

Retaining ownership status for our traditional art and craft

In this age of rapid technological advancement, it is easy to create duplicate version of original artworks and promote them as authentic in the market. In order to create awareness about this malpractice and sensitise the general public about the gravity of the issue, WTC Jaipur organized a webinar on “Traditional Design Imagery: Process, Innovation and Ownership, The Way Forward”.

The webinar was organized in association with itokri.com, Devlok Silk Jaipur and CCWA Jaipur. It was attended by more than 125 thought leaders, product designers and artisans.

Session moderator and Textile & Handicraft Product Designer Mr. Chandrashekhar Bheda said, “An artisan has to be provided some sort of cognizant relief so that the sanctity of his art and craft is undamaged against multiple duplicates flooding the markets without any logos or royalty payments to the original manufacturer or designer.”

Mr. Nitin Pamnani, Co-Founder, itokri.com, in his speech, pointed out, “Despite being intangible, our rich cultural heritage can be preserved, as law definitely provides a way for the same in terms of registering intellectual property rights.” He urged the young generation to take responsibility of passing and sharing this information to the new entrants in the field by using the all-powerful social media tools.

Dr. Madam Meena, Director, Adivasi Academy, Tejgadh, Gujarat, speaking about the Adivasi Academy, said that it was established to create a unique educational environment for the study of tribal communities. The Academy is aimed to become an institute for the study of tribal history, folklore, cultural geography, social dynamics, economy, development studies, medicine, music, arts and theatre. “With its multidisciplinary approach and related interventional measures, the Academy is striving to create a new approach of academic activism,” highlighted Dr. Meena.

Earlier Mr. Brij Ballabh Udaiwal, Director, CCWA Jaipur welcomed all participants and distinguished guest speakers and conveyed gratitude to itokri.com and Devlok Silf for lending their support to the program.

Guest speaker Mr. J. Niranjana, National Merit Awardee, Kalamkari Painting - Andhra Pradesh, said, “We cannot afford to lose our heritage and legacy, which, if lost, cannot be revived, and advancement in the field definitely does not mean that we distort with originality or copy it.”

“Mr. Vikram Joshi, Managing Director, Rangotri and Director, Jaipur Bloc advocated that technology cannot be misutilized to create replicas of original work. He further gave an example of the world famous Sanganeri art, which may become a victim of such misuse of technology, but can be adequately safeguarded by adhering to Geographical Indicators that gives due importance to the origin of an art.

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur proposed vote of thanks.

The webinar was held on September 17, 2021

Zoom Meeting

Recording... LIVE on Facebook View

skdhanopia Ghanshyam mridula chandra jay naduvath

N Ranjan Nilin Pamnani - iTokri.com Madan Meena

Navneet Agarwal Chandrashekhar Bheda Vikram Joshi

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