

World Intellectual Property Day

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Intellectual Property Rights (IPR) is the smart rights given to every citizen granted by the Government. Depending upon the needs and limitations of a place, IPR act vary from country to country. Intellectual Property is governed by WIPO (World Intellectual Property Organisation) globally and its head office is located at Geneva, Switzerland. **World Intellectual Property Day** is observed annually on 26 April. On 9th August 1999, the Chinese delegation to the WIPO proposed the adoption of the "World Intellectual Property Day" and in October 1999, the General Assembly of the WIPO approved the idea of declaring a particular day as a World Intellectual Property Day. The first Intellectual Property Day was celebrated in the year 2001 with the theme '*Creating the future today*'. The main objective of Intellectual Property Day celebration is to create awareness on role of IPR and its impact on daily life and to celebrate the contribution made by creators and innovators to the development of societies across the world. India is also a member country of WIPO and falls under rules and regulations of WIPO regarding trade related issues of IPR with member countries.

Every year Intellectual Property Day is observed with a particular theme, this year 2016 theme for Intellectual Property Day celebration is "*Digital Creativity: Culture Reimagined*". WIPO has selected this theme with the objective to 'explore the future of culture in the digital age: how we create it, how to access it, how to support financially, etc'. 'WIPO will look into how a flexible intellectual property system helps ensure that the artists and creative industries are properly paid for their work, so they can keep creating'.

Films, TV, music, books, art, video-games –cultural works, in short– have long crossed borders. But the WiFi era is transforming how consumable culture is created, distributed and enjoyed in markets that are expanding far beyond national boundaries. Ever more accessible digital technologies have swept away physical constraints, placing a world of cross-cultural collaboration at the fingertips of every artist and creator, feeding the imagination in new ways. And with this blooming of digital creativity comes the boon to the digital consumer. We read, watch and listen to the works of countless creators across the world wherever, whenever and however we want (source: <http://www.wipo.int/ip-outreach/en/ipday>).

If we look at the cultural diversity globally we find Western Culture, Eastern Culture, Latin Culture, Middle Eastern Culture, African Culture, etc. Among all, traditional culture and its expressions holds own identity, value and recognition worldwide from underdeveloped country to even developed countries. Sikkim is blessed with Mother Nature and became one of the finest tourist destinations, along with other intellectual assets, our culture, which is believed to be an

outcome of communal harmony holds future prospects of its protection through IPR Acts and can gain commercial benefits out of it. There is also a matter of serious concern i.e traditional culture could be a victim of piracy by third party. In many areas like music industry, fashion industry, industrialization, is believed to be somehow inspired by traditional culture. It is also believed that some of the western musicians are influenced by the music perform by our shamans during rituals.

The WIPO has taken the initiative through Intergovernmental Committee (IGC) on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore. IGC is negotiating international legal protection of Traditional cultural Expressions (TCEs). WIPO, Geneva is supporting in the management of IPR issues with TCEs and also sanctioned few pilot projects also known as WIPO's creative heritage project, the organisation is supporting new technologies to preserve tradition and IPR management for mutual commercial encashment.

Hope, India and state like Sikkim too will be benefitted with the implementation on proper management of Digital tools over exploration and exploitation of cultural creativity or cultural heritage in the name and needs of modernization through a legal and healthy IPR tool, which could benefit for the society and for the nation as well.

For more information please contact:

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