

AWARENESS PROGRAM ON INTELLECTUAL PROPERTY RIGHTS AT AMPATI DEGREE COLLEGE, AMPATI, SOUTH WEST GARO HILLS

January 21, 2023: An Awareness program on Intellectual Property Rights (IPRs) was organized by the Branch MSME-DFO, Tura, Ministry of MSME, Government of India in association with BIRAC's BioNEST Bioincubator (B3I) Facility, NEHU, Tura Campus at the Ampati Degree College, Ampati, South-West Garo Hills, on the 21st January 2023 with more than 200 participants.

The program started with greeting the dignitaries, followed by a welcome address by Prof. C. P. Suresh, Head, Department of Horticulture, NEHU, Tura Campus. Dr Jyoti Vastrad, Dean of the College of Community Sciences, Tura, carried forward the program as a special guest and emphasized traditional handicrafts as a measure of employment generation and the need for product diversification to meet modern needs. Dr Vastrad encourages the participants to focus on utility products like hand-woven purses, wallets, mobile pouches, bags, cushion covers, etc. She also recommended the participants avail of training from the College of Community Sciences to upgrade their skill set. Shri. Gideon Kharmawphlang, Deputy Commissioner of South West Garo Hills, stimulated the rural entrepreneurs and assured them of administrative support of all sorts including the Geographical Indication (GI) registration of the traditional products.

In the next session, Mrs Gurpreet Gulati, Advocate, IP Caravan, Gurugram, Haryana, on behalf of Cell for Intellectual Property right Promotion And Management (CIPAM), Department for Promotion of Industry and Internal Trade (DPIIT), under the Ministry



of Commerce and Industry explained the importance, and benefits of GI tagging and the process of doing it. Afterwards, Mr. Nilesh Trivedi, Assistant Director, MSME-DFO, Tura Branch briefed the audience about IPR, its components, namely patents, trademarks and copyrights, and the process of IP filing. Mr. Trivedi also encouraged the participants on registering their applications for IP and GI and outlined the Government of India's initiatives in promoting IPR and GI including reimbursement opportunities for the filing expenditures.

Lastly, Prof. CP Suresh elaborated on plant variety protection and the farmer's rights. He explained the parameters like novelty, distinctiveness, uniformity and stability in plant variety necessary for registration. Kamaleshwar Kosh, Program Executive, Doordarshan Kendra, Tura acts as a translator to the local Hajong language in this lecture. This was followed by an elaborate, interactive doubt-clearing session. Finally, the program comes to its end with a vote of thanks by Dr Mamunur Rafique Mondal Willy, Principal of Ampati Degree College.

