



Sree Narayana Mangalam College, Maliankara

(Affiliated to Mahatma Gandhi University, Kottayam)

Research and Post Graduate Department of Economics

Collaboration WITH

Sree Sankara College, Kalady



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AWARENESS CLASS ON “IPR GEOGRAPHICAL INDICATION PRODUCTS”

Sree Sankara College, Kalady: Sree Sankara College, Kalady was established in 1953 with a view to perpetuate the memory and doctrines of the great saint and philosopher, Adi Sankaracharya. Since then, the college has imparted an overall quality education to generate fruitful and responsible citizens. The institution was raised to the status of a first grade college in 1956. The college has done consistently well in curricular and cocurricular activities and NAAC has accredited the college B++ Grade with 2.80 CGPA in the third cycle of accreditation. The college offers UG, PG and Ph.D courses in various streams of arts, science and commerce and also offers skill based programmes (ADD ON courses, UG Diploma courses, and certificate courses). The research departments of the college include Departments of English, Economics, Sanskrit, Chemistry and Microbiology. Among them, Research and Post Graduate Department of Economics has always been in the main stream of academic life of Sree Sankara College. It was established in 1958 with BA Economics. The major breakthrough of the department lies in introducing a post graduate course MA Economics in 1962. The recognition of the department as a research centre (1999) in Economics is an important milestone in the development of the department. The Department also offers skill based programmes. They have several ongoing/completed research projects and collaborations with reputed institutions.

Objective of the progamme: To create awareness among faculties and research scholars about IPR geographical indication products. The programme also aims to make public aware about the economic, social and cultural aspects of the IPR.

Description of the progamme: For strengthening the academic and research collaborations, Post Graduate Department of Economics, S.N.M college, Maliankara signed a collaborative agreement with Research and Post Graduate Department of Economics, Sree Sankara College, Kalady. The collaborative agreement was to confirm mutual interest in organizing workshops, faculty/student exchange, research and thereby making use of the expertise of faculty members/students/resources persons of both collaborating departments.



As part of academic collaboration, Post Graduate Department of Economics, S.N.M college, Maliankara conducted an awareness class on “IPR geographical indication products” for faculties and research scholars of Research and Post Graduate Department of Economics, Sree Sankara College, Kalady. The programme was conducted on 5th January 2023. Resource person was Ms. Nitha A U, Assistant Professor, Post Graduate Department of Economics, S.N.M college, Maliankara. She talked about IPR and its relation with domains like space law, entertainment and music industry, sports law, trade secrets, traditional knowledge, energy and telecom Industry, pharmaceuticals, etc. with special focus on geographical indications. The speaker also discussed about geographical indications in detail along with their importance in global markets. The programme was followed by an interactive session, answering the queries from research scholars and faculties.

Outcome of the progamme: The talk was successful in creating awareness about IPR geographical indication products among research scholars and faculties. The interaction session with the speaker was very informative to them as it gave a better understanding of intellectual property rights and its importance. The talk helped the audience to understand the interface of IPR with other domains especially with geographical indications.

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