



Maharashtra National Law University, Nagpur

**DPIIT IPR Chair at Maharashtra National Law University, Nagpur in association with Geographical Indication Registry**

Is organizing a Virtual Roundtable on

**'Protecting GI in the era of Competitive market'**

on

**November 28, 2020 (Saturday).**



Department for Promotion of Industry and Internal Trade (Ministry of Commerce and Industry, Government of India) Chair on IPR and Centre for Intellectual Property Rights, Maharashtra National Law University, Nagpur in association with Geographical Indication Registry is organizing a roundtable on **‘Protecting GI in the era of Competitive market’** on November 28, 2020 (Saturday).

#### **ABOUT THE UNIVERSITY**

Maharashtra National Law University, Nagpur, was established by the Government of Maharashtra by way of an enactment known as the Maharashtra National Law University Act (Maharashtra Act No. VI of 2014). The University is the nineteenth National Law University in India. The University is a residential University engaged into promoting quality legal education and conducting cutting-edge research on thriving issues of law, social science and humanities. The University is presently offering B.A. LL.B. (Hons.) Five-Year Integrated Degree Course; LL.M. One-Year Postgraduate Degree Course; Ph.D. interface with law.

#### **ABOUT THE DPIIT IPR CHAIR**

The Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA) was launched in the year 2016 by the Department for Promotion of Industries and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India. The IPR Chair was established under the scheme at selected Universities in India and MNLU, Nagpur takes pride in being one for them. The chair was established to fulfill one of the objectives of the National IPR Policy of the Government of India which was to ‘Strengthen IP Chairs in educational institutes of higher learning to provide quality teaching and research, develop teaching capacity and curricula and evaluate their work on performance based criteria’.

#### **CONCEPT NOTE**

Protection of GI products can Provide substantial benefits to the economy of the country on both fronts i.e., domestic and international. It aims to protect the uniqueness and assures the origin and quality of the product. The protection of the GI can make best use of the competitive advantage of a particular region. A product yielded from mother nature or/and human creativity has a distinctive quality and reputation which has to be secured and realised.

GI remains a very important part of the bunch of Intellectual Property Rights. In this era of commercialisation, the role and importance of GI has become much more important. To protect a practice that is present in a particular area without any changes is a big challenge in this globalising world. The GI holders and users face tough competition in the market to sustain their originality. The GI assets are not renewed after 10 years and the right holders do not take steps to protect their GI after some time. They either do not know the methods to protect it or are reluctant in enforcing their rights. In this process, the GI holders at times self-dilute their GI to attract profit and to sustain their business.

Evidences show that this (self)-dilution is a case in India and the major reason is the increasing competition in the market with availability of duplicate and cheaper materials in the market. A common trend is that people forget about the rights and responsibilities that are conferred on them after getting GI registered. The challenges to unauthorised use and deceptive products in the market is not tackled with proper procedures.

#### **THE OBJECTIVES OF THE ROUNDTABLE**

GI in itself is a special IP that needs protection. The roundtable would examine the present practices of GI registration and protection. The focus of the roundtable is to examine the issues and challenges faced by GI right holder and an individual who wants to register a GI. Also, the roundtable would focus on the market challenges that are present in front of the GI holders. The round table would examine the nature and protection required to the GI in this competition driven capitalist market system. Speakers form all industry and academia will divulge in different dimensions of GI.

#### **SCHEDULE FOR THE ROUNDTABLE:**

<b>10.30 am. – 12.05 p.m.</b>	<b>Inauguration Session</b>	
10:40 a.m. -11:15 a.m.	<b>Prof. S. P. Rathor</b> Professor, Gujarat University.	<b>GI in Competition driven market</b>
11:20 a.m.– 12:00 a.m.	<b>Adv. P. Sanjai Gandhi</b>	<b>Challenges to registration and Protection of GIs in India</b>

	IPR Attorney, India and President, Intellectual Property Rights Attorney Association, India.	
	<b>Session I</b>	
12:05 p.m. – 1:00 p.m.	<b>Dr. Chinnaraja G Naidu,</b> Registrar of Geographical Indications	<b>Registration and Quality assurance mechanism of GI in India</b>
	<b>Session II</b>	
1:05p.m. -2:05p.m.	<b>Mr. Girish Murudkar,</b> Proprietor, Murudkar Zendewale and Fetewale LLP, Authorised User- 'Puneri Pagadi'  <b>Dr. Prakash Nagre,</b> Dean of Horticulture, P.K.V. Akola (GI holder of 'Nagpur Oranges')	<b>Panel Discussion with GI representatives</b>

#### **REGISTRATION DETAILS:**

The registration to the Roundtable is open to

- Law students
- Academicians and Researchers
- Stakeholders
- Practising advocates and professionals

**Registration Fee** –There is no registration fee for the conference. Prior registration to the conference is **mandatory**.

**Registration Link** - <https://forms.gle/Mm5WHTa3nH8Yb5AX9>

\* All participants will receive a link to the virtual round table which is held using the online platform 'Cisco Webex' and all participants who have registered using the above link will receive the link by November 28, 2020.

\*All participants of the round table will receive an Electronic certificate (e-certificate)

## **PATRON**

Prof. (Dr.) Vijender Kumar  
Hon'ble Vice-Chancellor,  
Maharashtra National Law University, Nagpur.

## **Coordinator**

Dr. Ragini Khubalkar,  
In-charge, DPIIT IPR Chair,  
Assistant Professor of Law, MNLU, Nagpur.

## **Co-coordinators**

- Shweta Kulkarni  
Research Assistant,  
DPIIT IPR Chair, MNLU Nagpur
- Srijan Mishra  
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DPIIT IPR Chair, MNLU Nagpur

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**MAHARASHTRA NATIONAL LAW UNIVERSITY, NAGPUR**

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