

Joint Capacity Building Workshop on Science, Technology and Innovation (STI) for the SDGs

可持续发展目标的科学，技术和创新联合能力
建设讲习班

**Development of national IP strategies and
utilizing the IP platforms**

制定国家IP策略并利用IP平台

SARASIJA PADMANABHAN

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IP & SDG

A national IP strategy strengthens a country's ability to generate economically valuable IP assets like

literary and folklore; assets. A unlock efficient

"The rise in the GII by economic powerhouses like China and India have transformed the geography of innovation and this reflects deliberate policy action to promote innovation. India also stands out in the GII ranking of the world's top science and technology clusters, with Bengaluru, Mumbai and New Delhi featuring among global top 100 clusters," Gurry added.

A set of measures, formulated and implemented by governments. These measures encourage and facilitate the effective creation, development, management, and protection of IP at national level

of strategic approaches regarding the use of IP to support national development goals.

Build resilient infrastructure, promote sustainable industrialization and foster innovation – SDG9

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The sustainable development goals

The Sustainable Development Goals are:

- No Poverty
- Zero Hunger
- Good Health and Well-being
- Quality Education
- Gender Equality
- Clean Water and Sanitation
- Affordable and Clean Energy
- Decent Work and Economic Growth
- Industry, Innovation, and Infrastructure ---SDG9
- Reducing inequality
- Sustainable Cities and Communities
- Responsible Consumption and Production
- Climate Action
- Life Below Water
- Life On Land
- Peace, Justice, and Strong Institutions
- Partnerships for the Goals

WIPO Green

Cloud Fisher

WIPO MATCH

Patents

Copyrights

Geographical
indications

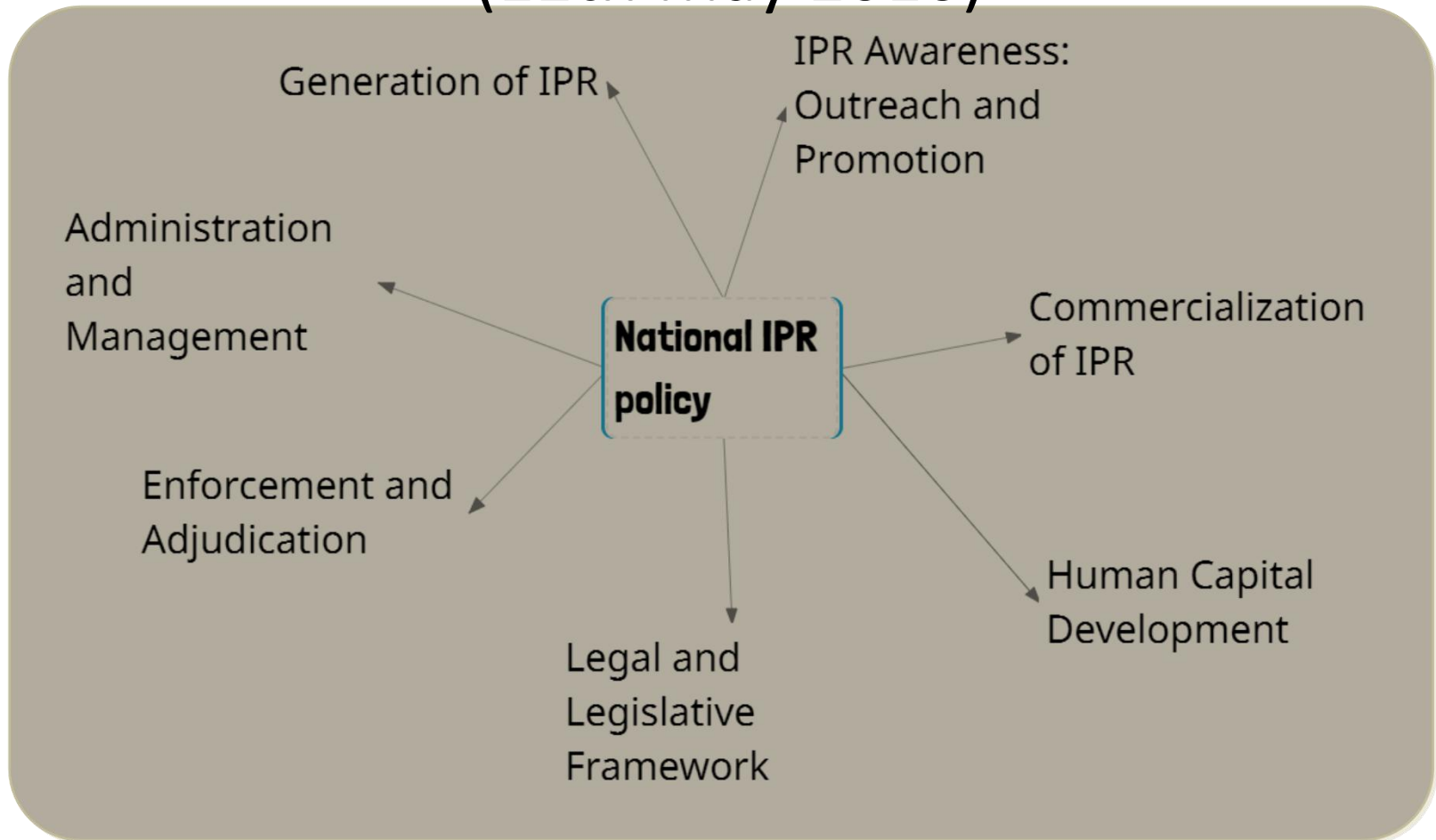
Trademarks

Trade dress

Trade secret

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IPR policies (example India) and the platforms- (12th May 2016)

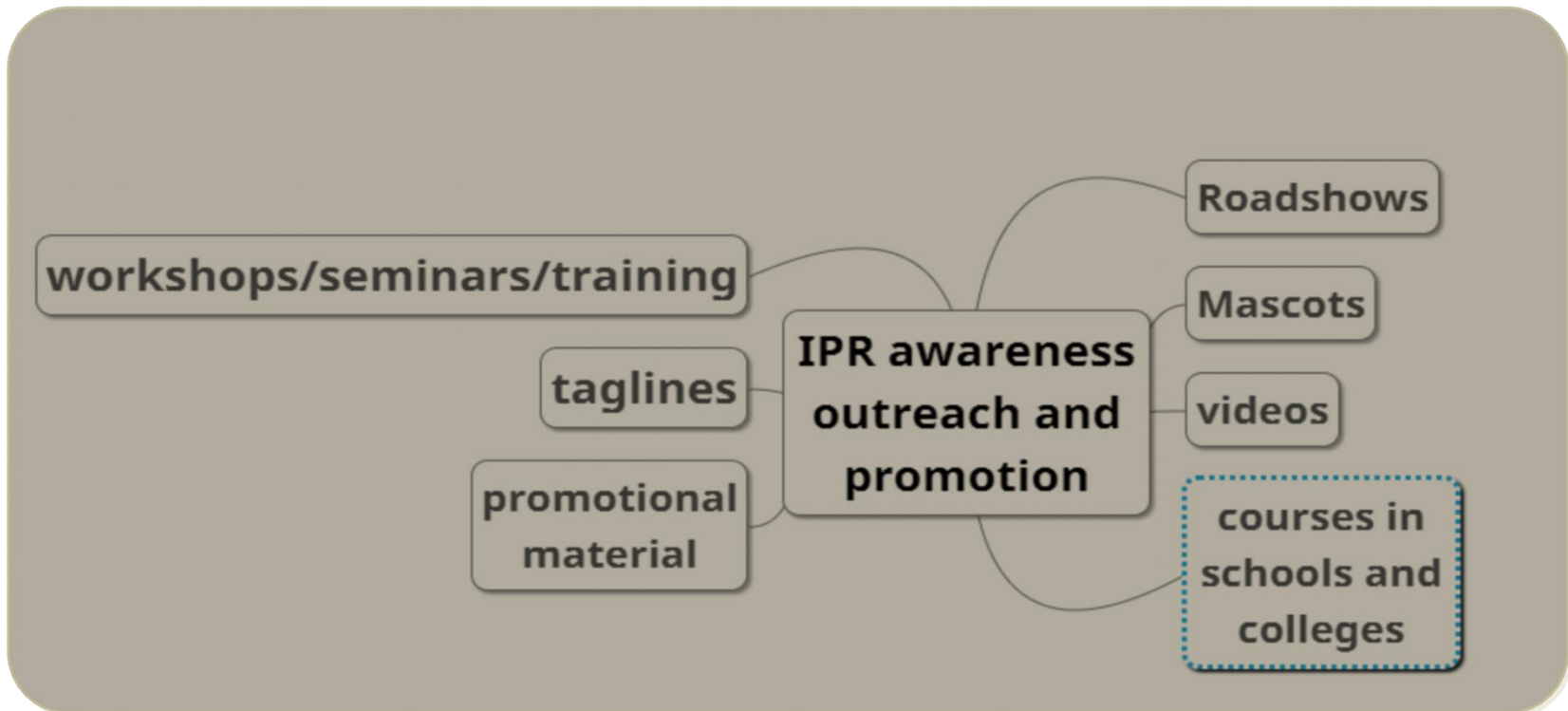


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Platform 1- example Honey Bee Network

[IP Outreach in Practice -
Communication Campaigns
Database](#)

[IP Outreach Research - Surveys
Database](#)



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Barriers

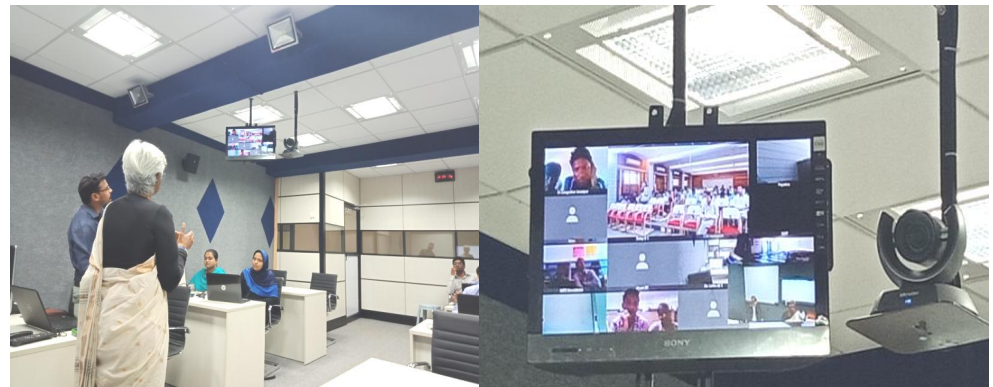
- 29 states;
- 9 union territories;
- over 1.3 billion people,
- 22 official languages;
- literacy ... about 74%....
- Which language

WE SHALL OVERCOME

LANGUAGE SHALL NOT BE A PROBLEM - TRAINING THE TRAINER

LITERACY SHALL NOT BE A PROBLEM – START AT SCHOOL LEVEL

DISTANCE SHALL NOT BE A PROBLEM



- [The Honey Bee Network in 2012](#) –the film
(click the link)
- Anil Gupta

Today: <http://www.honeybee.org>

CIPAM; L2Pro; TISC

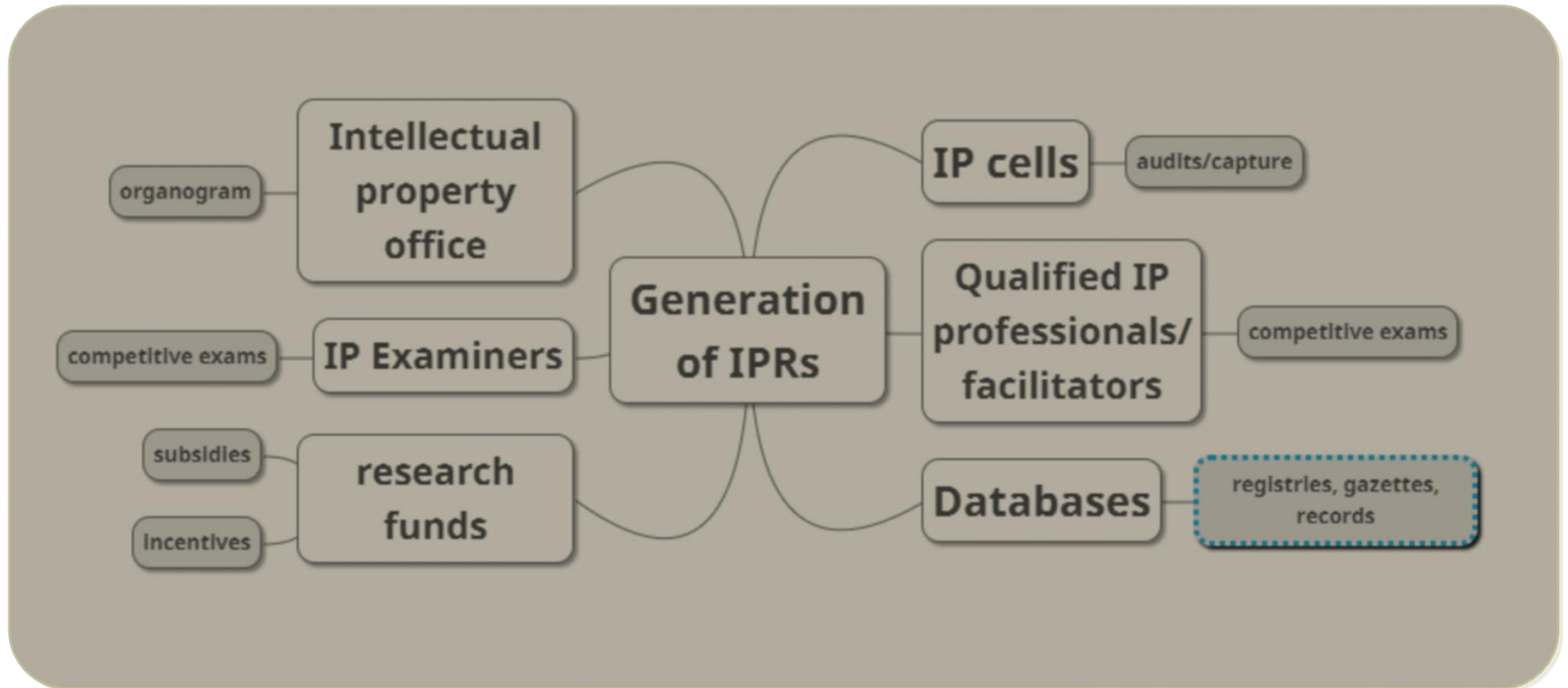
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SOME QUESTIONS ON WHAT WE HEARD SO FAR

| Question | |
|---------------------------------------------------------------------------|--------------------------|
| Which of the following SDGs relates most closely to Intellectual property | |
| SDG11 | <input type="checkbox"/> |
| SDG10 | <input type="checkbox"/> |
| SDG 9 | <input type="checkbox"/> |
| | |
| Question | |
| Which of the following does SDG 9 describe | |
| Good health and well being | <input type="checkbox"/> |
| Quality education | <input type="checkbox"/> |
| Industry innovation and infrastructure | <input type="checkbox"/> |

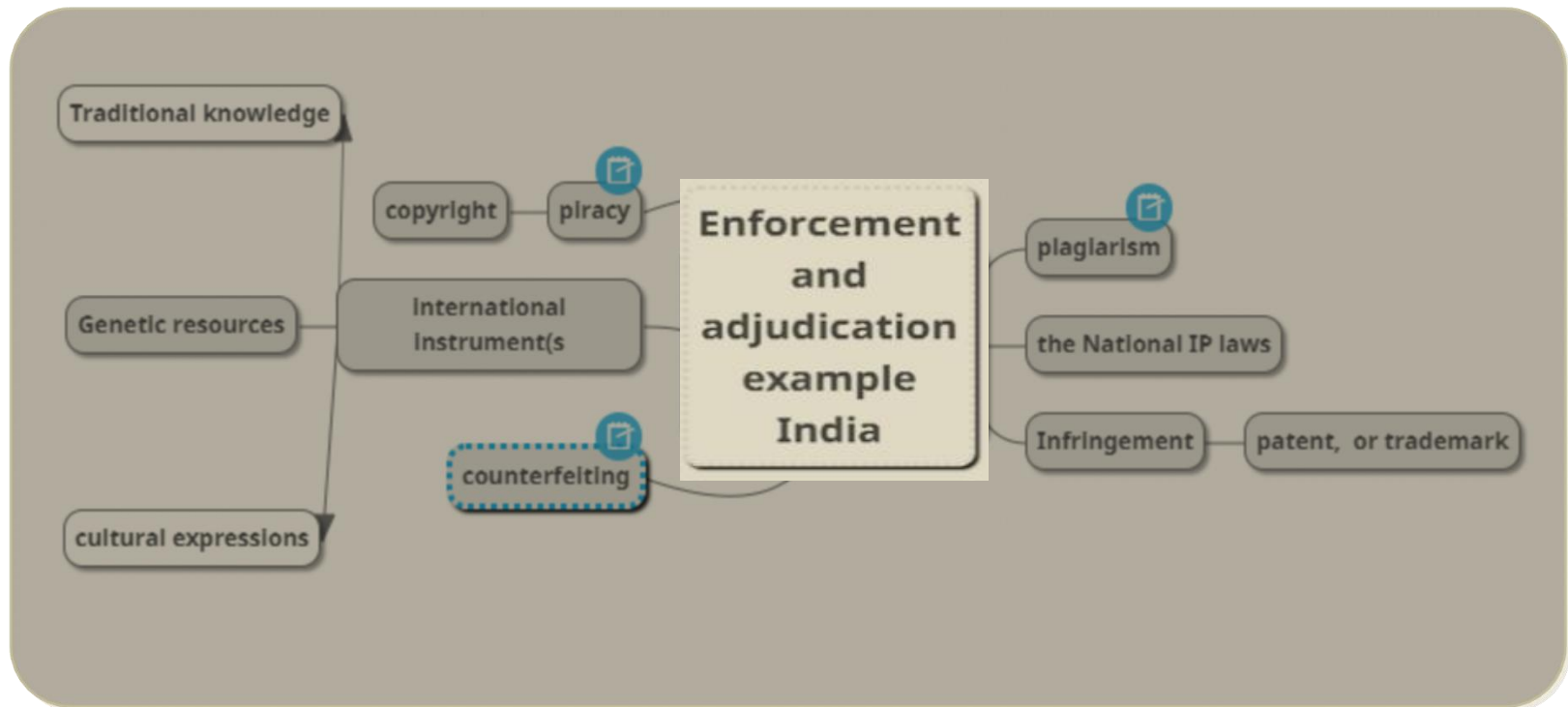
Platform 2

The development and diffusion of innovative technologies is critical to achieving many of the SDGs.



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Platform 3



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GURPREET'S STORY

[People's tree vs Christian Dior](#) (click the link)–
highlighting the perils

- The artwork. The drawings of the yoga positions 'Natrajasana' and 'Padmasana' surrounded by the lotus flower.
- The Hand Block Prints. The blocks crafted by the artisans to the finished printing on the fabric. The Block Printing technique used by 'People Tree' is unique to the Kaladera in Rajasthan, and goes by the name of 'Dabu' printing.

copyright

Traditional cultural
expression/ GI

This was finally called plagiarism and settled out of court

Some questions on what we heard so far

Which of the following products often exist as counterfeit:

- a. Medicines
- b. Auto Parts
- c. Perfumes
- d. All of the above



Piracy is rampant in:

- a. Software
- b. Books
- c. Both of the above



Plagiarism can be avoided by:

- a. Patch writing
- b. Citing the sources

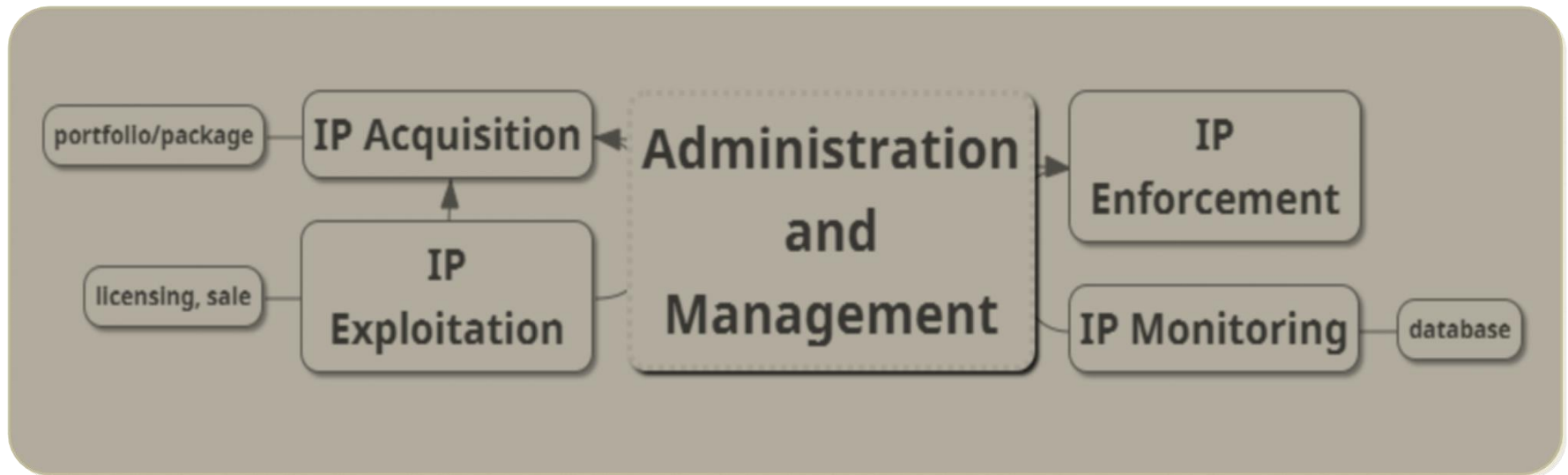


Important takeaways

1. counterfeiting is industrial property infringement.
2. piracy and plagiarism are breach of copyright and related rights to it.

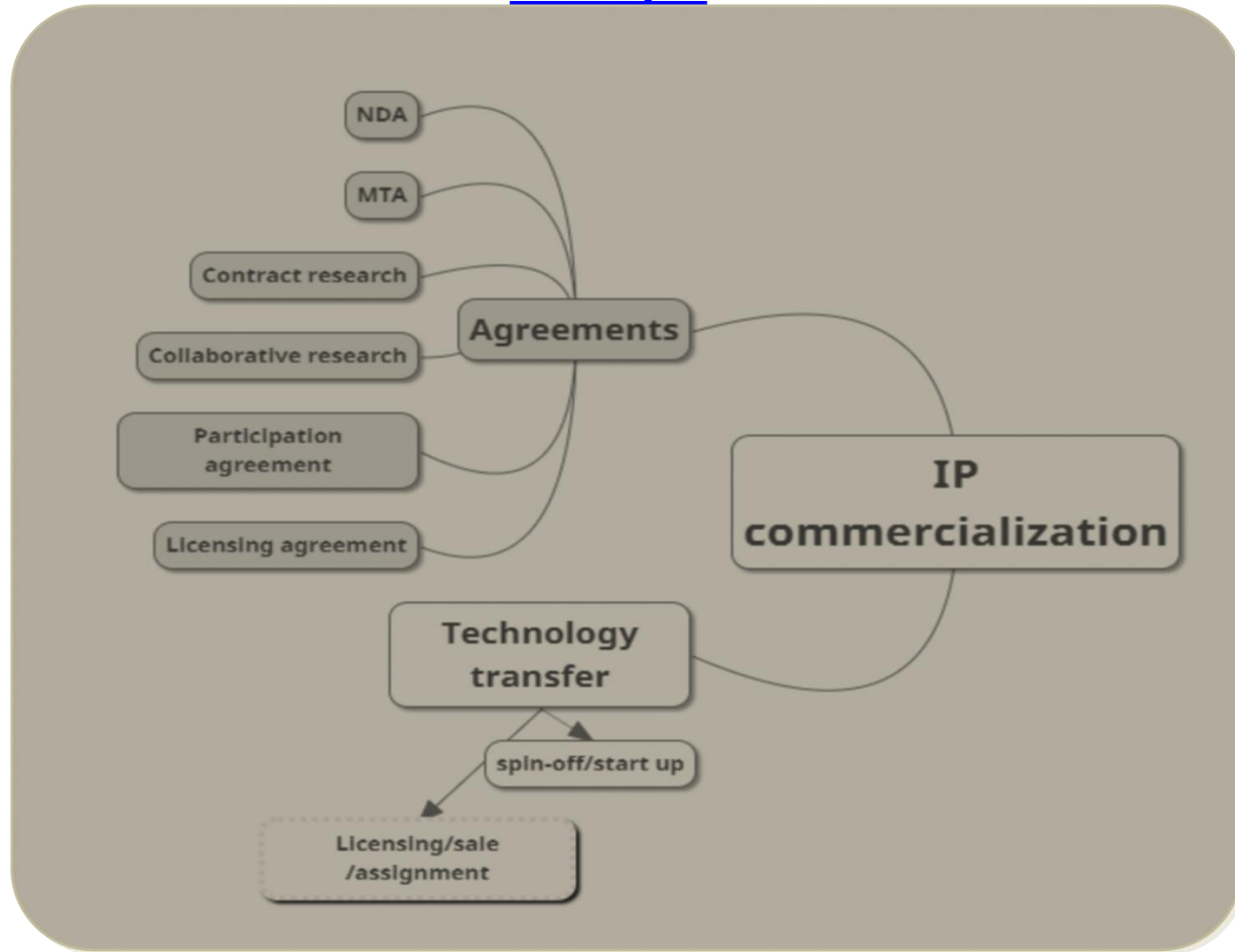
According to the Universal Declaration of Human Rights, article 27 (2), everyone has the right to the protection of moral and material interests resulting from any scientific, literary or artistic work, whose author he/she is. More than ever, it is necessary to strike a balance between the legitimate interests of authors, rights holders and the interests of the public and society in general.

Platform 4



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Platform 5- example tech transfer - India to Kenya



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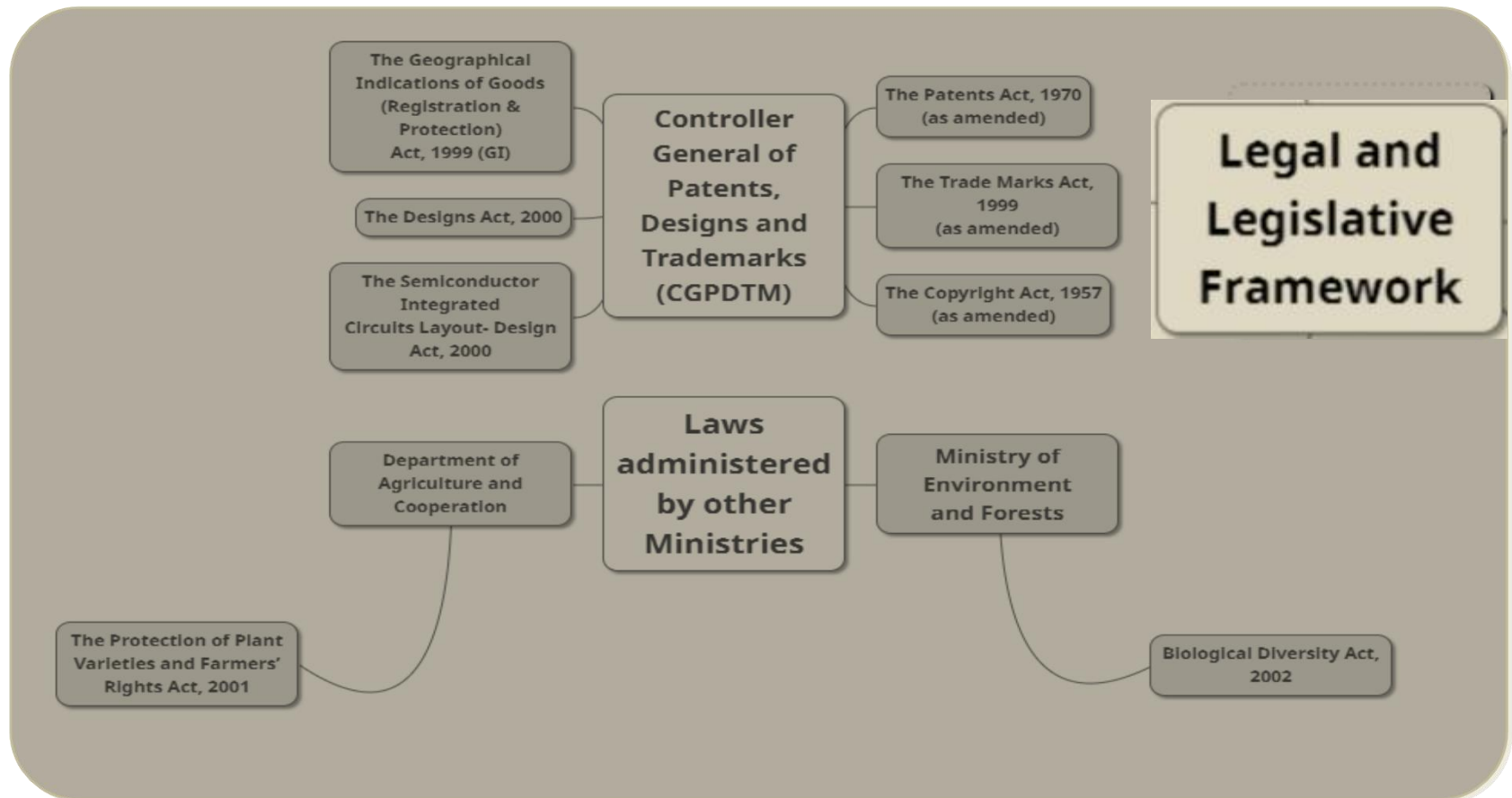
Platform 6

[26 international IP treaties](#)

National laws

Judiciaries

[Alternative Dispute Resolution](#)



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The magic of WIPO MATCH – A beacon to look ahead with

- In India the National IPR Policy was approved by the Government in May 2016 – delineating platforms
- In November 2016 [CIPAM](#) (Cell for IPR Promotion and Management) was established in India as a joint effort between WIPO and DIPP (Department of Industrial Policy & Promotion). Today the erstwhile DIPP is known as [DIIT](#) (Department of Industry and Internal Trade).
- In Nov 2017 Dr. [Sarasija](#) became aware of WIPO MATCH, and its contribution to STI during a Skype call with IPDP Bangladesh. **[Mr Wibowo \(Project Manager, In charge of WIPO MATCH platform\)](#), explained about a platform for needs and offers globally.**
- In December 2018, Dr. [Sarasija](#) made a small presentation on her contribution to GUIDE ON IDENTIFYING INVENTIONS IN THE PUBLIC DOMAIN, (due to be launched by the WIPO soon) and met with all officials of CIPAM.

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WIPO MATCH team opens up the possible cornucopia

- CIPAM officials had a conversation with WIPO MATCH about the need of putting the 326 products registered as geographical indications in India on the map of WIPO MATCH as the offers from India and from CIPAM in particular. The Geographical indications include agricultural/horticultural products, handicrafts, manufactured goods and foodstuff, hence the cornucopia or horn of plenty.
- Simultaneously, the Karnataka State Council for Science and Technology (KSCST), executive Secretary had a conversation with the WIPO MATCH team about the need of putting the 42 registered Geographical indications from the state of Karnataka on the map of WIPO MATCH as offers from Karnataka. WIPO MATCH expressed interest in the registered coffee varieties from the state... the state of Karnataka being the coffee hub of India. In general, the Geographical indications include agricultural/horticultural products, handicrafts, manufactured goods and foodstuff. This work is in progress.
- The Karnataka State Council for Science and Technology applied to CIPAM to have a TISC (Technology Innovation Support Centre), in Bangalore, Karnataka. All formalities are complete now and the Formal approval for establishment of a TISC in Bangalore, Karnataka, India is awaited.
- Meanwhile, WIPO MATCH has facilitated Dr Sarasija (advisory member of the Karnataka State Council for Science and Technology) to speak on 'Development of national IP strategies and utilizing the IP platforms', during United Nations Joint Capacity Building Workshop on Science, Technology and Innovation for Sustainable Development Goals, Guilin, China, Dec. 9-17.
- All this augurs well for the IP platforms, needs and offers. India is vast country with many unique innovations and a large cultural inheritance bouquet, be it agriculture/horticulture, handicrafts, manufactured products or cuisine. A platform like the WIPO MATCH will definitely be a boon to showcase what we have to the world at large and make the most of it.

ABSOLUTELY CORRECT



NOT QUITE RIGHT

