

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
LOK SABHA**

**UNSTARRED QUESTION NO. 4223.
TO BE ANSWERED ON TUESDAY, THE 19TH AUGUST, 2025.**

INTELLECTUAL PROPERTY RIGHT AWARENESS PROGRAMMES

4223. THIRU ARUN NEHRU:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) the data on the number of startups or MSMEs that have commercialised indigenous knowledge under DPIIT-supported schemes since 2020, State and year-wise;
- (b) the data on the number of Intellectual Property Rights (IPR) awareness and outreach programmes focused on indigenous communities under DPIIT or the Cell for IPR Promotion and Management (CIPAM) have been conducted since 2020, State and year-wise;
- (c) the details of the steps that have been taken by the Government to protect indigenous knowledge and traditional knowledge systems under existing IPR frameworks administered by DPIIT;
- (d) the details of the steps that have been taken by the Government to facilitate the registration of Geographical Indications (GIs) for indigenous products and ensure community benefits; and
- (e) whether the Government is considering to launch a National Indigenous Knowledge Protection and Commercialisation Policy under DPIIT's IPR strategy, if so, the details thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a):** The data on the number of startups/MSME that have commercialised indigenous knowledge under DPIIT-supported schemes is not maintained by Department.

However, it is informed that since the launch of the Startup India initiative, the number of entities recognized as startups by Department for Promotion of Industry and Internal Trade (DPIIT) is 1,80,683 as on 30th June 2025.

- (b): No specific IPR awareness programmes are organised by CIPAM or DPIIT focusing only on indigenous communities. The details of IPR awareness programmes organised by CIPAM over the years is enclosed as Annexure 1.
- (c): The Government has taken key steps to protect indigenous and traditional knowledge under the IPR framework administered by DPIIT:
- **Non-patentability under Section 3(p) of the Patents Act, 1970:** Inventions based on traditional knowledge or duplications of known properties are not patentable.
 - **Defensive Protection and Legal Interventions through Traditional Knowledge Digital Library (TKDL):** Established in 2001 by CSIR. TKDL documents over 5.2 lakh formulations and practices from Ayurveda, Unani, Siddha, Sowa Rigpa, and Yoga. TKDL acts as a prior art database to prevent patenting of traditional knowledge and supports patent examiners with evidence. TKDL evidence is used in pre-grant oppositions and third-party observations to challenge patent applications lacking novelty or inventive step.
 - **Institutional Support:** National Institute of Ayurveda (NIA), Jaipur, has implemented dedicated IPR policies and a dedicated IPR Chairs has also been approved under DPIIT provisions.
 - **Capacity Building:** Rashtriya Ayurveda Vidyapeeth (RAV), Ministry of Ayush, organizes regular IPR training workshops, aimed at sensitizing and empowering Ayush professionals and entrepreneurs on IP protection and commercialization.
 - **Guidelines for AYUSH related inventions** have been introduced for better guidance of applicants seeking for Patent protection for inventions in the Ayush sector.
- (d): Granting GI status to a product is guided by Geographical Indications of Goods (Registration & Protection) Act, 1999 and Geographical Indications of Goods (Registration & Protection) Rules, 2002. An application for registration of a product as GI has to be made by **any association of persons, producers, organizations, or authorities established by or under the law** representing the interest of producers of GI. The applicant has to comply with requirements and submit necessary documents as per GI Act & Rules for a product to qualify and be registered as a GI. However, the government is taking various initiative through awareness and promotion of GI tagged products encouraging the community to file for GI tag for their traditional products (**list enclosed as Annexure III**). As a result, the annual application filing for GIs has risen from **47 in 2014-15 to 275 in 2024-25**. Details of registered GI products is available on DPIIT's website under the link –
- https://dpiit.gov.in/sites/default/files/Details_GIProducts_18August2025.pdf.
- (e): No such proposal is under consideration of this department.

ANNEXURE-I

ANNEXURE REFERRED TO IN REPLY TO PART (b) OF THE LOK SABHA UNSTARRED QUESTION 4223 FOR ANSWER ON 19.08.2025.

Number of awareness programmes focused on IPR awareness under CIPAM, DPIIT:

Target Group	No. of Programmes
Academic Institutions (Schools, Colleges, Universities, TISCs)	466
Industry including MSMEs and Start-ups	403
Enforcement Agencies and Judiciary	140

ANNEXURE-III

ANNEXURE REFERRED TO IN REPLY TO PART (d) OF THE LOK SABHA UNSTARRED QUESTION 4223 FOR ANSWER ON 19.08.2025.

S. No.	Year	Event
1	2022-23	Awareness initiatives on Geographical Indications: Advertising and Publicity Professional Services
2	2022-23	Awareness workshop (26th Apr'22): <ul style="list-style-type: none"> A one-day awareness workshop conducted in Kalsi, Dehradun in collaboration with IIT Roorkee for several local artisans to create awareness on GI
3	2022-23	World Intellectual Property Day 2022(26th Apr'22): <ul style="list-style-type: none"> DPIIT conducted 'National Photography Contest' on theme capturing various aspects of Geographical Indications and their uniqueness, diversity, & artistry
4	2022-23	India GI fair (26th-28th Aug'22): <ul style="list-style-type: none"> 3-day event was organized at the India Expo Center & Mart, Greater Noida
5	2022-23	GI Mahotsav (16th -21st Oct'22): <ul style="list-style-type: none"> A weekly event was conducted at Trade facilitation Center, Varanasi Various knowledge sessions were organized for the GI holders with DPIIT officials
6	2022-23	Exclusive GI pavilion (14th -27th Nov'22): <ul style="list-style-type: none"> Exclusive GI pavilion was set up at IITF 2022 which was organized by ITPO at Pragati Maidan
7	2022-23	<ul style="list-style-type: none"> To popularize GIs of India, 17 promotional videos covering various Indian GIs were prepared in collaboration with TV History 18 <p>Aired videos on various channels of TV History 18 network such as History TV18 -SD, History TV18 – HD</p>
8	2022-23	Social media campaign on GIs: <ul style="list-style-type: none"> DPIIT undertook a social media campaign to promote India's GIs 'Gift a GI' campaign launched during festive seasons to encourage purchase of GI products 'Spot the GI' launched to spread awareness on GIs through interesting factoids <p>CIPAM ran a campaign on 'Winter GI Accessories'</p>
9	2022-23	GI Pavilion (14th-18th Mar'23): <ul style="list-style-type: none"> DPIIT has set up a 'GI Pavilion' for 55 GI registered products at AAHAR 2023 at Pragati Maidan The 37th International food & hospitality fair themed 'Invaluable Treasures of Incredible India' shows Participation of women entrepreneurs/artisans
10	2023-24	Engagement with States & UTs: <ul style="list-style-type: none"> State Governments and Administration of Union Territories are currently hosting events to create awareness about GIs amongst both consumers & producers <p>Assisting in capacity building and hand-holding of respective GI producers and facilitate sale & marketing of GIs</p>

11	2023-24	EPCH GI Fair India (20th –24th Jul'23): 2nd edition of GI Fair India 2023' at India Expo Centre & Mart, Greater Noida
12	2023-24	Radio Mirchi (17th –31st Aug'23): Promotion of GI by Radio Mirchi Brewery was held for 15 days
13	2023-24	UP International Trade Show (21st –25th Sep'23): UP International Trade Show at Indian Expo Centre & Mart, Greater Noida
14	2023-24	GI Mahotsav at Srinagar (2nd –8th Oct'23): A weeklong GI Mahotsav at Srinagar as part of initiative for promotion of GI
15	2023-24	GI Startup Challenge (29th Dec'23-20th Feb'24) : DPIIT in collaboration with Startup India had conducted GI Startup Grand Challenge on the Startup India portal to identify innovative solutions through start-ups for challenges within the GI ecosystem
16	2023-24	Promotion of GI by India Today: DPIIT in collaboration with India Today Published GI related articles in three phases for promotion of GIs
17	2023-24	Promotion of GI by National Geographic: DPIIT in collaboration with National Geographic Channel launched GI-based videos which included Production, Airing, Marketing and Licensing of 5 Documentary Films (8-10 mins) on GI Tagged Products in India and SAARC Markets
18	2023-24	5-day International Hackathon at Kolkata (8th–12th Mar'24): West Bengal National University of Juridical Sciences (WB NUJS) conducted International Conference on Hackathon on Geographical Indication and related Traditional Knowledge Cultural Expressions
19	2024-25	GI Catalyst (12th July 2024) The 'GI Catalyst: Insight to Impact Summit', was held at Yashobhoomi on 12 th July 2024. This pivotal event, graced by senior officials from various ministries, focuses on enhancing India's GI Ecosystem through convergence and collaboration, promoting our rich culture and heritage.
20	2024-25	Promotion of GI on Indian Airlines (Mar-Jul'24) A total of 12 articles covering GI products from various parts of the country were published in inflight magazines of leading airlines such as Vistara, Air India, SpiceJet and Indigo (3 articles per airline).
21	2024-25	GI-themed wedding videos by Outlook magazine: Promotion of GI products in collaboration with Outlook Group to leverage its multiple platforms to showcase documentaries on the geographical indications (GIs) of India through the concept of the "Weds in India" campaign.
22	2024-25	Autumn Fair International at Birmingham (1st–4th Sep'24): EPCH with the approval and financial support from DPIIT, organised Indian GI Pavilion with Participation & Live Demonstration by GI producers in Autumn Fair International 2024 in Birmingham, United Kingdom

23	2024-25	Bazaar Berlin 2024(6th –10th Nov'24): DPIIT in association with Invest India organised India's GI Products at Bazaar Berlin 2024 at Berlin Fairground (Expo Center City) in Germany
24	2024-25	Promotion of GI by National Geographic (Season 2): <ul style="list-style-type: none"> • After successfully airing Season 1 of 'GI Tag in India, Promotion of GI through Season 2, a 60-minute film narrated by Shekhar Kapoor, focusing on the success story of a GI product shop owner. • Broadcast on National Geographic Channel India (SD and HD) & in SAARC Countries in English, Hindi, Tamil, Telugu, Bengali, and Kannada languages. • Additionally, on YouTube.
25	2024-25	Promotion through Entire Season 9 of MasterChef India: DPIIT has partnered with MasterChef India Season 9 on SonyLIV to promote Geographical Indications (GI). Through this collaboration, DPIIT aims to showcase India's rich culinary heritage by integrating GI-tagged products into the season's storyline, leveraging the wide reach and popularity of the show.
26	2024-25	GI promotional activities in Delhi Metro: Undertaking GI promotional activities through Display Boards inside Delhi Metro coaches
27	2024-25	GI promotional activities at airport by Orango and TIME: Performing GI promotional activities through Digital Screens, Digital Display Boards, Hoarding etc. at Srinagar, Udaipur, Varanasi, Delhi and Mumbai Airport
28	2024-25	GI promotional activities at the Delhi airport: Setting up stores dedicated to the sale of GI products in association with the Central Cottage Industries Corporation Limited
29	2024-25	GI Samagam at Bharat Mandapam, Delhi: Considering the importance of Geographical Indications and its enormous growth potential, DPIIT has organised "GI Samagam" on 22.01.2025. The event has brought together key stakeholders, Ministries/Departments, User Departments of Central and State Governments, Policy Makers, Industry Leaders, Artisans, Producers etc., across the GI ecosystem in India on a single platform to exchange ideas and deliberate upon the future growth and development of the sector.
