



Institution's Innovation Council Saurashtra University Rajkot

**Geographical Indications (GI) tags:
protecting India's heritage**

30th June, 2025 Monday

Online

Incubation Centre, Saurashtra University

Contents

Saurashtra University – IIC.....	3
Event Schedule	3
Event Registration Link	3
Brief about Event	4
Key Points	4
Outcome	4
About the Speaker/Chief Guest	5
Connect Us:.....	6

Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

11:00	Welcome
11:10	Awareness session on Geographical Indications (GI) tags: protecting India's heritage by Shri Prasant Bhairappanavar
01:00	Program Feedback - Conclusion
01:30	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-GISP

Brief about Event

The Saurashtra University Start-up and Entrepreneurship Council (SUSEC), in collaboration with the Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA), Saurashtra University, and IIC Saurashtra University, organized a live webinar titled *“Geographical Indications (GI) Tags: Protecting India’s Heritage”* on 30th June 2025. The session was led by Shri Prasant Bhairappanavar, Examiner, Trademarks and GI, Chennai, who shared his expertise on the significance of GI tags in safeguarding India’s cultural and economic heritage.

The session began with an introduction to Geographical Indications (GI) as a form of intellectual property that links products to their unique origin, culture, and reputation. The resource person highlighted how GI recognition not only protects authenticity but also helps in preserving traditional knowledge, enhancing brand value, and boosting rural economies.

Mr. Bhairappanavar elaborated on several case studies of GI-tagged products such as Darjeeling Tea, Kanchipuram Silk, and Banarasi Sarees, emphasizing how such recognition has empowered local communities and artisans. He also discussed the legal framework, registration process, and enforcement mechanisms associated with GI protection in India.

The session witnessed active participation from students, researchers, faculty members, and entrepreneurs who engaged in a Q&A session to clarify their doubts on the practical aspects of obtaining GI registration and leveraging it for commercialization.

This webinar proved to be highly insightful, especially for budding entrepreneurs and researchers interested in heritage-based innovation and rural development. It encouraged participants to explore the role of GI in protecting culture while promoting entrepreneurship.

Key Points

During the session, below mentioned points were discussed:

- Importance of Geographical Indications (GI) as a form of IPR.
- Role of GI in protecting cultural identity and traditional knowledge.
- Case studies of successful GI products in India.
- Legal framework and process of GI registration.
- Benefits of GI in boosting rural development and farmer income.
- Interactive discussion on challenges and opportunities in GI commercialization.

Outcome

The webinar significantly enhanced participants’ understanding of GI tags as a vital intellectual property tool for protecting India’s heritage. It provided clarity on the registration process, benefits, and socio-economic impact of GI recognition, thereby motivating participants to contribute toward safeguarding indigenous products and promoting local entrepreneurship. Overall, the session successfully connected the concept of heritage protection with innovation and economic development, inspiring students, researchers, and entrepreneurs to take active interest in this area.

About the Speaker/Chief Guest



Shri Prasant
Bhairappanavar

Examiner
Trademarks and GI
Chennai

The poster features logos for Saurashtra University, SSIP, Institution's Innovation Council, StartUp, and SUSEC. It includes a 'LIVE WEBINAR' icon and a circular portrait of the speaker, Shri Prasant Bhairappanavar. The text details the organizing institutions and provides the date and time of the event.

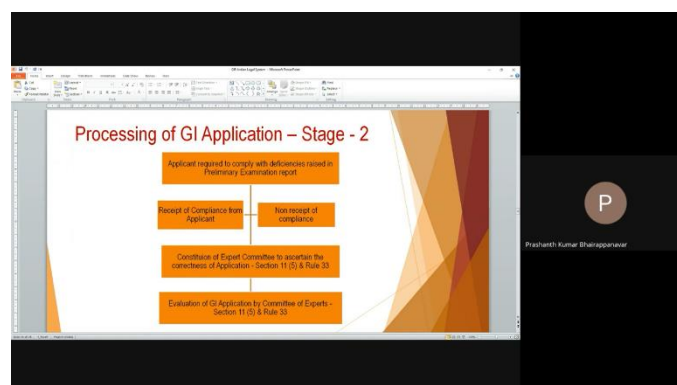
**GEOGRAPHICAL INDICATIONS (GI)
TAGS: PROTECTING INDIA'S HERITAGE**

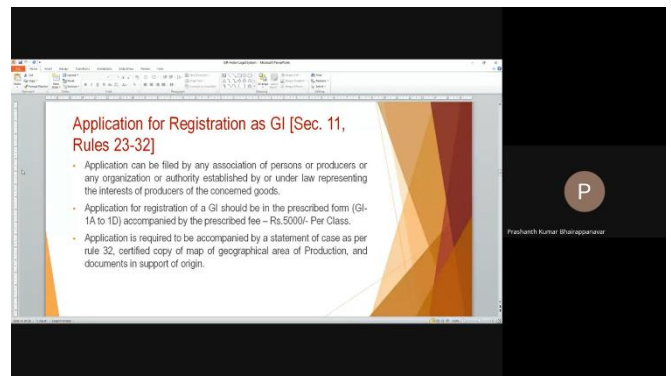
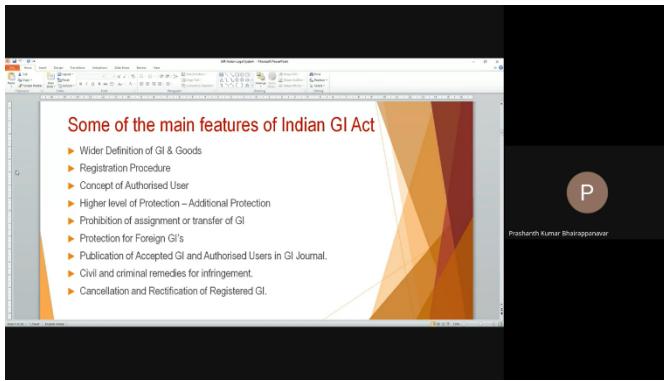
Organized by :
Saurashtra University Start-up and Entrepreneurship Council (SUSEC) in collaboration
with Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia
(SPRIHA), Saurashtra University and IIC, Saurashtra University

Speaker
Shri Prasant Bhairappanavar
Examiner
Trademarks and GI
Chennai

Monday, 30th June 2025
11:00 AM – 01:30 PM

Register Now : bit.ly/SUSEC-GISP





Connect Us:



<https://www.linkedin.com/company/susec>



iic@sauuni.ac.in



<https://www.facebook.com/susecrajkot>



<https://bit.ly/SUSECLocation>



<https://www.instagram.com/susecrajkot>



<https://bit.ly/SUSEC-youtube>