

EPCH takes design protection initiative- 'Design Register' to craft hubs, conducts consultation meetings with stakeholders

As part of its design protection initiative, EPCH launched its Design Register a year ago, enabling member exporters to register their designs in a simple procedure. Design Register is a functionary which is set up as dispute resolution between all registered members of EPCH. EPCH felt the pressing need for a dispute redressal mechanism as there has been rising instances of designs of one member exporter being copied by another. As part of the Design Register process, all products of the Council's member exporters would be required to get registered on the online portal after which a unique number will be provided to each one of them for their specific product. As a result, no other manufacturer can copy it. The date on which a product is conceptualised and has come into form will be the date on which a registered exporter can register it. The manner for the registration is being provided on the official site of EPCH - www.epch.in. This is a plan for an initial period of 5 years. In this regard, EPCH is conducting consultation meetings with stakeholders of various craft hubs and regions, with the recent ones being in Saharanpur, Bangalore and Jodhpur, Kolkata.

Saharanpur: 17th March 2018

This was conducted at CFC, Saharanpur, to brief members about the concept of Design Register. The meeting provided an excellent opportunity to get feedback and suggestions from member exporters towards the improvement of the Design Register.



Members also shared their experience and problems they are facing related to plagiarism of design. The outcome of the meeting was very constructive and welcoming as members raised a large range of issues related to design registration.

Bangalore: 21st March 2018

Members were briefed about the concept and much-needed importance of the platform. They appreciated the move to roll out such an initiative to protect and safeguard design rights. The outcome of the meeting was very constructive and welcoming as members raised a large range of issues related to design registration.



Jodhpur: 27th March 2018



This was conducted at CFC, Jodhpur, to brief members about the concept of Design Register and interact with them at length on uses of the format as well as feedback on the initiative. Present on the occasion were, Ms. Amla Shrivastava, Head Designer, EPCH; Mr. Naresh Bothra,



President, Jodhpur Handicrafts Exporters' Federation; Mr. Priyesh Bhandari, Secretary, Jodhpur Handicrafts Exporters' Federation; and several EPCH member exporters from Jodhpur.

Kolkata: 29th March 2018

This consultative meeting at Kolkata was graced by Mr. O P Prahladka, Chairman, EPCH. In his address, he informed the gathering about the Council's commitment towards members exporters with its handholding as well as various other initiatives, especially to reach out to



entrepreneurs and starts-ups, with an aim to nurture them and encourage them towards a long term perspective in the field of handicraft exports.

Mr. Prahladka explained about the concept of Design Register and how member exporters can benefit with it.



Explaining how innovation is the key to success and involves a lot of hard work, Chairman, EPCH, urged the session's participants to be more disciplined in terms of design development and protection. He emphasised that copying design is against industry ethics and also calls for serious action.

Ms. Amla Srivastava, Head Designer, EPCH, spoke at length about the benefits of design protection through Design Register. She also explained about the process of registration in the format.

During the meeting, members highlighted issues faced by them during fairs when their designs are copied and used by other exporters. One of the exporters present pointed out the issue of others copying their designs and product details during EPCH shows and reproducing them with minor alterations. Some jute manufacturers interested in the format enquired if jute product prototypes and designs can also come under the preview of the design registration.

Attending to the queries, Ms. Amla Srivastava informed the participants that the concern is not only limited to exporters copying product designs but as many artisans work for a number of exporters, similar product lines are likely to be produced. This session was attended by many EPCH member exporters from the Kolkata region. ■