



Webinar on Promoting Heritage Products and Cultural Tourism

The Role of Geographical Indications

3 Feb, 2021 3:00 pm - 6:00 pm IST | 9:30 am - 12:30 pm GMT

Zoom registration [Click here](#)



Patachitra artist: Yaran Chitrakar - Photo Courtesy: banglanatak dot com



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The Role of Geographical Indications

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 role of GI to promotion of crafts and cultural tourism has been an important aspect of the project and hence we are organizing an webinar on the same.

The webinar will explore how geographical indications can play an important role in promoting heritage products that are linked to specific places, and thereby also promote cultural tourism. This can also contribute to sustainable development and heritage safeguarding in local communities. The panel will include case studies from both the HIPAMS project in India and a related EU-funded AlpFoodway Project in the Alpine region of Europe. The AlpFoodway case studies presented in the webinar will cover the promotion of traditional foods using geographical indications such as Bitto and Route des Fromages de Savoie as part of broader intellectual property protection, marketing and tourism strategies. The HIPAMS cases will cover the registration and use of geographical indications by two artist communities for traditional handicrafts Bengal Patachitra & Chau mask of Charida.

The webinar will also delve into matters like commercialization of craft products, promotion of GI and cultural tourism in South Asia along with the role of social media influencers in the promotion of the same.

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The Role of Geographical Indications

Introductory session
3:00 pm- 3:10 pm

GI as a tool to valorize origin-linked craft products
3:10 pm- 3:30 pm

Using GIs to promote heritage safeguarding, tourism, social and environmental sustainability in the Alps
3:30 pm- 3:55 pm

GIs in India
3:55 pm- 4:15 pm

Break
4:15 pm- 4:25 pm

Using GIs for promotion of ICH in West Bengal
4:25 pm- 4:50 pm

Online promotion of heritage products
4:50 pm- 5:10 pm

Experiences of promotion and brand development of crafts
5:10 pm- 5:30 pm

Question and Answers
5:25 pm- 5:55 pm

Concluding comments
5:55 pm- 6:00 pm

Dr. Harriet Deacon,
Expert, ICH and IP

Stéphane Passeri,
International Consultant and Team Leader, UN Food and Agriculture Organization's Regional Office for Asia and the Pacific

Dr. Diego Rinallo,
Associate Professor of Marketing and Consumer Culture, Kedge Business School, Marseille

Dr. Benedetta Ubertazzi,
Professor, University of Milan-Bicocca

Chinnaraja G Naidu,
Head of Office, GI Registration, Chennai

Ananya Bhattacharya,
Director, banglanatak dot com

Roshni Sen and Paushali Majumdar,
Social media influencers

Dr. Joseph Lo
Curator for Centre for Folklife and Cultural Heritage, Smithsonian Institution, Washington

Dr. Harriet Deacon,
Expert, ICH and IP

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