

# WBNUJS ANNUAL INTELLECTUAL PROPERTY MEET 2023

Celebrating World IP Day

## Organized by :

DPIIT IPR Chair, WBNUJS, Govt. of India, and CRSGPP, WBNUJS

## Supported by :

- Department of Law, Govt. of West Bengal
- Department of Science and Technology and Biotechnology, Govt. of West Bengal
- Department of Environment, Govt. of West Bengal
- West Bengal Forest Department, Govt. of West Bengal
- Department of Micro, Small & Medium Enterprises and Textiles (MSME & T), Govt. of West Bengal
- Department of Agriculture & Farmers' Welfare, Govt. of West Bengal
- Department of Food Processing Industries and Horticulture, Govt. of West Bengal

# THEME

“

The Inclusiveness of  
Women's Power  
Through IPR- A Bottom Up  
of the Pyramid Approach

”

## ABOUT THE EVENT

### DATE

APRIL 29-30, 2023

### TIME

10:00 AM TO 6:30 PM

### VENUE

WBNUJS CAMPUS



# ABOUT WORLD INTELLECTUAL PROPERTY DAY

World IP Day is celebrated every year on April 26th to raise awareness about the importance of IPR and its role in promoting innovation and creativity. IP refers to the legal rights that protect the creations of the Human mind, such as inventions, literary and artistic works, and symbols, names, and images used in commerce.

The celebration of World IP day aims to highlight the crucial role of IP in encouraging innovation and creativity and to recognize the contributions of inventors, creators, and innovators to society and the economy. It is also an opportunity to promote public understanding of IP and its importance for social and economic development.

World IP day was established by World Intellectual Property Organization (WIPO) in 2000 and has since been celebrated annually with events, seminars, and other activities around the world.



## ABOUT THEME

The inclusion of women in the economic and social fabric of society is a crucial step towards sustainable development. To achieve this, a bottom-of-the-pyramid approach can be adopted, which aims to uplift the socio-economic status of women at the grassroots level. Additionally, geographical indication (GI), traditional cultural expression (TCE), and traditional knowledge (TK) can also play a significant role in promoting inclusiveness of women power.

The bottom-of-the-pyramid approach involves empowering women at the grassroots level by providing them with access to education, health, and financial resources. This can be achieved through various initiatives such as microfinance, entrepreneurship programs, and skill-building workshops. By empowering women economically and socially, they can contribute to the growth and development of their communities.

## About Organisers:



**Patron in Chief**  
**Prof. Dr. N. K. Chakrabarti**  
 Vice- Chancellor, WBNUJS



**Patron**  
**Dr. Pinaki Ghosh**  
 DPIIT IPR Chair Professor, WBNUJS and  
 Chairperson, National GI Drive Mission



**Convenor**  
**Dr. Jayanta Ghosh**  
 Head and Research Fellow, CRSGPP, and  
 Secretary, National GI Drive Mission

## ABOUT THEME



Geographical indication (GI) is a type of intellectual property right that protects products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. This can be used to promote women-led businesses that produce products unique to their region, thereby providing them with a competitive advantage in the market. By obtaining GI protection, women can secure their intellectual property rights and prevent others from copying or misusing their products.

Traditional cultural expression (TCE) and traditional knowledge (TK) are cultural assets that are often passed down from generation to generation. Women play a crucial role in preserving and transmitting these assets, which can be used to generate income and promote cultural tourism. By protecting TCE and TK, women can ensure that their traditional practices and knowledge are respected and valued in society.

In conclusion, promoting inclusiveness of women power through a bottom-of-the-pyramid approach, and protecting women's traditional knowledge and cultural expressions through GI, TCE, and TK can go a long way in empowering women economically and socially. This, in turn, can lead to the sustainable development of their communities and societies.

## FEATURED SESSIONS

- Discussions
- IP Awards
- Mock Court Case
- Exhibition
- Performance by Artisan



## GI DRIVE MISSION

1. To facilitate the owner of the product for GI recognition and placing his products in a global platform.
2. To address the nation's high priority phenomenon and create a vibrant Bengal.
3. To provide cluster development through Geographical Indication of different fields and subjects.
4. To boost the rural economy through the commercialization of products and creating a scenario of employment generation.

## REGISTRATION INFORMATION

Type of Registration	In-Person Meeting	Online Registration
<b>Fees:</b>	<b>INR 1000 +GST</b>	<b>INR 500 +GST</b>
<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• Access to all technical sessions</li> <li>• Access to Traditional Cultural Expression Event</li> <li>• Lunch will be provided</li> <li>• Certificate of participation</li> </ul>	<ul style="list-style-type: none"> <li>• Access to all technical sessions</li> <li>• e-Certificate of participation</li> </ul>



## PROGRAM AT A GLANCE

TIMING	DAY 1	DAY 2
10:00 AM to 11:30 AM	<b>Session 1</b> Inauguration	<b>Session 5</b> Enforcement of GI post registration practical and legal Issues: GI drive members
11:45 AM to 01:30 PM	<b>Session 2</b> Empowering women through IPR	<b>Session 6</b> Philosophical and historical evidences for off beat IPRs
01:30 PM to 02:30 PM	<b>Networking Lunch</b>	<b>Networking Lunch</b>
02:30 PM to 04:00 PM	<b>Session 3</b> MOCK COURT CASE: Unauthorized use of GI and TCEs by foreigners and Indian fashion designer	<b>Session 7</b> IP Ecosystem and Commercialization - A Global Approach (Local to Global)
04:00 PM to 06:00 PM	<b>Session 4</b> Our IP, Our Pride, Our Culture, Our Future - International Challenges	Valedictory and IP Award Ceremony
06:00 PM to 06:30 PM	Exhibition Cum Traditional Cultural Expression	

# COORDINATING TEAM



**Partha Chakraborty**  
Asst. Secretary, National GI Dive Mission



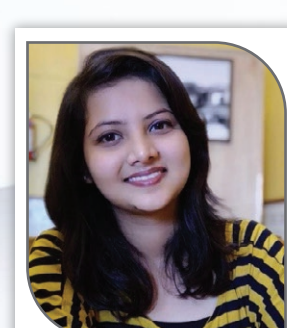
**Rima Ghosh**  
Research Assistant,  
DPIIT IPR Chair, WBNUJS



**Akriti**  
University Junior Research  
Fellow, WBNUJS



**Sanghamitra Baladhikari**  
Research Assistant,  
CRSGPP, WBNUJS



**Riddhi Singhal**  
Research Intern, DPIIT IPR Chair,  
WBNUJS



**Shreyasha Pal**  
Research Intern, DPIIT IPR Chair,  
WBNUJS



**Priyanka Sharma**  
Research Intern, DPIIT IPR CHAIR,  
WBNUJS



**Vijoy Kumar Sinha**  
Research Assistant, CRSGPP,  
WBNUJS



**Biswajit Bose**  
Research Assistant, DPIIT IPR Chair,  
WBNUJS



**Saumen Deshi**  
Research Intern, DPIIT IPR Chair,  
WBNUJS



**Anirban Dey**  
Research Intern, CRSGPP,  
WBNUJS



**Sukanya Mukherjee**  
Research Intern, DPIIT IPR Chair,  
WBNUJS



**Pritikana Jana**  
Research Intern, CRSGPP,  
WBNUJS



SCAN QR CODE FOR REGISTRATION



Registration Link:

<https://forms.gle/ShJtSeFRuSqhvp9X7>

☎ 033 2569 4700/7210 ✉ [gidmchair@nujs.edu](mailto:gidmchair@nujs.edu)



S MAJUMDAR & CO  
PATENT AND TRADEMARK ATTORNEYS

