



# "SECURING INDIA'S FLAVORS: IPR AND THE FUTURE OF TRADITIONAL FOOD PRESERVATION"

(AN INTEGRATIVE WORKSHOP ON CULINARY TRADITIONS AND INTELLECTUAL PROPERTY RIGHTS INVOLVING INDUSTRY EXPERTS AND THE ACADEMIA. )

**ORGANIZED BY**

**DPIIT IPR CHAIR AND "CENTRE FOR DIKW EXCELLENCE:  
ADVANCED DATA & IPR RESEARCH AND OUTREACH WING."**

THE WEST BENGAL NATIONAL UNIVERSITY OF JURIDICAL SCIENCES,  
KOLKATA



**Date: 25th March, 2025 | Venue- Room No. 328, WBNUJS, Kolkata**



## **ABOUT THE WORKSHOP**

India's culinary heritage is a rich tapestry of flavors, techniques, and traditions passed down through generations. Traditional foodstuffs not only hold cultural significance but also contribute to the socio-economic fabric of the nation. However, with globalization and commercialization, there is a pressing need to protect and promote these culinary treasures through legal frameworks, innovation, and collaboration. This workshop aims to explore the intersection of traditional Indian foodstuffs, intellectual property rights (IPR), and regulatory mechanisms to ensure their preservation and sustainable growth. This workshop will serve as a platform for dialogue, knowledge-sharing, and actionable insights to ensure the preservation and promotion of India's rich culinary heritage while fostering innovation and economic growth.



## **ABOUT THE ORGANISERS**

### **ABOUT THE WEST BENGAL NATIONAL UNIVERSITY OF JURIDICAL SCIENCES, KOLKATA**

The West Bengal National University of Juridical Sciences was established under the WBNUJS Act, 1999 (West Bengal Act IX of 1999) adopted by the West Bengal Legislature in July, 1999. The University was notified under Clause (f) of Section 2 of the UGC Act, 1956 in August 2004 and has been granted permanent affiliation by the Bar Council of India in July 2005. On 28 October 2002, the university's present-day permanent campus was inaugurated by the then Chief Justice of India, B. N. Kirpal. The NUJS, Kolkata, along with the GNLU and NLSIU, Bengaluru, remain the only three national law schools which have the honourable Chief Justice of India as the Chancellor. This set-up provides an aura of exclusivity and rare stature to these National Law Schools in India.

### **ABOUT DPIIT IPR CHAIR**

Established a Central Scheme of Intellectual Property Education, Research and Public Outreach (IPERPO) under which DPIIT IPR Chairs were set up. After that, the Department for Promotion of Industries and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, launched a Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA) in the year 2016 under which DPIIT IPR Chairs have been set up in select universities and academic institutes. This was in accordance National IPR Policy launched by the Government of India in 2016, which proclaims, as one of the objectives under section 7.2 as, "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." NUJS Kolkata has been selected by the DPIIT as one of the 12 universities/organizations for setting up DPIIT IPR Chairs in the country. DPIIT has formulated the norms for establishing and functioning of the DPIIT IPR Chair under SPRIHA. Accordingly, the University has appointed Dr. Pinaki Ghosh, DPIIT IPR Chair Professor with effect from 25.09.2019 The DPIIT IPR Chair of WBNUJS is also a National GI drive mission for bringing local rural products to the global arena, improving commercialization of registered products as well as registering several GI products. The DPIIT IPR Chair has so far applied for 21 products for GI registration.



## **ABOUT THE CENTRE FOR DIKW EXCELLENCE: ADVANCED DATA & IPR RESEARCH AND OUTREACH WING, WBNUJS.**

The Center for Data and IPR (Intellectual Property Rights) Research and Outreach envisions a future where cutting-edge data science and intellectual property rights research is pivotal in advancing innovation, knowledge creation, and societal development. We aspire to be a leading hub for fostering interdisciplinary collaborations, driving technological advancements, and shaping policies promoting responsible and ethical data use while safeguarding intellectual property rights.





## **EVENT DETAILS:**

**One-Day Workshop: (25th March, 2025)**

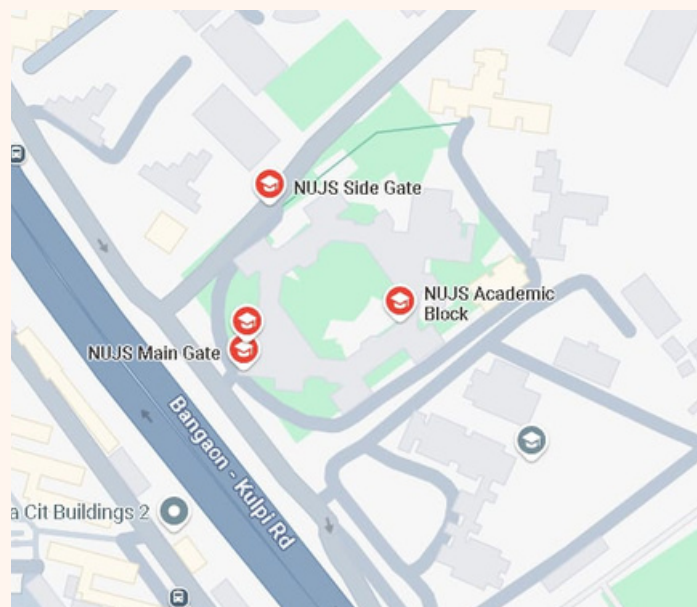
**On Spot Registration**

**PANEL DISCUSSIONS AND INVITED TALKS**

**Contact details :- Dr. Pinaki Ghosh, DPIIT IPR chair professor, WBNUJS,  
[iprcentre@nujs.edu](mailto:iprcentre@nujs.edu).**

**Biswajit Bose, [biswajitbose@nujs.edu](mailto:biswajitbose@nujs.edu)**

## **Location**



# Programme Objectives

This integrative workshop titled, "**Securing India's Flavors: IPR and the Future of Traditional Food Preservation**", is a groundbreaking work dedicated to celebrating the rich culinary traditions of India and exploring the crucial role of Intellectual Property Rights in safeguarding them. Join us for an enlightening journey through the diverse flavors of Indian cuisine, insightful discussions with renowned experts, and in-depth sessions on the legal frameworks protecting our gastronomic heritage. Let's unite to ensure that our beloved traditional foods are cherished and preserved for generations to come.

## Themes and Objectives

### **1. Traditional Indian Culinary Delights and Their Cultural Significance:**

- Highlight the diversity and cultural importance of traditional Indian foodstuffs.
- Discuss how culinary practices are intertwined with regional identities and heritage.

### **2. Legal Protection for Promotion and Preservation of Traditional Foodstuffs:**

- Examine the role of IPR (Geographical Indications, Trademarks, Patents) in safeguarding traditional knowledge and food products.
- Explore case studies of successful IPR protection for Indian foodstuffs (e.g., Darjeeling Tea, Alphonso Mango).

### **3. Navigating Various IP Protections for Different Foodstuffs:**

- Analyze the applicability of different IP tools (e.g., GIs, Copyrights, Trade Secrets) for traditional recipes, processes, and products.
- Address challenges in enforcing IPR for traditional foodstuffs in a globalized market.

### **4. Collaboration Between Academia and Regulatory Bodies:**

- Discuss the contributions of academic institutions like Jadavpur University (JU) in researching and documenting traditional food practices.
- Highlight the role of FSSAI in maintaining food quality standards and ensuring compliance in food manufacturing, processing, and distribution.
- Explore the role of government bodies in creating policies that support the preservation and promotion of traditional foodstuffs.

### **5. Importance of Packaging, Branding, and Marketing for Preservation of Culinary Heritage:**

- Identify strategies for adequate packaging and branding to enhance market appeal while preserving authenticity.
- Discuss how storytelling and marketing can highlight the unique aspects of traditional food products.
- Explore the role of digital platforms in promoting traditional foodstuffs to a global audience.

# Programme Schedule

Time	Programme	Speakers
09:30 AM	Registration	
10:00 AM-10:30 AM	Welcome address and Inauguration speech	1. Prof. Dr. Nirmal Kanti Chakrabarti, Vice-Chancellor, WBNUJS; 2. Mr. Raja Chakraborty, Registrar, WBNUJS; 3. Dr. Pinaki Ghosh, DPIIT IPR Chair Professor, WBNUJS
10:30 AM - 11:00 AM	Special Address by Chief Guest	Dr. Subrata Gupta, IAS Union Secretary, Ministry of Food Processing Industries Government of India
Technical Session 1: Traditional Indian Culinary Delights and Their Cultural Significance		
11:00 - 11:20 AM	Discussion about the diversity and cultural importance of traditional Indian foodstuffs.	Sri Ranjit Chowdhury (Ex-Principal IIM Kolkata, former GM, ITDC Hotels, Kolkata Airport)
11:20-12:00 PM	Trends of culinary practices intertwined with regional identities and heritage.	Sri Banaphool Banerjee (Former Professor, IIM Kolkata)
Technical Session 2: Traditional Foodstuffs and Their Value Addition		
12:00 - 12:20 PM	Traditional Indian Fermented Foods and their value addition	Prof. Debidas Ghosh Dept. Of Food and clinical Nutrition, Vidyasagar University
Technical Session 3: Navigating Various IP Protections for Different Foodstuffs		
12:20-12:40 PM	Analyze the applicability of different IP tools (e.g., GIs, Copyrights, Trade Secrets) for traditional recipes, processes, and products.	Mr. Partho Chakraborty, Secretary, Copyright Society of India
12:40-1:00 PM	Address challenges in enforcing IPR for traditional foodstuffs in a globalized market.	Dr. Pinaki Ghosh, DPIIT IPR Chair Professor, WBNUJS
1:00-2:00 PM	Lunch	

#### Technical Session 4: Collaboration Between Academia and Regulatory Bodies

Time	Programme	Speaker
2:00-2:40 PM	Discuss the contributions of academic institutions like Jadavpur University (JU) in researching and documenting traditional food practices.	<ul style="list-style-type: none"> <li>Professor Sunita Adhikari (Nee Pramanik), Professor, Department of Food Technology and Biochemical Engineering</li> <li>Mr. Raja Sadhukhan Principal of IHM, Kolkata</li> </ul>
2:40-3:20PM	Highlight the role of FSSAI in maintaining food quality standards and ensuring compliance in food manufacturing, processing, and distribution.	<ul style="list-style-type: none"> <li>Inoshi Sharma, Regional Director, FSSAI</li> <li>Sri Nilamani Biswal, Joint Director, FSSAI</li> </ul>
3:20 -3:40 PM	Quality & Quantity Standard recipe Traditional Recipe/Portion size	Sri Debasish Das, Secretary, Bengal Culinary Association)
3:40-4:00PM	Tea Break and Networking	

#### Technical Session 5: Importance of Packaging, Branding, and Marketing for Preservation of Culinary Heritage

4:00-4:20 PM	Identify strategies for adequate packaging and branding to enhance market appeal while preserving authenticity.	Dr. Bidhan Das, Deputy Director & Regional Head, Indian Institute of Packaging, Ministry of Commerce & Industry, GOI
4:20-4:40 PM	Discuss how storytelling and marketing can highlight the unique aspects of traditional food products.	Sri Debasish Das, Secretary, Bengal Culinary Association)
4:40-5:00 PM	Explore the role of digital platforms in promoting traditional foodstuffs to a global audience.	Payel Maji, Central Licensing Authority (CLA) in FSSAI Eastern Region
5:00-5:30 PM	Valedictory Session	1. Prof. Dr. Nirmal Kanti Chakrabarti; 2. Mr. Raja Chakraborty; 3. Dr. Pinaki Ghosh, DPIIT IPR Chair Professor, WBNUJS