



Webinar on

Intangible Cultural Heritage, Intellectual Property and Sustainable Development

Sharing the HIPAMS Toolkit on Community Planning for
Sustainable Development through ICH

2 Feb, 2021

3:00 pm - 6:00 pm IST | 9:30 am - 12:30 pm GMT

Zoom registration [Click here](#)

Baul singer Girish Khyapa. Photo Courtesy banglanatak dot com

www.hipamsindia.org

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Webinar on

Intangible Cultural Heritage, Intellectual Property and Sustainable Development

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banglanatak dot com has been working with Coventry University in a British Academy funded research project on 'Celebrating Local Stewardship in a Global Market: Community Heritage, Intellectual Property Protection and Sustainable Development in India'. The project involved the co-creation of HIPAMS (Heritage-sensitive Intellectual Property and Marketing Strategies) with Patachitra painters, Baul-Fakirs, Chau dancers and mask makers for promoting their traditional products and performances. Trying to connect ICH to IP and sustainable development has been an important aspect of the project. A toolkit has been developed on how to think about heritage-sensitive commercialization, or commercialization that supports heritage safeguarding and leads to sustainable development. The toolkit addresses the lack of practical guidance on the relationship between ICH and the market

The webinar starts with a panel discussion on the tensions and debates about legalities concerning heritage protection, the gaps in economic issues and the impact of commercialization in the heritage field, and the implications of this for communities seeking to benefit economically from their ICH. The toolkit, about engaging communities in planning for sustainable development using intangible cultural heritage will also be discussed in the webinar.

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Introductory session

3:00 pm- 3:10 pm

**Sharing experiences in ICH,IP
and Marketing**

3:10 pm- 3:40 pm

Question and Answers

3:40 pm- 3:50 pm

Introduction to HIPAMS Project

4:00 pm- 4:10 pm

HIPAMS Toolkit Presentation

4:10 pm- 5:20pm

HIPAMS Outcome Sharing

5:20 pm- 5:40 pm

Question and Answers

5:40 pm- 5:55 pm

Concluding comments

5:55 pm- 6:00 pm

Ananya Bhattacharya,

Director, banglanatak dot com

Dr. Harriet Deacon,

Expert, ICH and IP

Dr. Lucas Lixinski,

Professor of Law, UNSW, Sydney

Tuomas Mattila

Doctoral Fellow, Faculty of Law,
Helsinki University

Break

3:50 pm- 4:00 pm

Dr. Charlotte Waelde,

Professor, Coventry University

Dr. Diego Rinallo,

Associate Professor of Marketing and Consumer Culture,
Kedge Business School, Marseille

Dr. Harriet Deacon,

Expert, ICH and IP

Dr. Benedetta Ubertazzi,

Professor, University of Milan-Bicocca

Anindita Patra,

banglanatak dot com

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Chau Mask from Purulia. Photo Courtesy banglanatak dot com

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