

## **WTC Jaipur commemorates World Trade Day Jaipur with a Webinar on IPR Protection for Agricultural and Food Products**

Today, with international trademark protection in place, consumers worldwide can purchase products and services confidently without worrying about counterfeiting and piracy. Intellectual Property Rights (IPRs) provide strong protection to goods and services in our national economy and also provide safeguard from infringement of such rights by unauthorized users. With a strong belief that IP rights are protected both domestically and globally, and with a view to sensitize local trade and industry of the benefits of IP rights, WTC Jaipur in collaboration with MSME Development Institute, Jaipur organized a Webinar on IPR Protection for Agricultural and Food Products to commemorate World Trade Day Jaipur 2020.



The banner features a green background with a photograph of a farmer spraying a field. At the top left is the WTC Jaipur logo, and at the top right are the logos for World Trade Center Jaipur and MVRDC. The central text reads: "Webinar on IPR Protection for Agricultural and Food Products" and "13<sup>th</sup> June 2020 | 4:00 pm to 6:00 pm". At the bottom, it states: "MSME DI, Jaipur, Ministry of MSME, Govt. of India and World Trade Center Jaipur cordially invite you to the webinar to commemorate WORLD TRADE CENTERS ASSOCIATION DAY JAIPUR".

Chief guest, Mr. V.K. Sharma, Director MSME- DI, Jaipur, Ministry of MSME, Government of India, in his address explained that patents, copyrights and trademarks stand to ensure legal protection and safeguarding of rights in respect of ideas and creations of an individual, brand of an organization in the manufacturing and service sector. Further, it allows to retain a unique identity of brands and helps in product differentiation, creating brand loyalty over long term.

Guest of Honor Mr. Rajeev Mittal, President, Jila Udhyog Sangh, Dholpur, Rajasthan presented an overview of the industrial landscape of Dholpur and highlighted that this industrial district offers great opportunities for export and cluster formation for the stone and food sector. Mr. Mittal also suggested that international technological collaboration with Japan, Korea and US can be explored to help in reducing the cost of production and producing superior quality products.

Special guest Mr. Krishan Avtar Sharma, General Manager, Department of Industries, Government of Rajasthan, Dholpur encouraged younger generation to become entrepreneurs and start manufacturing, with the strong support provided by Industries Department, Bureau of Investment Promotion and Rajasthan State Industrial Development & Investment Corporation Limited (RIICO).

Dr. Rohit Jain, Patent and Trademark Attorney, Trade Innovation Services, Jaipur in his presentation illustrated various benefits of IPR registrations. He also observed that IP rights can increase competitiveness of products and services in exports due to its unique marketing edge, providing not only protection but creating a recall value for consumers to repeat purchases of goods and services.

Dr. Dasharath Prasad, Assistant Professor (Agronomy) Agriculture Research Station, Sri Ganganagar, Rajasthan, stated that one of the most important developments of modern agricultural biotechnology in India is its rising proprietary nature. Unlike the previous agricultural scientific activities, which were dependent on state and central government funding for development, the new age biotechnologies are protected by IP rights such as patents, trademarks and copyrights, GIs etc., which help in attracting cross border investments. Mr. Prasad also dwelled upon the need to encourage transfer of agri-biotech to developing countries.

Guest Speaker, Dr. Umeed Singh, Professor, Department of Economics, University of Rajasthan, Jaipur, stated that Intellectual Property Rights protection is very important for economic growth of our country as patent protection raises R&D drive and advances in technological progress, which in turn reduces economic instability.

The session was concluded after a Q & A session with more than 90 participants and eminent guest speakers.

Vote of thanks was proposed by Mr. Dinesh Soni, Assistant Director, MSME-DI, Jaipur, Ministry of MSME, Government of India.

The webinar was held on June 13, 2020