



Indian Council of
Social Science Research

CALL FOR PAPERS

HYBRID MODE



ICSSR
SPONSORED ONE
DAY NATIONAL
SEMINAR
UNDER VISION
VIKSHIT BHARAT
@ 2047

**Agricultural Products
and Geographical
Indication (GI): A
Catalyst for
Sustainable
Development In North
East India**

GET IN TOUCH



9435370827/9435379955



projectjk.au@gmail.com



Assam University, Silchar



Date

10 th Feb, 2025

THEME OF THE

SEMINAR

“Viksit Bharat@2047” is a vision that emphasizes technological innovation, sustainable development and inclusive growth across key sectors such as healthcare, education, agriculture and manufacturing each contributing to a robust and diversified economy. By leveraging its demographic dividend and fostering inclusive growth, India aims to set new global standards in efficiency, sustainability, and social equity. The seminar aims to explore the marketing potential and challenges associated with Agricultural Geographical Indication (GI) products in North East India. Geographical Indications (GI) is a type of Intellectual Property Right, that provides legal protection against infringement to goods originated or manufactured from a geographical area. GI is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. It is also essential that the product’s attributes, qualities, or reputation come directly from the manufacturer. Owing to the product’s unique qualities, there is a clear link between it and the manufacturing facility.

The agriculture sector of North East India is a vibrant and growing industry that is a significant contributor to the region’s economy. Farmers in North East India have demonstrated remarkable resilience and innovation in their farming practices. The abundance of fertile land in the region has allowed farmers to grow a wide range of crops. For the development of the North Eastern Region and to bring it to par with the rest of the country, maximum emphasis needs to be given to the Agriculture sector. Most of the literary works of the previous researchers highlighted the status of GI products and the market potential of GI-tagged produce for horticultural and handicraft items. Research on GI-tagged Agricultural produce of the Eastern region is very less although agriculture takes up a maximum share of the North East’s GDP contribution and agriculture still provides livelihood to 70 percent of the people of the Northeast.s!

On the other hand, consumers are increasingly demanding information regarding the characteristics of products, their place of origin and methods of production. Geographical Indication can be understood as a way to meet these demands, as it protects the origin of the product, as well as its characteristics. In addition to contributing to territorial development, GI signs have the potential to add value to products and help producers to become more competitive. Major initiatives have now been taken by numerous Indian authorities and institutions to guarantee the legal protection of India’s cultural history. To leverage the commercial potential of commodities with GI tags, it is imperative to employ suitable promotional strategies.

Gaining a greater awareness of the cultural characteristics of rural populations afflicted by GI is imperative in order to comprehend these individuals and their predicament. The importance of North Eastern Region-specific Agro-based GI products is immense and emphasis is needed for a comprehensive approach to promote them. Further, it will enhance the competitiveness of the North Eastern farmers in domestic and international markets and create opportunities for increased income and livelihood. But the administrative hurdles, standardization issues, and farmer awareness towards GI registration must be addressed. Overcoming these challenges will boost the local economy and preserve the region’s cultural and agricultural heritage. Thus, there is an urgent need to explore the status of agricultural GI products of North East India in term of its market potential as well as the hindrances faced by the producers and marketers of those products.



ABOUT THE SEMINAR

The National Seminar aims to undertake a comprehensive analysis of the current market status, consumer perception, and supply chain dynamics of these GI products. It will help to identify key barriers such as lack of awareness, inadequate infrastructure, and insufficient marketing strategies that impede their growth. The outcome of this seminar aims to formulate strategic recommendations to enhance the marketability of North East India's GI products. This includes developing targeted marketing campaigns, improving supply chain logistics, and fostering collaborations between local producers and broader markets. By addressing these challenges and harnessing the unique attributes of GI products, the seminar aspires to boost the economic development of the region and promote sustainable agricultural practices.



ABOUT THE UNIVERSITY

Assam University, Silchar was established in 1994 as a Central University by an Act of Parliament, Assam (Central University) Act, 1989, enforced through notification of the Government of India. The University over the years has made impressive strides in establishing itself as a premier institution of learning in North-East India where emphasis persistently has been on the blending of quality education, socially relevant endeavors, and scientific pursuits with mission-orientation and tireless striving for excellence. The sprawling University Campus is spread over an area of about 600 acres where 46 Post Graduate Departments under 16 schools of Studies and 6 interdisciplinary centers of the University function. There are two campuses of Assam University-the main campus at Silchar and the satellite campus at Diphu.

ABOUT THE DEPARTMENT

The Jawaharlal Nehru School of Management Studies, Assam University (JNSMS-AU) started functioning in July 1997. The mission of JNSMS-AU is to contribute through innovative academic endeavors pertaining to teaching, research, consultancy, and training to the process of developing capable managerial and human resources and thereby to the corporate, industrial, economic, social, intellectual, and cultural development of India. To accomplish its mission, JNSMS-AU offers through the Department of Business Administration a full-time Master of Business Administration (MBA) program and also a research program in Management leading to the degree of Doctor of Philosophy (Ph. D).

Admission to MBA programs is through CAT and is open to candidates having sound previous academic background.

CALL FOR PAPERS

Extended Abstracts of original research papers are invited on the seminar theme under the following tracks:

1. Understanding Geographical Indication in Agriculture

- Significance of GI in Agricultural Products
- The role of GI in preserving traditional agricultural practices
- Legal frameworks and policy support for GI certification

2. Agricultural Diversity of North East India

- Unique agricultural products of the region
- Indigenous farming techniques and their role in sustainability
- Biodiversity and ecosystem-based farming practices in the North East

3. Economic Impact of GI Certification

- GI as a tool for rural development and economic growth
- Market potential and challenges for GI-certified products in North East India
- Case studies: Success stories from the region

4. Protecting Indigenous Knowledge and Cultural Heritage

- Safeguarding traditional knowledge through GI certification
- Challenges in documentation and application for GI
- Role of communities in preserving heritage agricultural products

5. Export Potential and Branding of Agricultural GI Products

- Enhancing global recognition of regional GI products
- Strategies for branding and marketing of agricultural goods
- Trade and export challenges for small-scale farmers
- Enhancing export readiness of agricultural products
- Opportunities for North East India's agricultural products in global markets

6. Policy, Research, and Institutional Support

- Role of government and non-government organizations in promoting GI
- Research innovations for enhancing GI product quality
- Role of government schemes in promoting agricultural marketing
- Public-private partnerships in market development
- Addressing infrastructural bottlenecks: Storage, transportation, and logistics

7. Challenges in Implementation and Sustainability

- Addressing the gaps in awareness and understanding of GI
- Countering the threats of counterfeit products in the market
- Sustainable practices for long-term benefits of GI certification

8. Understanding Agricultural Markets

- Dynamics of agricultural markets: Domestic and international perspectives
- Role of market intelligence and data analytics in agriculture
- Supply chain management for agricultural products

9. Innovative Marketing Strategies

- Digital marketing and e-commerce platforms for agriculture
- Branding and packaging strategies for agricultural products
- Use of Geographical Indication (GI) to enhance market appeal

10. Sustainable Marketing Practices

- Marketing organic and eco-friendly agricultural products
- Carbon-neutral and sustainable supply chains
- Consumer awareness campaigns for sustainable agriculture

11. Role of Technology in Agricultural Marketing

- Role of ICT in enhancing agricultural market linkages
- Blockchain and AI applications in traceability and quality assurance
- Mobile apps and online platforms for direct farmer-to-consumer connections

12. Consumer Trends and Market Adaptation

- Changing consumer preferences: Organic, GI, and ready-to-eat products etc.
- Strategies to tap into niche markets and premium segments
- Role of storytelling and cultural heritage in product marketing

SUBMISSION

GUIDELINES

The conference invites faculty members, research scholars, officials, and working professionals to submit and present their original works as per following guidelines:

- The author(s) should mention under which Theme/ subtheme the paper may be included.
- The paper would be original works, not published elsewhere.
- Papers exceeding plagiarism levels of 20.00% will be rejected in the screening process.
- They should adhere to APA (7th Edition) Guidelines: Title Page: Title, Author(s), Affiliation(s), Contact Details.
- An Extended Abstract of min. 1500 and max. 2500 words (excluding references) to with 5 keywords has to be submitted.
- The extended abstract should include: Research Gap and Research Problem; The Objective of the Study and Summary within 250 words; Research Methodology; Major Findings of the Study and Implications of the Study
- The full paper should be between 5,000 and 7,500 words including Abstract, Notes, References.
- Papers selected through the review committee will be invited for presentation during the seminar. Only 25 best papers will be selected for presentation.
- The extended abstracts are to be mailed to projectjk.au@gmail.com

Incomplete submissions will not be screened for review.

PUBLICATION

Selected papers may be published in journals or in book form indexed in SCOPUS, Web of Science, or UGC CARE (to be notified later).

REGISTRATION

Students: Rs. 300
Scholars: Rs. 500
Academicians: Rs. 1000
Industry Experts and Other Professionals: Rs. 1200
*In the case of Multiple Authors, each author would have to register separately.
*An author may not present more than two papers.
*Registration details will be emailed after the screening of papers by the review committee

VENUE

SEMINAR WILL BE HELD AT THE CAMPUS OF ASSAM UNIVERSITY, SILCHAR ON 10 TH FEBRUARY, 2025. THE CAMPUS IS 20KM OFF SILCHAR CITY. REGULAR FLIGHTS CONNECT SILCHAR WITH THE MAJOR METRO CITIES LIKE KOLKATA, DELHI, BANGALORE, GUWAHATI ON DAILY BASIS. THE UNIVERSITY IS ONE HOUR DRIVE FROM THE SILCHAR AIRPORT. MOREOVER, SILCHAR IS WELL CONNECTED VIA RAILWAYS, AND ROADWAYS.

FORMATTING

The entire abstract submission (title page in Title Case, abstract, main text, figures, graphs, tables, references, etc.) must be in ONE document using one of the following formats:

- Portable Document Format (.pdf), Microsoft Word (.doc, .docx)
- Figures, graphs, tables, appendices, and references should follow the American Psychological Association (APA) Style Guide.
- Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around, and 8.5" × 11" page setting. References may be single-spaced.
- To facilitate the blind review process, remove all author-identifying information, including acknowledgments, from the document.
- Self-references that give away the author's identity should also be avoided.
- If self-referencing is essential, then it should be in the third person.

IMPORTANT DATES

**ABSTRACT SUBMISSION:
25TH JANUARY, 2025**

**PAPER ACCEPTANCE NOTIFICATION:
31ST JANUARY, 2025**

**FULL PAPER SUBMISSION:
4TH FEBRUARY, 2025**

**REGISTRATION:
4TH -6TH FEBRUARY, 2025**

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DR. KALYAN DAS, DEPT OF BUSINESS ADMINISTRATION, AUS

EMAIL FOR ANY QUERIES

PROJECTJK.AU@GMAIL.COM

CONTACT FOR ANY QUERIES

DR. JUTHIKA KONWAR
9435370827

DR. NILANJANA CHAKRABARTY
9435379955

