

**GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE  
LOK SABHA**

**UNSTARRED QUESTION NO. 587.  
TO BE ANSWERED ON TUESDAY, THE 03<sup>RD</sup> FEBRUARY, 2026.**

**INTELLECTUAL PROPERTY AWARENESS**

**587. SHRI KANWAR SINGH TANWAR:**

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

**वाणिज्य एवं उद्योग मंत्री**

- (a) whether the Government has considered promoting intellectual property awareness and product branding support in Amroha district, Uttar Pradesh by providing guidance to artisans, entrepreneurs and local producer groups in Amroha, Joya, Hasanpur, Bachhrayun and Naugaon Sadat, so that the identification, protection and promotion of unique local products may be strengthened;
- (b) if so, the details of efforts made by the Government in the said district under intellectual property facilitation, branding support, awareness programmes and guidance/handholding activities; and
- (c) if not, the reasons therefor?

**ANSWER**

**वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)  
THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY  
(SHRI JITIN PRASADA)**

**(a) to (c):** The Government has undertaken a series of initiatives aimed at creating intellectual property awareness across the country. Initiatives have also been taken to enhance the international visibility of Indian Geographical Indication (GI) products.

- **Nationwide IP awareness led by CIPAM:** DPIIT, through its Cell for IPR Promotion and Management (CIPAM), has been running nationwide campaigns to build IPR awareness, including Geographical Indications (GIs). Since inception, CIPAM has conducted 473 awareness programmes for academic institutions, 406 for industry including MSMEs and Startups and 146 programmes for enforcement agencies and the judiciary. IPR Chairs have been established by DPIIT in 33 universities pan India which assist DPIIT in spreading IPR awareness, and imparting IP education. CIPAM's website and social media handle on twitter & facebook further disseminate information on IP laws, policies, and IP protection mechanisms, creating a strong foundational understanding of IP across stakeholders. Social media posts reach audiences across India including students, artisans, artists etc.

- **Targeted promotion and visibility of Indian GIs:** Building on general awareness, DPIIT has undertaken extensive GI-focused promotional activities to enhance domestic and global visibility of our GI products. These include:
  - a. incorporating provisions related to GI protection and recognition into ongoing trade negotiations with other countries;
  - b. participation of GI producers in international fairs such as Autumn Fair Birmingham and Bazaar Berlin;
  - c. showcasing of GIs at diplomatic forums like GRATK treaty Diplomatic conference in Geneva, Switzerland;
  - d. development of a digital GI catalogue carrying details about 419 GIs and wide dissemination thereof including to Indian Missions abroad; and
  - e. wide-ranging media outreach through TV campaigns, social media initiatives like “Spot the GI,” inflight magazine features, *collaborations with Outlook, National Geographic, MasterChef India, and promotions across airports and the Delhi Metro.*

Last year, DPIIT also organized “**GI Samagam**” in January 2025, bringing together policymakers, producers, artisans, industry leaders, and government stakeholders to deliberate on the future growth and development of the GI ecosystem in India.

- **Growth in GI registrations as an outcome:** These sustained awareness and outreach efforts have resulted in a significant increase in GI applications and registrations. As of today, more than 724 GIs stand registered in India, reflecting improved recognition of GI protection.
- **Registration and significance of Amroha Dholak:** Among the registered GIs is *Amroha Dholak* from Amroha district, Uttar Pradesh, which received GI registration on 13 February 2023. The Amroha Dholak is a traditional percussion instrument handcrafted in the Amroha district of Uttar Pradesh. It was granted a **Geographical Indication registration on 13 February 2023**, recognizing its distinctive craftsmanship, superior sound quality, and deep-rooted cultural heritage. The GI status is expected to protect the interests of local artisans, prevent misuse of the name, and promote India’s traditional musical instruments. Owing to this rich tradition and sustained craftsmanship, **the Amroha Dholak has been designated as the One District One Product (ODOP) of Amroha** under the Uttar Pradesh government. Amroha is a major centre for the manufacture of Dholaks and Tablas, with around 300 small manufacturing units producing wood-based percussion instruments. This industry provides employment to over 1,000 artisans. The Dholak is traditionally played either with hands or with a stick, and with evolving social and cultural practices, the scope and popularity of this instrument have expanded significantly. Artisans primarily use mango and sheesham wood, carving them into hollow blocks of various sizes and shapes, which

are then fitted with animal skin, mostly goatskin, to complete the instrument. The finished products are distributed across India and exported to major international markets.

- **Complementary role of NIPAM:** DPIIT also implements the National Intellectual Property Awareness Mission (NIPAM) through the Office of the Controller General of Patents, Designs and Trade Marks. Since December 2021, NIPAM has conducted over 9,600 awareness programmes across all States and Union Territories, sensitizing about 26.2 lakh students and faculty members on IP rights, including GIs. In Amroha district too, a program was conducted under NIPAM at Yogendra Nath Saxena College of pharmacy and Research centre, Amroha to sensitize 73 students and faculty members about intellectual property rights. Collectively, these initiatives have strengthened the IP ecosystem of India.

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