command a premium price, thus giving the local economy a boost.

Guest speaker Dr. Rohit Jain, Director, Trade Innovations Services, Jaipur, made a presentation on Certification marks. “Certification marks are given for acquiescence with defined standards, they may be used by anyone who can verify that the products involved meet certain established standards. In most countries, the main difference between collective marks and certification marks is that the former may be used only by a specific group of enterprises, while certification marks may be used by anybody who complies with the standards defined by the owner of the certification mark.” Explained Dr. Jain

The webinar was attended by delegates from all major business districts of Rajasthan representing all various trade sectors.

Vote of thanks was proposed by Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur.

The seminar was held on January 28, 2021

