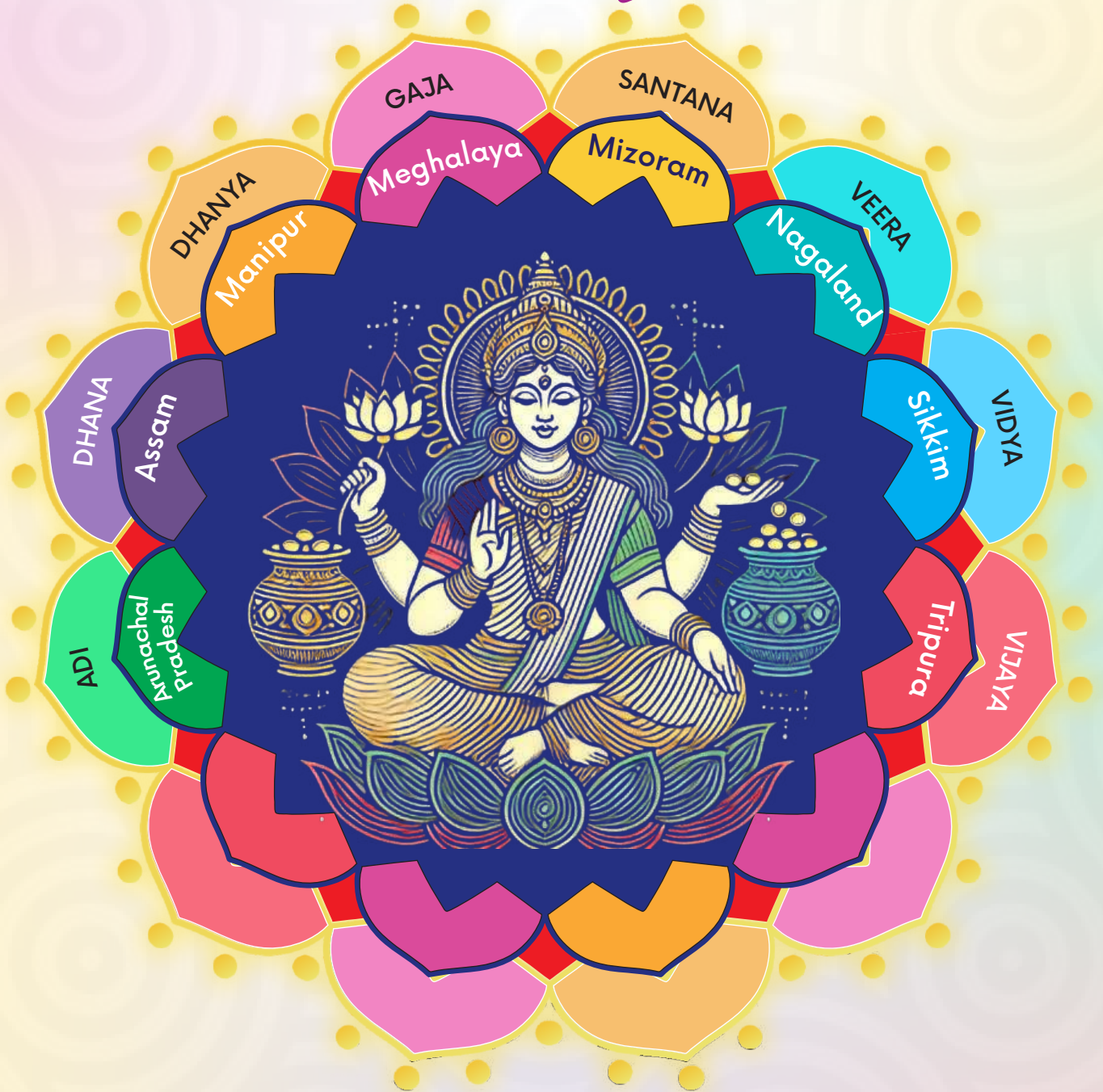




उ.पू.ह.ह.वि.नि.
NEHDC



Roots & Rhythms



A Report on Culture & GI Heritage



Ashta
lakshmi
Mahotsav

ॐ श्रीमते च अष्टलक्ष्म्यै नमः।
आद्या लक्ष्मिः गङ्गायाम् पूर्वोत्तरसुन्दरे।
धनलक्ष्मिः सुवर्णेषु कामाख्यायां समाश्रिता।
धान्यलक्ष्मिः पावने भू-धरण्यां नगालाया।
गजलक्ष्मिः जलाद्या ब्रह्मपुत्रे सदा स्थिता।
सन्तानलक्ष्मिः मेघेन्द्रे मणिपुरे शोभिता।
विद्यालक्ष्मिः अरुणाचले ज्ञानप्रदा सदा।
वीरलक्ष्मिः त्रिपुरायां क्षत्राणां च शरण्यका।
विजयलक्ष्मिः शिलांगायां विजयाय नमोऽस्तु ते।
ॐ श्रीमते महालक्ष्म्यै नमः।

ĀDI LAKSHMI: Residing in the serene rivers and lush landscapes of the North-East, blessing with prosperity and auspiciousness.

DHANA LAKSHMI: Found in the gold and wealth symbolized by the sacred Kamakhya temple, offering abundance.

DHANYA LAKSHMI: Manifest in the fertile lands and agricultural richness of the Nagaland hills.

GAJA LAKSHMI: Anchored in the waters of the Brahmaputra, symbolizing strength and sustenance.

SANTĀNA LAKSHMI: Blessing progeny and continuity amidst the nurturing hills of Manipur.

VIDYA LAKSHMI: Bestowing wisdom and knowledge from the enlightened peaks of Arunachal Pradesh.

VĪRA LAKSHMI: The source of courage and valor, protecting the valorous people of Tripura.

VIJAYA LAKSHMI: Ensuring success and triumph, reflected in the vibrant city of Shillong.





उ.पू.ह.ह.वि.नि.
NEHDC

पूर्वोत्तर हस्तशिल्प एवं हस्तकरघा विकास निगम लिमिटेड
(भारत सरकार का उद्यम)

North Eastern Handicrafts and Handlooms Development Corporation Limited
(A Government of India Enterprise)

GSTIN: 18AABCN3014D1Z1



Foreword

The **Ashta Lakshmi Mahotsav** represents a landmark initiative in showcasing the cultural and economic significance of **Geographical Indications (GIs)** from Northeast India. As the Managing Director of the **North Eastern Handicrafts and Handlooms Development Corporation (NEHDC)**, it was a privilege and moment of pride to see the region's artisans and their crafts take center stage, presenting their unparalleled creativity and heritage to a national audience. This survey report captures the essence of the Mahotsav, highlighting insights into GI awareness and the challenges faced by artisans while paving the way for sustainable growth. I am confident that the findings will serve as a roadmap for promoting Northeast India's rich cultural legacy and empowering its artisans to thrive in a global marketplace.

NEHDC and RIPA played a pivotal role in ensuring the success of this initiative, from curating thematic pavilions to operating the **GI Helpdesk** and distributing **white papers** that amplified GI awareness among stakeholders. I extend my best wishes to all artisans, stakeholders, and policymakers involved in this endeavor. May the insights from this survey inspire us to continue working towards building a brighter and more prosperous future for Northeast India.

Brigadier Rajiv Kumar Singh (Retd)
Managing Director
NEHDC

TABLE *Of Contents*



Introduction

1. Objectives of the Survey
2. Importance of Geographical Indications (GIs)
3. Role of Reinforce Intellectual Property Association (RIPA)
4. Collaboration with NEHHDC and the Ministry of DoNER
5. The Significance of Mahotsav



Demographics of Participants

1. Audience
2. Stakeholders
3. Artisans
4. Northeast Artisans and Craftsmen
5. Other Participants



Knowledge and Awareness of GIs

1. Baseline Knowledge
2. Cultural Significance of GI Products
3. Legacy Awareness
4. GI Awareness and Initiatives in Northeast India



Participation and Engagement

1. Event Engagement
2. Audience Engagement
3. Stakeholder Involvement
4. Artisan Participation
5. Role of Youth and Next-Generation Stakeholders



Role of NEHHDC and Ministry of DoNER in GI Promotion

1. NEHHDC's Contributions
2. Ministry of DoNER's Strategic Role



Role of RIPA in Strengthening GIs

1. Strategies for GI Promotion during Festivals
2. Artisan Support Programs and Skill Development Initiatives
3. Partnerships and Collaborations
4. Advocacy for Legacy and Sustainability in GI Products



Survey Analysis and Interpretation

1. Survey Design and Implementation
2. Key Findings from Data Analysis
3. Identifying Success Stories
4. Trends in Market and Audience Preferences



Recommendations



Conclusion

1. Summary of Key Findings
2. Actionable Steps for Stakeholders and Policymakers
3. Long-Term Vision for Ashtalakshmi Mahotsav



Annexures

1. Questionnaire Templates for Different Respondent Groups
2. Data Collection Methodologies
3. List of GI-tagged Products Showcased at Ashtalakshmi Mahotsav



INTRODUCTION



Muga Silk



© RIPA | JAN 2025



www.ripaonline.com

The Ashta Lakshmi Mahotsav, held from December 6-8, 2024, at the iconic Bharat Mandapam, Pragati Maidan, stands as a monumental celebration of India's cultural and economic heritage. Organized with the guidance of the Ministry of Development of North Eastern Region (DoNER), this event embodies the divine blessings of Goddess Mahalakshmi's eight forms, each representing vital facets of prosperity-wealth, knowledge, courage, victory, progeny, nourishment, patience, and health. These qualities resonate with the essence of India's vibrant handicrafts, agriculture, and Geographical Indications (GIs), showcased through the unparalleled artistry and natural abundance of the Northeast.

The eight Northeastern states- Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura, serve as the heart of this Mahotsav. These regions are a treasure trove of heritage, offering exquisite handicrafts, numerous agricultural products, and remarkable GI treasures like Assam's Muga Silk, Gamosa, Manipur's Black Rice, Sikkim's Large Cardamom, Arunachal Orange, Monpa Handmade Paper, Yak Cha, Manipuri

Sirarakhong Hathei Chilli, Chak-Hao, Naga Chakhesang Shawl, Tripura Risa, and Meghalaya's Lakadong Turmeric. Together, they symbolize a harmonious blend of tradition, sustainability, and economic empowerment.

A moment of pride during the grand inaugural ceremony was the introduction of "Purvi", the new ambassador for Northeast







Products, by none other than our visionary and globally respected Hon'ble Prime Minister Shri Narendra Modi Ji. "Purvi" stands as a beacon of hope and a symbol of the Northeast's cultural and economic renaissance.

In a pioneering initiative, RIPA, in collaboration with the North Eastern Handicrafts and Handlooms Development Corporation (NEHDC), unveiled eight white papers during the Mahotsav. These documents detail the registered, filed, and potential GIs, along with the roadmap for their growth and recognition on national and global platforms. This endeavor aims to uplift artisans and farmers, preserve

their invaluable creations, and ensure these treasures become a cornerstone of India's Atmanirbhar Bharat journey.

The Ashta Lakshmi Mahotsav is not just an event; it is a movement—a call to honor our heritage while empowering the future. It celebrates the spirituality of Ashta Lakshmi, the legacy of Northeast artisans and farmers, and the power of GIs, agriculture, and handicrafts in shaping a sustainable and prosperous economy. This grand occasion symbolizes the spirit of "Northeast Mera Parivar", weaving the unique legacy of the region into India's cultural and economic legacy.



1. OBJECTIVES

Of the Survey

The survey conducted by **Reinforce Intellectual Property Association (RIPA)** during the Ashta Lakshmi Mahotsav aimed to evaluate the integration and representation of GIs, promote awareness among stakeholders, and document the cultural and historical significance of North-East India's GI products. It sought to gather feedback for preserving, marketing, and uplifting these unique products, while addressing challenges faced by artisans and producers. The initiative further explored the potential of GI-based events in building economic prosperity and scaling sustainable development, reinforcing RIPA's commitment to protecting heritage, empowering artisans, and driving socio-economic progress.



2. IMPORTANCE OF GIS

In Cultural and Economic Development

Geographical Indications (GIs) are vital in preserving cultural heritage and driving economic growth. They represent region-specific products with unique traditions and craftsmanship, creating identity and value. For regions like North-East India, GIs safeguard traditional practices while enabling artisans and farmers to access premium markets globally. By promoting sustainability, building regional branding, and empowering local communities, GIs act as catalysts for self-reliance and cultural pride.

3. ROLE OF RIPA

In Uplifting GI Products

RIPA is at the forefront of uplifting GI products by raising awareness, promoting market connections, and advocating for policy improvements. Through events like the Ashta Lakshmi Mahotsav, RIPA highlights the significance of GI products, conducts surveys to assess their representation, and gathers feedback to enhance future initiatives. Its efforts empower artisans, protect traditional crafts, and connect them with modern economic opportunities, reinforcing the role of intellectual property in socio-economic progress.





4. Collaboration with NEHHDC and the Ministry of DoNER for North-East Participation

The collaboration between NEHHDC and the Ministry of DoNER played a crucial role in promoting North-East India's GI products during the Ashta Lakshmi Mahotsav. By showcasing the region's handicrafts, agriculture, and cultural treasures, they elevated the North-East's unique contributions. Initiatives like GI Pavilion, GI Help Desk, and the release of eight white papers on North-East GI products by RIPA provided a roadmap for the growth of these products, ensuring recognition and sustainability while supporting the artisans and farmers of the region.

5. The Significance of Legacy Preservation through the Mahotsav

The Ashta Lakshmi Mahotsav serves as a platform to preserve and promote the legacy of North-East India's rich cultural heritage and GI products. By linking the eight forms of Mahalakshmi with the region's eight states, it highlights the historical and spiritual significance of these crafts. The Mahotsav ensures that traditional practices are recognized and celebrated, creating sustainable opportunities for artisans and farmers while safeguarding cultural wealth for future generations.



tal...
MI

II. DEMOGRAPHICS *Of Participants*

1. Audience: The event attracted a wide range of attendees, including students, young entrepreneurs, cultural enthusiasts, and professionals from across India and abroad. Their varied backgrounds enriched the Mahotsav with diverse perspectives on the importance of GIs, handicrafts, and cultural heritage.

2. Stakeholders: A high-profile delegation of stakeholders graced the event, including Prime Minister Shri Narendra Modi ji, Hon'ble Union Minister Shri Jyotiraditya M Scindia Ji, Union MoS Shri Sukanta Majumdar Ji, Hon'ble Himanta Biswa Sarma Ji, Chief Minister, Assam, and the Chief Ministers and Deputy Chief Ministers of the northeastern states, Brigadier Rajiv Kumar Singh (Retd), Managing Director of NEHHDC, and other state officials and secretaries. Their presence underscored the government's commitment to the upliftment of Northeast India and its GI products.

3. Artisans: Artisans from across the Northeast were at the heart of the Mahotsav, bringing their unique GI-tagged products such as Assam's Muga Silk, Gamosa, Manipur's Black Rice, Sikkim's Large Cardamom, Arunachal Orange, Monpa Handmade Paper, Yak Cha, Manipuri Sirarakhong Hathei Chilli, Chak-Hao, Naga's Chakhesang Shawl, Tripura Risa, Meghalaya's Lakadong Turmeric and many more. Their participation in events like buyer-seller meets, state specific stalls, and expert discussions provided valuable insights and direct market exposure.

4. Northeast Artisans and Craftsmen: Special focus was given to artisans facilitated by the North Eastern Handicrafts and Handlooms Development Corporation



(NEHHDC). These artisans actively participated in events such as fashion shows, showcasing their traditional textiles and crafts, and music festivals celebrating the region's cultural vibrancy.

5. Other Participants: Representatives from NGOs, academic institutions, celebrities from different areas, professionals and experts, government departments, and research organizations added depth to discussions during expert meets and investor sessions, sharing innovative ideas for scaling GI-based products while preserving their authenticity.

This rich and diverse demographic made the Mahotsav a dynamic platform for cultural exchange, economic collaboration, and policy discussions. By involving key stakeholders, artisans, and experts, the event effectively highlighted the potential of GIs to drive sustainable growth and preserve the unique legacy of Northeast India.

III. KNOWLEDGE AND AWARENESS

Of GIs by RIPA

1. Baseline Knowledge

The Ashta Lakshmi Mahotsav served as a platform to evaluate and enhance the baseline knowledge of participants about GIs. While some attendees were familiar with the concept of GIs as region-specific tags preserving cultural and economic value, the event deepened their understanding through dedicated efforts by RIPA. Positioned strategically in front of the GI Pavilion, a special showcase of GI-registered handloom products from the North-East, RIPA operated a GI Helpdesk allotted by NEHDC.

The GI Helpdesk distributed eight specially created white papers detailing the registered, filed, and prospective GI products from the eight Northeastern states. These documents provided participants with invaluable insights into the cultural richness and market potential of products like Bamboo Crafts, and Manipur's Wangkhei Phee, Assam's Muga

Silk, Gamosa, Manipur's Black Rice, Sikkim's Large Cardamom, Arunachal Orange, Monpa Handmade Paper, Yak Cha, Manipuri Sirarakhong Hathei Chilli, Chak-Hao, Naga Chakhesang Shawl, Tripura Risa, and Meghalaya's Lakadong Turmeric, making the information accessible and actionable for artisans, buyers, and policymakers alike.

2. Cultural Significance of GI Products

A key focus of the event was emphasizing the cultural significance of GI products and their integration into trade events. The GI Pavilion, with its curated display of North-East India's GI-tagged handloom and handicraft items, served as a centerpiece that drew attention to the unique identity and heritage behind these products.

RIPA's efforts at the GI Helpdesk further reinforced the connection between cultural heritage and modern market



dynamics. Through the white papers and interactive discussions, participants recognized that GI products are not merely trade goods but symbols of tradition and regional pride, representing the spirit and identity of North-East India on a global stage.

3. Legacy Awareness

The Mahotsav also highlighted the legacy and historical significance of GI-tagged crafts, with RIPA playing a pivotal role in raising awareness. The distribution of white papers at the GI Helpdesk ensured that attendees, including artisans, traders, and policymakers, gained an in-depth understanding of the heritage behind these products.

Participants were encouraged to view GIs as tools for safeguarding traditional knowledge and practices. By presenting a roadmap for preserving and promoting these products, RIPA underscored the importance of passing this legacy to future generations. Initiatives like this positioned GIs as a means to balance heritage preservation with economic empowerment.

4. GI Awareness and Initiatives in Northeast India

The collaboration between NEHHDC and RIPA brought a renewed focus on Northeast India's rich array of GI products. The GI Pavilion was a highlight of the Mahotsav, showcasing the region's iconic handloom and handicraft items. Complementing this, the GI Helpdesk provided real-time guidance and distributed white papers that explored the potential of GIs in promoting sustainable growth.

Additionally, the Ministry of DoNER's efforts in supporting initiatives like the Mahotsav further emphasized the role of GIs in empowering Northeast artisans. By enabling events and collaborations, the Ministry, alongside NEHHDC and RIPA, ensured that GI products gained the recognition they deserve, both nationally and globally. These efforts demonstrated how GIs serve as a powerful tool for cultural preservation and economic development, aligning perfectly with the event's overarching objectives.



IV. PARTICIPATION

And Engagement



1. Event Engagement

The Ashta Lakshmi Mahotsav became a vibrant hub for showcasing the diverse cultural and economic treasures of Northeast India. Stalls from each of the eight Northeastern states offered a wide array of products and services across sectors like textile, sericulture, handloom and handicrafts, gems and jewellery, agriculture, horticulture, tourism, and small-scale industries. Highlights included dedicated pavilions for Eri Silk and Muga Silk, which drew significant attention for their historical and cultural significance, along with the GI Pavilion that prominently showcased GI-registered and prospective products.

The event also featured the GI Helpdesk, operated by RIPA, to provide visitors with comprehensive knowledge about GI products and their importance in preserving heritage and empowering artisans. Northeast food courts added a culinary dimension, offering authentic regional delicacies that

further enriched the cultural experience. These elements collectively positioned the Mahotsav as a grand celebration of tradition, innovation, and economic progress.

2. Audience Engagement

Audience engagement was a cornerstone of the Mahotsav, with visitors exploring stalls representing GI-tagged textiles, handcrafted jewellery, and agricultural produce, as well as sectors like tourism and small-scale industries. The interaction was further deepened by the presence of thematic pavilions, such as the Eri Silk Pavilion, which highlighted the eco-friendly practices of silk production, and the Muga Silk Pavilion, showcasing the golden silk unique to Assam.

Attendees expressed keen interest in purchasing these unique products while engaging directly with artisans and learning about their traditional crafting techniques. The North-East food courts became a popular attraction, where visitors

experienced the region's culinary heritage, adding another layer of connection to the culture and traditions of Northeast India.

3. Stakeholder Involvement

Stakeholders played a significant role in promoting the diverse offerings of the Mahotsav. Their active involvement included supporting sector-specific initiatives such as sericulture, horticulture, and tourism, and encouraging small-scale industries to showcase their products on a national platform. Key efforts were directed at ensuring artisans received exposure to markets beyond their local reach and securing opportunities for collaboration. Stakeholders well engaged through Buyer-seller meet/investor meet/technical sessions & roundtable discussions

4. Artisan Participation

Artisans also participated in sector-specific activities, such as coordinated sessions on tourism and small-scale industries, addressing challenges like market readiness and scalability. The efforts of NEHHDC and the Ministry of DoNER ensured seamless inclusion of these artisans, providing them with direct access to buyers, policymakers, and the broader audience.

5. Role of Youth and Next-Generation Stakeholders

Young entrepreneurs and students actively explored opportunities in sectors like sericulture, agriculture, and tourism, inspired by the



innovative displays in thematic pavilions. Workshops and interactions with artisans allowed them to learn about the cultural and economic significance of products like Eri Silk and Muga Silk.

Youth participants also engaged with the GI Helpdesk and the GI Pavilion to gain a deeper understanding of the value of GIs in preserving traditions and creating sustainable livelihoods. By connecting them with the legacy of Northeast India, the Mahotsav cultivated the next generation of cultural ambassadors and stakeholders, ensuring that the region's rich heritage is safeguarded and celebrated in the years to come.

V. Role of NEHHDC and Ministry of DoNER *in GI Promotion*

1. NEHHDC's Contributions

The NEHHDC played a pivotal role in the Ashta Lakshmi Mahotsav by showcasing a stunning array of GI-tagged products from Northeast India. The thematic pavilions, including those for Eri Silk, Muga Silk, and other handloom and handicraft treasures, brought the region's cultural wealth to the forefront. NEHHDC facilitated artisan participation, enabling them to interact with buyers and stakeholders while gaining valuable exposure to national and international markets.

NEHHDC also extended its contributions beyond the event by offering artisans training, marketing support, and skill development opportunities. These initiatives ensured that Northeast artisans could effectively compete in larger markets while preserving their traditional crafts. The organization's efforts were instrumental in creating a platform for the region's crafts to gain widespread recognition, enhancing the pride and economic prospects of its artisans.

2. Ministry of DoNER's Strategic Role

The Ministry of Development of North Eastern Region (DoNER), under the leadership of Union Minister Jyotiraditya Scindia, played a strategic and dynamic role in promoting GI products and regional crafts during the Mahotsav. The Ministry's active participation, coupled with its policies for regional development, underscored its commitment to empowering artisans and uplifting the Northeast. By collaborating with stakeholders like NEHHDC, the Ministry ensured that the event highlighted the rich cultural and economic contributions of the region.

A notable moment of the Mahotsav was when **Union Ministers Shri Jyotiraditya Scindia and Shri Sukanta Majumdar walked the ramp to showcase Northeast handlooms**, symbolizing their dedication to promoting these crafts on a grand stage. Their participation not only brought national attention to the region's unique offerings but also inspired stakeholders and audiences alike to value and support these traditional industries. The Ministry's strategic initiatives, including grants, funding, and collaborative efforts, further ensured the preservation of Northeast India's GI products and their integration into mainstream markets.

These combined efforts from NEHHDC and the Ministry of DoNER transformed the Ashta Lakshmi Mahotsav into a landmark event, celebrating the region's legacy while paving the way for sustainable economic growth. Further, the **Ashta Lakshmi Mahotsav** was elevated to a national platform through the visionary leadership of the **Hon'ble Prime Minister Shri Narendra Modi Ji**, who emphasized the importance of Northeast products in strengthening India's cultural and economic identity. The active participation of Chief Ministers and Deputy Chief Ministers from the eight Northeastern states further reinforced the commitment to the region's development. Secretaries and officials from various intergovernmental departments collaborated seamlessly to ensure the event's success, providing policy support and facilitating initiatives that directly benefited artisans and producers.



VI. **Role of RIPA** *in Strengthening GIs*



1. Strategies for GI Promotion during Festivals

During the Ashta Lakshmi Mahotsav, RIPA took a comprehensive approach to promote Geographical Indications (GIs) through its strategically positioned GI Helpdesk and GI Pavilion. A highlight of RIPA's efforts was the release and free distribution of eight specially curated white papers, each dedicated to one of the Northeastern states. These white papers detailed the registered, filed, and prospective GI products, offering visitors valuable insights into the cultural significance, market potential, and economic benefits of these items. By facilitating discussions and distributing these resources, RIPA ensured that GI awareness reached a wide and diverse audience.

2. Artisan Support Programs and Skill Development Initiatives

RIPA played a pivotal role in empowering artisans by facilitating their participation in the Mahotsav as registered GI users and motivating them to file new GI applications. Through interactive sessions and logistical support, RIPA helped artisans present their crafts, such as Eri Silk and Muga Silk, while educating them on the benefits of GI registration. These efforts enhanced artisans' confidence and readiness to access broader markets. The white papers further served as a resource to inspire artisans to preserve their heritage while scaling their operations with modern tools and techniques.

3. Partnerships and Collaborations

RIPA established significant industry collaborations during the Mahotsav, creating opportunities for artisans to engage with buyers, investors, and market leaders. By organizing buyer-seller meets and facilitating investment discussions, RIPA connected artisans to industries that could amplify the commercial potential of GI-tagged products. The white papers also acted as a bridge between artisans and stakeholders, highlighting the business potential of GIs and facilitating partnerships for future growth.

4. Advocacy for Legacy and Sustainability in GI Products

The eight white papers curated by RIPA were not just informational tools; they were advocacy documents aimed at preserving and promoting the legacy of GI products. By distributing these papers freely, RIPA ensured that all attendees, from policymakers to consumers, were educated about the importance of GIs in safeguarding cultural heritage and facilitating economic sustainability. Additionally, RIPA emphasized the need for sustainable practices in GI production, inspiring artisans and stakeholders to adopt ethical and eco-friendly methods while preserving the unique identity of Northeast India's crafts.



VII. SURVEY

Analysis and Interpretation



1. Survey Design and Implementation

A comprehensive and well-structured survey was conducted during the Ashta Lakshmi Mahotsav to assess the state of GI awareness among various stakeholders, including artisans, authorities, customers, youth, and policymakers. To ensure targeted insights, specialized questionnaires were designed for each group, addressing their unique perspectives and roles in the GI ecosystem. The survey was implemented through both online platforms and physical interactions, maximizing reach and engagement.

Participants were incentivized with free gifts and gift vouchers redeemable for GI products on Indyhaat, a GI-based e-commerce portal. This not only encouraged participation but also directed attendees toward supporting GI-tagged products. The survey collected thoughtful and critical information on themes such as awareness levels, challenges faced, opportunities for growth, and the overall impact of GIs on artisans and markets, providing valuable data for future interventions.



2. Key Findings from Data Analysis

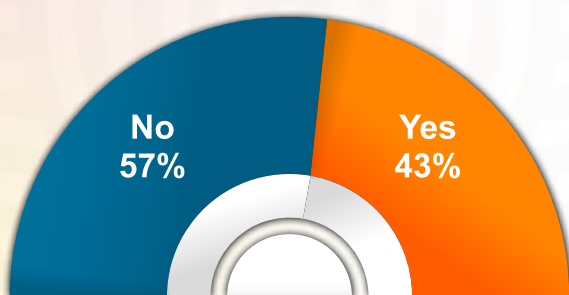
The data revealed notable patterns in audience awareness and participation. While many attendees had a basic understanding of GIs, the survey highlighted a knowledge gap regarding the cultural and economic significance of specific GI-tagged products from Northeast India. The provision of white papers and the GI Helpdesk proved instrumental in bridging this gap during the Mahotsav

KEY FINDINGS

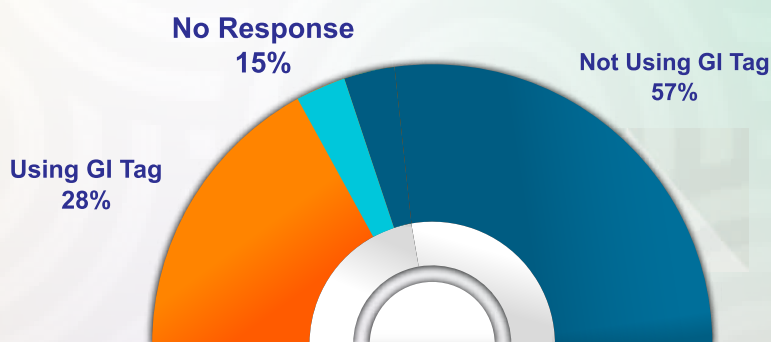
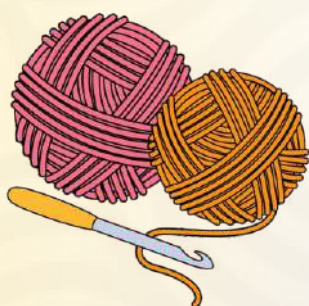
ARTISANS (53)

CONSUMERS (250+)

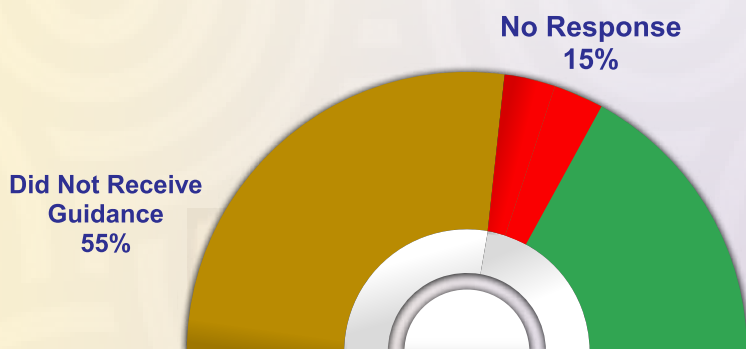
1. Awareness of the GI Logo Among Artisans



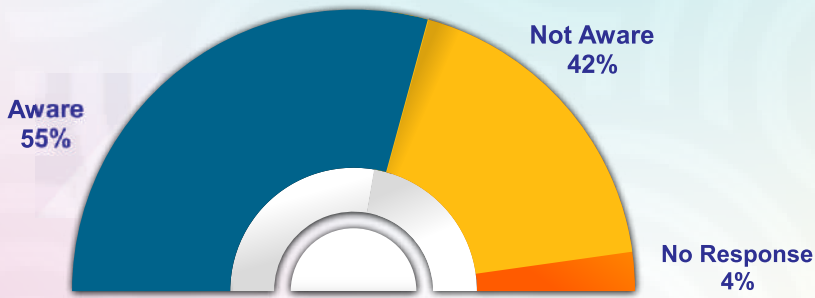
2. Usage of GI Tag on GI Products by Artisans



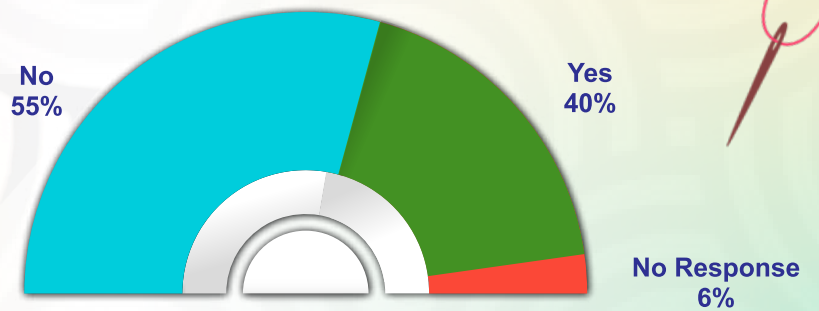
3. Guidance on Using the GI Logo



4. Awareness about their product's GI Registration



5. Membership in GI-Related Organizations



6. GI Association Website and Artisan Details Availability



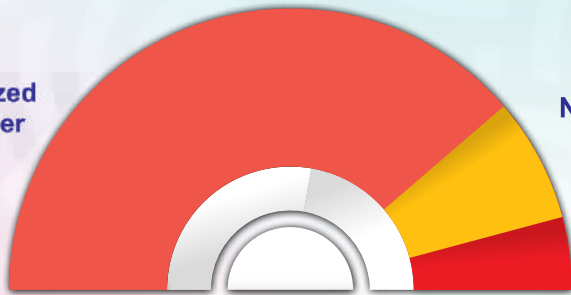
7. Possession of Artisan Card



8. Authorized Registered User Status



Not an Authorized Registered User
70%



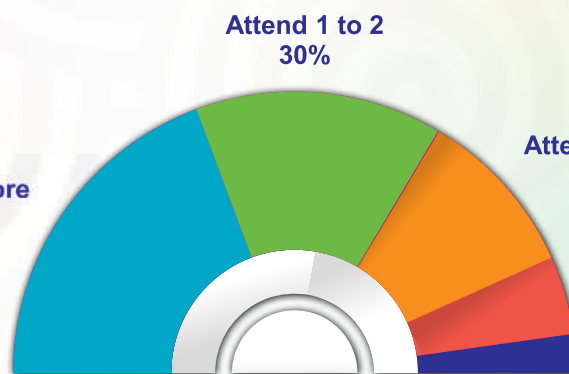
No Response
17%

Authorized Registered User
13%

9. Annual Participation in Fairs/Exhibitions



Attend More than 5
41.50%



Attend 1 to 2
30%

Attend 3 to 5
15%

Do Not Attend
11%

No Response
1.60%

10. Receipt of Government Funds for Fair Attendance

Received Funds
64%



Did Not Receive Funds
34%

No Response
2%



11. Receiving B2B and Foreign Export Orders from Fair Participation



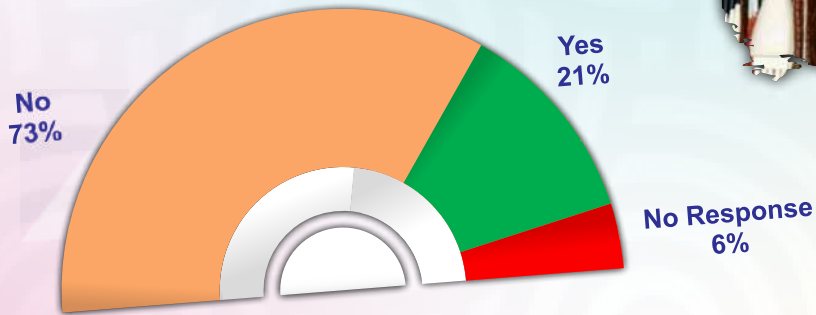
No
74%



Yes
17%

No Response
9%

12. Receipt of Government Benefits or Subsidies for Work



13. Customer Bargaining Behavior

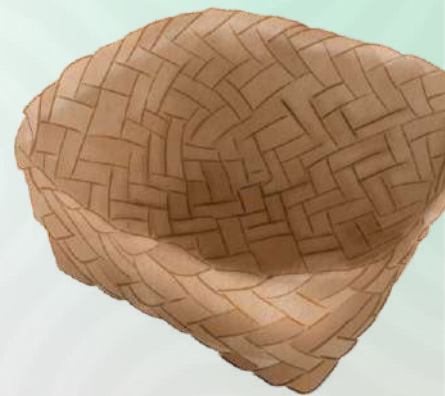
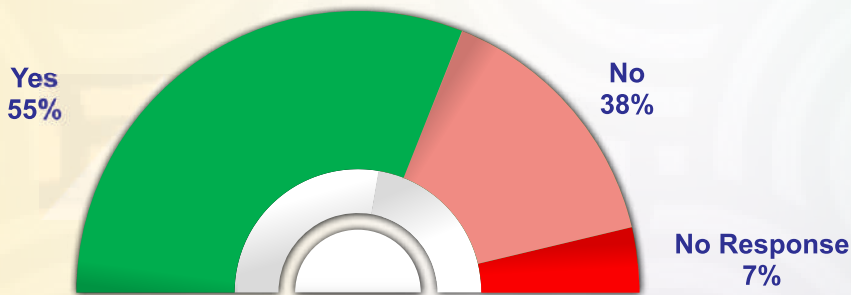


Try to Bargain
93%



Do Not Try to Bargain
7%

14. Customers' Willingness to Pay Higher Prices for Products



15. Family Involvement in Work



Family Involved
60%



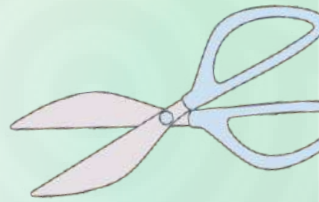
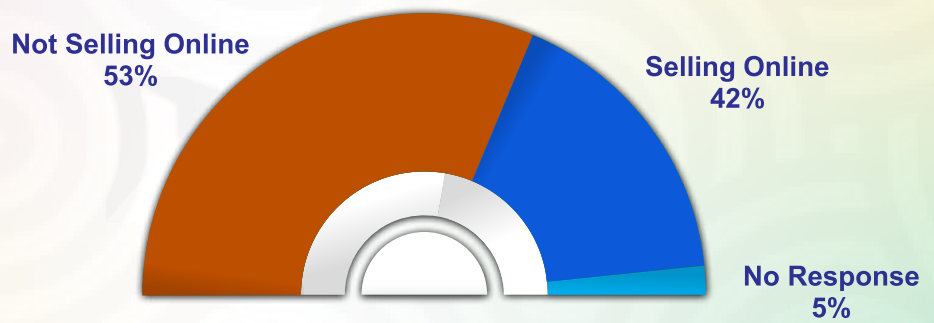
Family Not Involved
34%

No Response
6%

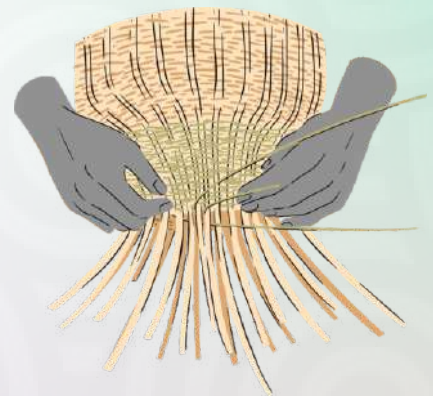
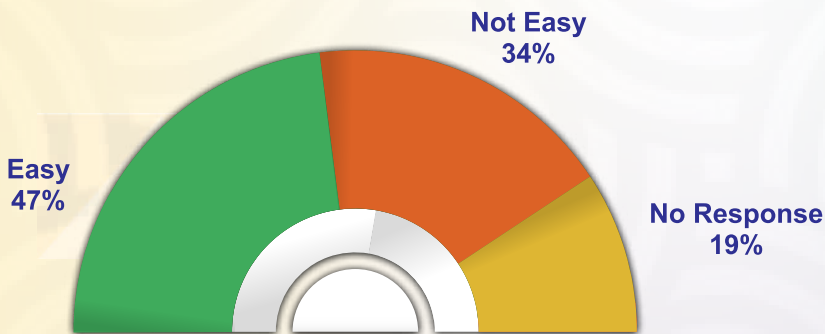
16. Participation of Other Regional Producers in the Same Fairs



17. Online Sales



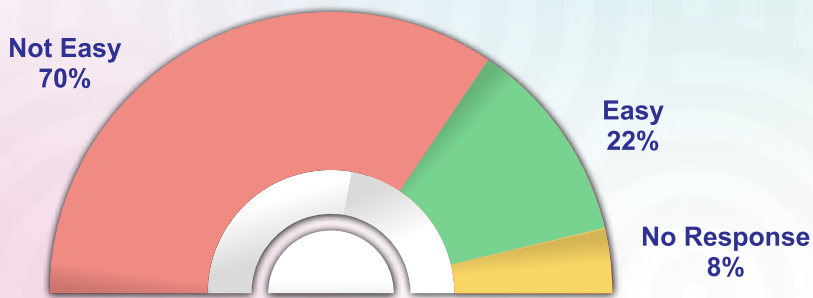
18. Ease of Couriering Products from Business Location



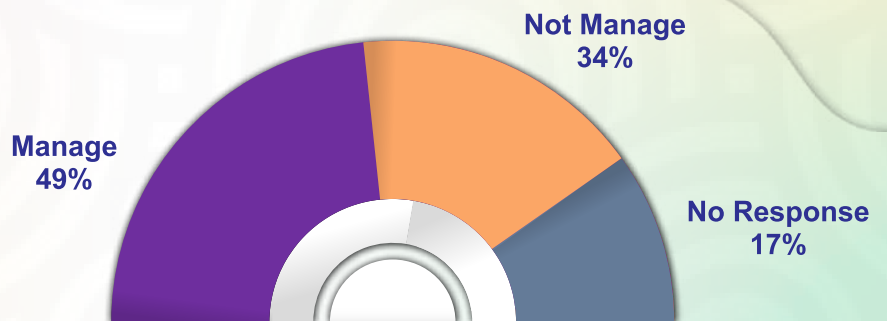
19. GST Registration Status



20. Ease of Working with Government Inspectors or Officials



21. Management of Both Offline and Online Sales



22. Regular Payment of GST



23. Perception of Adequate Support from Government Programs or NGOs for Events



24. Support Needed from Govt./NGOs/Customers for Growth

- 1. Awareness on GI Products & Application Process:** Increased awareness about GI products and guidance on how and who can apply for GI, especially for tribes/communities like the Tai community in Assam.
- 2. Support for Special Child Products:** More sales opportunities and government facilities for special child products.
- 3. Customer Awareness & No Bargaining:** More awareness and discouragement of bargaining.
- 4. Financial Support & Resources:** Subsidies, loans, accessories, and support for participation in fairs/exhibitions.
- 5. Building Customer Trust:** Trust-building initiatives to attract more customers.
- 6. Feedback & Guidance:** Feedback is important for improvement.
- 7. Grants & Funding:** Need grants and financial support for business growth.

- 8. Increased Production Capacity:** Funds needed to increase production.
- 9. Stall Platforms for Customer Trust:** Stall spaces to establish trust with customers.
- 10. Marketing Strategy:** Assistance with marketing, including pricing strategies.
- 11. Training & Support:** Government/NGOs to offer training and financial support.
- 12. Logistics & Market Access:** Better access to markets and logistical support, along with potential travel and accommodation assistance for fairs.

For artisans, the survey shed light on key challenges, such as limited market access, scalability issues, and a lack of digital literacy for promoting their crafts. However, it also revealed opportunities for growth, including a strong interest in learning about GI registration and the potential for collaborations with buyers and investors facilitated during the event.



3. Identifying Success Stories

The survey uncovered inspiring success stories of artisans who have preserved their crafts through GI registration and innovative practices. Artisans who showcased their products, such as Eri Silk and Muga Silk, received overwhelming support and interest from buyers, validating the importance of GIs in preserving heritage and creating economic value.

Similarly, the survey highlighted stakeholder initiatives, such as buyer-seller meets and collaborations facilitated by RIPA and NEHHDC, that drove positive outcomes for artisans. These initiatives not only boosted artisans' confidence but also created tangible opportunities for market expansion and financial growth.

4. Trends in Market and Audience Preferences

The survey revealed significant trends in market and audience preferences, with products of high cultural significance, such as traditional textiles, handcrafted jewellery, and agricultural produce, being in great demand. Additionally, there was a noticeable shift toward sustainable and eco-friendly crafts, aligning with global trends in ethical consumption.

The data indicated that buyers and audiences are increasingly drawn to products that combine authenticity with environmental consciousness. This insight underscores the potential for GI-tagged products to meet emerging market demands while maintaining their cultural and environmental integrity. The thoughtful design and execution of the survey provided actionable insights that will help shape future initiatives for promoting and sustaining Northeast India's rich GI ecosystem.



VIII. SUGGESTIONS AND STRATEGIES

for Advancing GI Product Promotion

1. Suggestions for Enhancing Audience Knowledge of GIs

To increase audience knowledge of GIs, it is essential to design **educational campaigns** that connect the value of GIs to cultural pride and economic impact. Interactive activities during festivals, such as live demonstrations by artisans, storytelling sessions about the history of GI-tagged products, and dedicated workshops, can deepen audience engagement.

Additionally, distributing accessible materials like brochures, white papers, and digital content tailored to various age groups can make GI knowledge more widespread.

Incorporating **GI-focused themes** into the narrative of cultural festivals like the Ashta Lakshmi Mahotsav ensures that audiences appreciate the legacy and uniqueness of GI-tagged products. Platforms like e-commerce portals and GI exhibitions can also serve as touchpoints to educate consumers about the authenticity and importance of supporting these products.

2. Steps for Better Stakeholder Collaboration

Strengthening collaboration among stakeholders requires the creation of **multi-stakeholder** platforms where policymakers, industry leaders, and artisans can engage in meaningful dialogue.

Initiatives such as buyer-seller meets, facilitated by organizations like RIPA and NEHHDC, can bridge the gap between producers and larger markets. Additionally, stakeholders can jointly design programs to provide artisans with tools and resources for scaling their crafts sustainably.

Regular interaction through workshops and networking events can ensure that stakeholders remain aligned in their efforts to promote GI products. Collaborative grants and co-branded campaigns featuring GI-tagged items can also help amplify their visibility while benefiting artisans and stakeholders alike.

3. Artisan-Centric Strategies for Increased GI Product Integration

Artisan-focused strategies should prioritize **tailored skill development programs** that address the specific needs of craftspeople, such as digital marketing, quality enhancement, and innovation in design. Financial assistance schemes, including micro-loans and subsidies for GI registration, can help artisans overcome economic barriers and focus on scaling their products.

Creating direct-to-consumer platforms, such as e-commerce sites like Indyaat, allows artisans to access broader markets without intermediaries. Festivals and exhibitions can provide hands-on

opportunities for artisans to showcase their products, interact with consumers, and gain valuable feedback for continuous improvement.

4. Long-Term Vision for GI Product Integration in the Economy

The integration of GI products into the national economy requires a long-term vision focused on sustainability, innovation, and market expansion. Establishing a robust GI ecosystem that includes production hubs, research centers, and export channels can create sustained growth for GI-tagged products. Policies aimed at incentivizing industries to collaborate with artisans and incorporate GI products into mainstream supply chains will further solidify their economic impact.

Promoting **public-private partnerships** and leveraging technology to digitize GI-related data can streamline the process of registration, marketing, and distribution. This vision ensures that GI products are not only recognized as cultural assets but also as essential contributors to India's GDP and global trade.

5. Strategies for Improved Artisan Support

Tailored Skill Development and Financial Assistance Programs:

Training artisans in modern techniques such as digital marketing and quality control can

enhance their competitiveness. Financial assistance, like grants or low-interest loans, can help artisans invest in tools and resources needed to scale their production.

Platforms for Better Market Access and Direct Consumer Engagement: Platforms like GI exhibitions, festivals, and online marketplaces enable artisans to showcase their crafts directly to consumers, building trust and loyalty while bypassing intermediaries.

6. Promoting Sustainability and Legacy Preservation

Encouraging Eco-Friendly Practices and Materials:

Artisans should be encouraged to adopt sustainable practices and materials, ensuring that GI products align with global trends in ethical consumption. Incentives for eco-friendly production can enhance the market appeal of these items.

Documenting Traditional Practices for Future Generations:

Efforts to document the history, techniques, and cultural significance of GI-tagged products ensure their preservation. Digital archives, video documentaries, and artisan workshops can serve as valuable resources for educating future generations about these traditions.

7. Organizing Events During Festivals

To maximize impact, events like the



Ashta Lakshmi Mahotsav should be organized during major festivals, aligning with cultural celebrations to draw larger audiences and highlight the deep connection between heritage and tradition. These festivals offer the perfect backdrop to showcase **GI-tagged products**, making them more relatable and appealing to consumers. For instance, linking Northeast crafts with traditional Indian celebrations like **Bihu, Durga Puja**, or **Lohri** can promote regional pride and cultural exchange.

8. Naming Events to Reflect Tradition and Culture

Naming such events in alignment with the rich cultural linkage of the region ensures authenticity and resonance with audiences. For example, festivals could carry names that evoke the heritage of specific regions, or the essence of the crafts being showcased, such as **"Silk Sutra," "Weaves of Legacy,"** or **"Heritage Harvest Festival"**. These culturally rooted names help in branding and establishing a strong identity for the events.

9. Conducting Events Regularly Across States

To sustain momentum, these events should be conducted on a **regular basis in different states**, ensuring nationwide engagement. A rotational schedule across states can provide artisans from various regions an opportunity to showcase their products, create inter-state collaborations, and build

a unified national narrative around GIs. Encouraging other states to host similar events or Mahotsav can further expand the reach and impact, promoting the integration of traditional crafts into mainstream markets.

10. Inclusive Participation Across Organizations and Ministries

Participation should be inclusive, inviting representatives from **various organizations, ministries, and industries** to contribute to the events. Invitations should be extended to **connected ministries** like Commerce, Textiles, Culture, and Tribal Affairs, as well as industry leaders, NGOs, and academic institutions. This multi-stakeholder approach ensures a holistic strategy for promoting GIs and empowering artisans.

11. Continued Role of "Purvi" as Brand Ambassador

The introduction of **"Purvi"** as the **brand ambassador for Northeast products** during the Ashta Lakshmi Mahotsav was a remarkable initiative. **"Purvi"** symbolizes the essence of Northeast India's culture, tradition, and potential. This concept should be continued and expanded, with **"Purvi"** representing Northeast products at national and international platforms, acting as a constant reminder of the region's cultural richness and economic promise.

12. Promoting Cross-Cultural and Economic Collaborations

Encouraging cross-cultural collaborations between states can facilitate mutual appreciation and economic growth. States hosting such events should invite artisans and organizations from other regions to participate, promoting the **exchange of ideas, traditions, and best practices**. For example, combining the crafts of the Northeast with the textiles of Gujarat or the pottery of Rajasthan can create unique collaborative opportunities.

13. Legacy and Sustainability Initiatives

Events like the Mahotsav should also integrate **legacy-building activities**, such as workshops documenting traditional techniques, panel discussions with elder artisans, and sessions on eco-friendly practices. This ensures that the legacy of GIs is not only preserved but also innovatively adapted for modern markets.

14. Long-Term Vision and Institutionalization

These events should transition from standalone occurrences to institutionalized initiatives with long-term objectives. Establishing a **national framework for GI promotion**, with annual or bi-annual Mahotsav under a unified banner, can help ensure continuity and consistency. Partnering with digital platforms like ODOP, Indyaat for year-round promotion

and sales can sustain the momentum between events, providing artisans with continuous exposure and opportunities.

By implementing these suggestions, the Ashta Lakshmi Mahotsav and similar initiatives can evolve into powerful platforms that celebrate heritage, empower artisans, and position India's GI-tagged products as global cultural and economic treasures.



IX. CONCLUSION

1. Summary of Key Findings

The Ashta Lakshmi Mahotsav successfully highlighted the rich cultural and economic potential of **Geographical Indications (GIs)** from Northeast India, emphasizing their role as vital symbols of heritage and sustainability. The event underscored the need for deeper GI awareness among audiences, with significant gaps identified in understanding the economic and cultural significance of these products. Artisans showcased their crafts, such as **Eri Silk**, **Muga Silk**, and **Nagaland's Bamboo Crafts**, overcoming challenges of market access and scalability with the support of initiatives like the **GI Helpdesk** and **buyer-seller meets**. Stakeholder participation, including policymakers, industry leaders, and intergovernmental departments, demonstrated a collective commitment to uplifting artisans and preserving the legacy of GI-tagged products.

The eight **white papers** distributed during the Mahotsav were a crucial step in documenting the region's GI ecosystem, providing actionable insights for registered, filed, and prospective GIs. The **Ashta Lakshmi Mahotsav**, beautifully themed to embody the spirit of “**Legacy to Prosperity**”, captivated audiences with its vibrant celebration of

घर घर रेशम बीनता
प्रकृति का सिंगार।
कहता आठ कहानियाँ
बुन बुन धागे चार।

धागे धागे में गुथा
कला का अद्भुत रंग।
बंध आशा की डोर में
सपने बने पतंग।।

- श्रुति कौशिक

culture, tradition, and economic potential. The event's immersive approach included **fashion shows featuring GI-tagged textiles**, where models, including prominent personalities like Union Ministers Jyotiraditya Scindia and Sukanta Majumdar, walked the ramp to showcase Northeast India's rich handloom heritage. Complementing this were **music performances and cultural dances** from the eight Northeastern states, offering audiences an authentic experience of the region's artistic expressions.

2. Actionable Steps for Stakeholders and Policymakers

To build on the success of the Mahotsav, stakeholders and policymakers must implement targeted initiatives that address the gaps identified during the event. **Artisan-centric programs**, such as skill development workshops, financial assistance for GI registration, and digital marketing training, are essential to equip artisans for larger markets. Policymakers should also focus on creating **multi-stakeholder platforms** for collaboration, ensuring a cohesive approach to promoting GIs across states and sectors.

Expanding the reach of GI products requires consistent efforts, including regular festivals, cross-state Mahotsavs, and robust e-commerce integration through platforms like **Indyhaat**. Policymakers should work closely with organizations like **RIPA** and **NEHDC** to design national

frameworks for GI promotion and ensure that artisans benefit directly from these initiatives. Enhancing market access, protecting intellectual property rights, and promoting eco-friendly practices should remain key priorities.

3. Long-Term Vision for Ashta Lakshmi Mahotsav as a Platform for GI Prosperity

The **Ashta Lakshmi Mahotsav** has the potential to evolve into a cornerstone platform for the prosperity of GI-tagged products. Envisioned as a **national initiative**, the Mahotsav can become a recurring event hosted in different states, bringing together artisans, stakeholders, and audiences under a unified mission to celebrate and promote India's GI heritage. The continued inclusion of a **brand ambassador** like "Purvi" will ensure consistent representation and recognition for Northeast products on both national and global stages.

The **Ashta Lakshmi Mahotsav**, themed around "**Legacy to Prosperity**," celebrated the divine essence of **Ashta Lakshmi**, the eight forms of Goddess Lakshmi, each symbolizing vital aspects of prosperity such as **wealth, knowledge, courage, nourishment, victory, health, progeny, and patience**. This beautiful name, "**Ashta Lakshmi**," not only connected the event to the spiritual richness of Indian culture but also embodied the vision of uplifting the heritage and economic potential of Northeast India.

1. Questionnaire Templates for Different Respondent Groups

To gain valuable insights into the awareness, challenges, and opportunities surrounding **Geographical Indications (GIs)**, specially curated **questionnaire templates** were designed for distinct respondent groups at the **Ashta Lakshmi Mahotsav**. These templates catered to the unique perspectives of **artisans, policymakers, customers, stakeholders, and youth**, ensuring comprehensive data collection.

For **artisans**, the questionnaire focused on understanding their experiences, such as challenges in GI registration, market access, and skill enhancement needs. **Policymakers and stakeholders** were asked about their roles in supporting GIs, initiatives undertaken, and ideas for scaling GI products. **Customers** received questions centered on their awareness of GI products, purchasing behavior, and preferences for eco-friendly and sustainable crafts. The youth questionnaire explored their interest in heritage preservation and innovative ways to promote GI products among the next generation.

2. Data Collection Methodologies

A combination of **online and offline methodologies** was employed to collect data effectively during the

Mahotsav. Physical surveys were conducted at key locations, such as the **GI Pavilion**, artisan stalls, and the **GI Helpdesk**, where respondents could interact with volunteers and provide their inputs directly. Online surveys were distributed via QR codes, accessible on event posters and brochures, and promoted through social media platforms for broader reach.

Incentives such as **free gifts and vouchers for GI products on Indyhaat** were offered to encourage participation. The hybrid approach ensured a diverse and representative dataset, capturing insights from a wide array of stakeholders, including attendees, artisans, and decision-makers. This methodology allowed for real-time engagement while also accommodating respondents who could not attend the event physically.

3. List of GI-Tagged Products Showcased at Ashta Lakshmi Mahotsav

The **Ashta Lakshmi Mahotsav** featured a stunning array of **GI-tagged products** from the Northeast, each representing the region's rich cultural heritage and craftsmanship. Key highlights included:

- **Textiles:** Assam's Muga Silk and Eri Silk, Manipur's Wangkhei Phee, and Nagaland's Chakhesang Shawls.

- **Handicrafts:** Meghalaya's Bamboo and Cane Crafts and Tripura's Handwoven Mats.

- **Agriculture and Horticulture:** Sikkim's Large Cardamom, Meghalaya's Lakadong Turmeric, and Nagaland's Naga King Chilli.

- **Gems and Jewellery:** Traditional adornments crafted using local materials, reflecting the artisanal expertise of the region.

These products were beautifully showcased in thematic pavilions, including the Eri Silk Pavilion, Muga Silk Pavilion, and the GI Pavilion, creating a visually appealing and informative experience for attendees. Each stall provided live demonstrations and storytelling sessions, enhancing the audience's appreciation for the artistry and legacy behind these unique offerings.



Ashta Lakshmi

MEGHALAYA



इंद्र धुनषी घटा बिखेरे
धरा ने धरा अद्भुत रूप।
जलधर घने, घने कहीं जंगल
कहीं अनोखा बना स्वरूप।।

यहाँ धरोहर अति विहंगम
कण-कण में फेला अनुराग।
कहीं शिल्प, कहीं साँचे मन के
और कहीं मधुर लय-राग।।

- श्रुति कौशिक





Team

Mr. Naveen Coomar
President

Dr. Medha Kaushik
Founding Member

Mr. Keshav Kumar Jha
IP Associate

Ms. Sana Saifi
IP Associate

Mr. Gaurav Tiwari
IP Associate

Ms. Sidhatri Gauba
IP Associate

Mr. Lalit Ambastha
Founding Member

Mr. Rajesh Kumar Verma
Lead Coordinator

Mr. Vishnu Saini
IP Associate

Ms. Rahila Khan
IP Associate

Mr. Rahul Gupta
IP Associate

Ms. Jyoti Bisht
IP Associate

Ms. Shruti Kaushik
Founding Member

Mr. Sandeep Kaushik
Lead Coordinator

Mr. Ankit Kumar
IP Associate

Mr. Sarfaraz Afzal
IP Associate

Mr. Prashant K Haldar
IP Associate

Mr. Pawan Pandey
IP Associate



About Reinforce Intellectual Property Association

RIPA is not for profit organization, with an aim to promote and facilitate indigenous Intellectual Property (IP) at national and international level. RIPA aims at meeting the present and future requirement for growth and development of indigenous IP. RIPA further strengthen and complements the efforts of indigenous R&D and innovations.

About NEHHDC

North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC), under the administrative control of the Ministry of Development of North Eastern Region (DoNER), Government of India, is an organisation that attempts to develop and promote the indigenous crafts of all the eight North Eastern states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura, by connecting craftsmen to prospective markets and consumers and generating economic, cultural and social opportunities for creators while adding cultural value for consumers. To know more, visit: www.nehhdc.com.

Disclaimer: Intellectual Property Rights and Fair Use Notice

This content has been created by Reinforce Intellectual Property Association (RIPA), a not-for-profit organization, to provide information and education about Geographical Indications (GIs) for the public. It may include images, trademarks, logos, brand names, and other copyrighted materials sourced from various websites and e-commerce portals. These are the property of their respective owners and are used solely for illustrative and educational purposes under the "fair use" provisions of applicable copyright laws.

The inclusion of such intellectual property is intended to explain and promote understanding of GIs, their significance, and their role in cultural and economic contexts. This use is not for commercial purposes, nor is it intended to infringe upon any intellectual property rights, including but not limited to copyrights, trademarks, and design rights.

The information and materials included have been obtained from publicly available sources believed to be accurate and reliable at the time of publication. However, no warranty or representation is made regarding their accuracy or completeness. The organization does not claim ownership of any third-party intellectual property depicted and does not intend to mislead or confuse readers regarding its origin or association.

While third-party content is utilized for educational purposes, the overall design, concept, and representation of this survey report, including its layout, organization, and original content, are the copyright of Reinforce Intellectual Property Association (RIPA). Unauthorized reproduction, distribution, or use of this white paper's design or content without prior permission from RIPA is prohibited.

If you are the owner of any third-party content featured and believe that its use violates your intellectual property rights, please contact us. We will promptly review and address your concerns.





REINFORCE INTELLECTUAL PROPERTY ASSOCIATION

Email: coordinator@ripaonline.com | www.ripaonline.com

Mobile: +91-9811367838

716, Seventh Floor, DLF Prime Towers
Okhla Phase 1, New Delhi-110020, India