



ICSSR-SPONSORED TWO DAYS NATIONAL SEMINAR UNDER  
SPECIAL CALL FOR VISION VIKSIT BHARAT@2047

Geographical Indication (GI) as a Tool for Regional Development:  
An Investigation of Different Types of Products Across the  
Districts of West Bengal

12- 13 February 2025



**FIRST CIRCULAR**

Organized by

Department of Geography & Applied Geography

UNIVERSITY OF NORTH BENGAL

District: Darjeeling, West Bengal, India

Raja Rammohunpur, Siliguri, 734013

In Collaboration with

Department of Geography, Diamond Harbour Women's University, Sarisha, West Bengal

Department of Geography, Dr. Gour Mohan Roy College, Monteswar, Purba Bardhaman, West Bengal

Department of Geography, Kashipur Michael Madhusudan Mahavidyalaya, Purulia, West Bengal

Department of Geography, Bijoy Krishna Girls' College, Howrah, West Bengal

## CONCEPT NOTE

A **Geographical Indication** (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation due to that origin. The GI tagged products are categorised under the heads – agricultural products, handicrafts, textiles and food stuff and have an immense potential to influence the local and national economy through global transactions. The community connect, skill and technology-oriented production of the GI tagged products endears a more inclusive Bharat (India) helping it to become a global economic powerhouse and a developed nation by 2047 as envisioned by the Prime Minister Narendra Modi. West Bengal ranks 6th nationally having 28 registered GI-tagged products along with a rich cultural heritage, booming agricultural produce ensuring exclusiveness.

## OBJECTIVES

This **Seminar**, is basically focussed on addressing the impact of GI on protecting the authenticity of the local cultural heritage and value of the products as well as the livelihood of the people, covering aspects of production, market behaviour, better pricing, profit mechanisms, revenue generation culminating to regional development and ensuring sustainability through geographically tied GI products as they are closely associated with local resource management.

The **Main Objectives** are to find out how far GIs have been successful in safeguarding the uniqueness of products; to reveal the status of the products before and after being recognized as a GI, harping on the value-addition aspect; to bring out the degree of regional development and socio-economic-cultural wellbeing of the stakeholders; to examine the nature of livelihood development of the associated manufacturers through further skill development and capacity building; to throw light on increased export opportunities and brand promotion through smart e-marketing and to identify the major issues and challenges in protection of GIs. The questions that the research project tries to address are -how far have GIs been able to safeguard Trade-Related Aspects of Intellectual Property Rights (TRIPS) through legal avenues, whether application process is cumbersome posing registration hindrance; how far the consumers are aware of the GI tagging and its implications?

This **Seminar Aims** to initially scan through the policy documents and related articles linking the theories (like Research advantage theory of competition, Theory of planned behaviour and Political Economy Model). The seminar deals with **multiple GI** products from **different districts of West Bengal**. For selecting producers, manufacturers and sellers snowball sampling will be resorted to and for consumers random sampling will be done. The study is directed towards the primary survey and data collection through questionnaire surveys (individual, household, and key-informant surveys) of various target groups or stakeholders (producers/manufacturers; sellers; consumers/buyers and policy makers) for quantitative data and in-depth interview, focussed group discussion, case-study analysis for qualitative information generation.

### OUTCOMES

**Expected Outcomes** are - validation of GI efficacy; quantification of socio-economic impact and livelihood development; assessment of skill development; appreciation of indigenous knowledge systems and cultural heritage; enhancing economic development through market expansion and identification of existing challenges and gaps in GI protection.

The phase India is in now is exciting as well as challenging with India becoming an economic powerhouse and a commanding global political entity. So, Prime Minister Narendra Modi realistically envisioned that India will achieve developed country status by 2047 and for that the country has to embrace inclusive and sustainable path of socio-economic growth.

To realise this ambitious goal, the country needs to concentrate on various sectors – modernising agriculture; emphasising technological sophistication as the Prime Minister heralded 2020s as India's "*techade*" ('technological decade'); drawing attention to manufacturing and service sectors; building skill among the employable population to make service sector more efficient with an eye especially on young population and women so that India having highest population in the world can encash the 'demographic dividend'.

The sector selected for the study, encompasses the Union Government flagship programmes like:

- **Vocal for Local** - Supporting local economies through nurturing grassroot-level entrepreneurship. The local impresarios will collaborate with Government e-Marketplace (GeM) and Open Network for Digital Commerce (ONDC) ensuring local brands make a global impression.
- **Pradhan Mantri Kaushal Vikas Yojana** - Providing end-to-end support to artisans and craftspeople who work with their hands and tools. The key pillars being skill upgradation, tool-kit incentive, credit support, incentive for digital transaction and marketing support.
- **National Handicrafts Development Programme** - Supporting artisans and handicraft clusters in every possible way.

All these indicate that it is in the right track in culminating into developed Bharat. The areas involved are - skill enhancement, linkage establishment, acknowledged certification, financial and digital literacy, e-commerce ensuring comprehensive capacity-building.

## THEMES OF THE SEMINAR

- **Theme 1:** Land Resource Management: Tracing Role of Indigenous Agricultural Products.
- **Theme 2:** Entrepreneurship and Social Development: Exploring Potentialities of Handloom and Handicraft Sector.
- **Theme 3:** Indian Culinary Traditions: Blending Food and Culture.
- **Theme 4:** Vocal for Local: Shaping Livelihoods, Skill Development, Capacity Building and Knowledge Sharing.
- **Theme 5:** Export Promotion of Indian Goods: Charting Overseas Avenues through IPR/TRIPS.
- **Theme 6:** Diverse Digital Marketing Channels: Endorsing Cultural Heritage.
- **Theme 7:** Brand Equity: Ensuing GI Clusters and Hubs for Regional Development.
- **Theme 8:** Traditional Knowledge System: Sustainability and GI products.

## TARGET AUDIENCE

The Seminar is specifically designed for Faculty members, Delegates, Research scholars, and students, especially from the disciplines of Geography, Economics, Agricultural Science, Micro-Small-Medium Scale Industries as well as in Various Academic Institutions and Government Undertakings, who are engaged with research on Geographical Indication, Regional and livelihood Development. The attendees are likely to include policymakers so that the academic findings and proposals on Geographical Indication (GI) as a Tool for Regional Development can find a pathway to their implementation at the ground level.

## CALL FOR ABSTRACTS

Abstracts on the focal theme or any theme mentioned above are invited. The abstracts should be submitted in MS WORD file through the GOOGLE FORM LINK GIVEN below. Abstracts sent by email or post will not be accepted.

## ABSTRACT SUBMISSION GUIDELINE

- + Abstracts must be submitted in English.
- + Authors should indicate their preferred theme.
- + Abstracts should clearly outline the objectives, methods, results, and significance of the study.
- + Number of words: 300 words excluding title, authors, and affiliations.  
Keywords: 4-6 words.
- + Font: Times New Roman; Font size: 12 points; Single line spacing.
- + Plain text should be used without any special characters. Graphics will not be accepted. No references should be included.

*Note: Selected abstracts will be invited for oral presentation and full paper submission. Submitted papers will be peer-reviewed and screened for plagiarism before final acceptance. Selected papers will be published in an edited volume with ISBN No. by a reputed publisher.*

## REGISTRATION FEES

CATEGORIES	REGISTRATION FEES (RS.)
<b>Faculty / Delegates</b>	<b>1500 ₹</b>
<b>Research Scholars</b>	<b>1200 ₹</b>
<b>Students</b>	<b>1000 ₹</b>
<b>Accompanying person</b>	<b>1000 ₹</b>

- *Registration Fee is non-refundable.*
- *The registration fee includes a seminar kit, abstract volume, two days of breakfast, lunch, high tea, one dinner, and certificates for all registered participants and delegates.*
- *The publication fee for the edited volume is waived.*
- *Authors of selected full papers will receive a complimentary copy of the edited book volume.*
- *Registration Fee does not include accommodation.*
- *Accommodation will be arranged on the Priority Basis with a nominal payment for Single and Double Sharing basis upon prior request.*

## IMPORTANT DATES

Abstract Submission opens	23 December 2024
<b>Last Date for Abstract Submission</b>	<b>06 January 2025</b>
Notification for Acceptance of Abstracts	20 January 2025
Registration opens	20 January 2025
<b>Last Date for Submission of Full Paper</b>	<b>31 January 2025</b>
<b>Last Date for Registration</b>	<b>31 January 2025</b>
Notification for Acceptance of Full Paper	5 February 2025
Seminar Dates	12 – 13 February 2025

**Link for Registration and Abstract Submission:**

<https://forms.gle/EE3hDeXc5tW7euzc6>

**Full-length paper should be sent to: [icssrrp24@gmail.com](mailto:icssrrp24@gmail.com)**

**Full paper submission guidelines:** Title, Authors Name, Current Affiliations with mail id, Keywords, Introduction, Rationale of the study, Materials & Methodology, Result and Discussion, Challenges or Limitations, Recommendations, Conclusion, Acknowledgment, References. **Word limit: 4000-5000 words.**

## MODE OF PAYMENT

Registration fees will have to be paid only through electronic transfer to the given Bank A/C Number

Bank A/C Name	INTERNATIONAL GEOGRAPHY CONFERENCE
Bank A/C Number	42465880787
Name of the Bank	State Bank of India
Branch Name with Branch Code	NBU Campus Branch (02096)
IFSC CODE	SBIN0002096
MICR CODE	734002009



## THE HOST DEPARTMENT

Established in 1962 concurrently with North Bengal University, the **Department of Geography & Applied Geography** offers post-graduation & Ph.D. programs on both the NBU and Jalpaiguri campuses. The department, having successfully completed the UGC SAP DRS I and II program, specializes in Agriculture Geography, Applied Hydrology, Applied Pedology, Cartography, Fluvial Geomorphology, Population Geography, Tourism Geography, & Urban Geography at the postgraduate level. The department's faculty includes 2 Professors, 3 Associate Professors, and 3 Assistant Professors, all actively engaged in research that spans physical and human geography. Featuring a cutting-edge GIS laboratory with 40 terminals equipped with GIS software, it supports both students and research scholars. Currently, over 50 research scholars, including JRFs and SRFs, are pursuing research by availing fellowships funded by organizations like UGC, ICSSR, NBU & others.

## THE HOST UNIVERSITY

Welcome to the **University of North Bengal**, a premier educational institution where education and nature blend seamlessly. Our campus is renowned for its lush green surroundings, offering a serene and conducive environment for both learning and relaxation. Founded in 1962 under an Act of the West Bengal Legislature, the University of North Bengal is dedicated to fostering education, training, and research across various disciplines. Its mission is to advance and share knowledge, adapting higher education to meet societal needs. Set on 315.99 acres at the Himalayan foothills, the university offers stunning views of the Kanchenjunga peak, surrounded by tea gardens and forests. Expanding its educational reach, it has also established a second campus in Jalpaiguri, further enhancing opportunities for higher education and research. For more details, visit [<https://www.nbu.ac.in>]



## HOW TO REACH

Siliguri boasts excellent connectivity to major cities like Kolkata, Chennai, Hyderabad, Mumbai, Delhi, Gauhati, as well as international destinations like Kathmandu, Gangtok, and Thimpu, through a variety of transport options. The nearest major railway station is New Jalpaiguri (NJP), situated on the key transit route connecting Gauhati/Dibrugarh to Kolkata/Chennai/Hyderabad/Pune/Delhi, with all major trains stopping here. Additionally, Bagdogra Airport is a mere 4 km from our University Campus. Conveniently located beside AH-02, the campus is just 7 km from Siliguri and 10 km from the NJP Railway Station, and 4 km from Bagdogara Airport making it easily accessible.



## ORGANIZING COMMITTEE

Chief Patron	<b>Hon'ble Vice Chancellor</b> , University of North Bengal, Darjeeling, West Bengal, India
Patrons	<b>Registrar</b> , University of North Bengal, Darjeeling, West Bengal, India  <b>Dean</b> , Faculty Council for P.G. Studies in Science, Arts, Commerce & Law. University of North Bengal, Darjeeling, West Bengal, India
Chairperson	<b>Dr. Arindam Basak</b> , Head & Associate Professor, Department of Geography & Applied Geography, University of North Bengal, Darjeeling, West Bengal, India
Conveners	<ul style="list-style-type: none"><li>• <b>Dr. Indrajit Roy Chowdhury</b>, Project Coordinator &amp; Assistant Professor, Department of Geography &amp; Applied Geography, NBU</li><li>• <b>Dr. Anindya Basu</b>, Project Director &amp; Assistant Professor, Department of Geography, Diamond Harbour Women's University, Sarisha, Cheora, West Bengal.</li><li>• <b>Dr. Padmaja Mondal</b>, Project Director &amp; Assistant Professor, Department of Geography, Dr. Gour Mohan Roy College, Monteswar, Purba Bardhaman, West Bengal</li><li>• <b>Dr. Asha Bauri</b>, Project Director &amp; Assistant Professor, Department of Geography, Kashipur Michael Madhusudan Mahavidyalaya, Purulia, West Bengal</li><li>• <b>Dr. Joydeep Saha</b>, Project Director &amp; Assistant Professor, Department of Geography, Bijoy Krishna Girls' College, Howrah, West Bengal</li></ul>
Members of the Organizing Committee	<ul style="list-style-type: none"><li>• <b>Prof. (Dr.) Deepak Kumar Mandal</b>, Professor, Department of Geography &amp; Applied Geography, University of North Bengal</li><li>• <b>Prof. (Dr.) Ranjan Roy</b>, Professor, Department of Geography &amp; Applied Geography, University of North Bengal</li><li>• <b>Dr. Indira Lepcha Nee Lama</b>, Associate Professor, Department of Geography &amp; Applied Geography, University of North Bengal</li><li>• <b>Dr. Snehasish Saha</b>, Associate Professor, Department of Geography &amp; Applied Geography, University of North Bengal</li><li>• <b>Dr. Riti Moktan</b>, Assistant Professor, Department of Geography &amp; Applied Geography, University of North Bengal</li><li>• <b>Dr. Rupak Kumar Paul</b>, Assistant Professor, Department of Geography &amp; Applied Geography, University of North Bengal</li></ul>

## CONTACT FOR INQUIRIES, ASSISTANCE, OR HOSPITALITY-RELATED MATTERS

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## ADDRESS FOR CORRESPONDENCE

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- ✚ **Dr. Joydeep Saha**, Project Director & Assistant Professor, Department of Geography, Bijoy Krishna Girls' College, Howrah, West Bengal, Contact: 9654687685.



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समाजो मन्व समिति समाजो

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**ON**

**GEOGRAPHICAL INDICATION (GI) AS TOOL FOR REGIONAL DEVELOPMENT**

Date: 12-13 February, 2025

Organised By: Department of Geography & Applied Geography, University of North Bengal