



CULTURAL  
INTELLECTUAL  
PROPERTY  
RIGHTS  
INITIATIVE

# CULTURAL IP MONTH 2023

*Cultural IP Rights are Human Rights*

2023 Key Word: *Alliances*

## Roundtable Discussion

***Cultural Sustainability and India: How to bring benefit to the last mile?***

*How can India be a powerhouse of Cultural Sustainability*

Date and Time: **Saturday 29th April - 10:30 am Coordinated Universal Time (UTC)**

Zoom link:

<https://us02web.zoom.us/j/84375719857?pwd=QohYbzBqN2lwODJGN2d1Q1ZZbXJmZz09>

**Meeting ID: 843 7571 9857**

**Passcode: 671141**

Free attendance.

Cultural Sustainability in India is based on the principles of harmony, Biocultural diversity and inclusivity. These values have been passed down through generations and have become an integral part of India's social fabric.

Home to over 3000 craft techniques and traditional knowledge in practice across the country bringing in export revenues over 4 billion USD, India has much to offer to the world. But, with the rapidly dwindling numbers of traditional and generationally skilled artisans, conventional supply chain and ecosystems under threat for various reasons, the future remains a gray area. **How can cultural intellectual property rights bring in a solution to the issues plaguing the system or ensure that every hand that works and practices in the craft sector finds a future?**

This Roundtable discussion brings together diverse voices from India active in the fashion and craft ecosystem: **Amrita Haldipur** - a passionate multidisciplinary communication designer working at the intersection of creativity, digital transformation, business strategy and social impact, **Juhi Pandey** who has worked with more than 1000 traditional artisans across the country facilitating processes to build identity and ownership through the development of local economic and traditional value chains using indigenous fibers and natural dyes as the basis of textile and craft development, **Padmaja Krishnan** who is



engaged in creating new narratives around textiles, clothing and culture that are beyond trends and the superficially elegant at **Padmaja, Prof. Somesh Singh** - Co-Founder of Craft Village, Alumni of NIFT Gandhinagar and the Former Director & Member (Board of Governors) of the Institute of Apparel Management which was member organization of International Apparel Federation & ICSID (Now World Design Organization) and **Ramesh Menon** industry veteran with over two decades of experience across media, entertainment, events and fashion industry, former consultant with the Fashion Design Council of India and Co-Lead at [Save The Loom](#).

The idea of this Roundtable discussion was born out of in-depth reflections and conversations between Ramesh Menon and Alpi Boylla from [Save The Loom](#) and Monica Boṭa-Moisin and Shravani Deshmukh from the [Cultural Intellectual Property Rights Initiative](#).

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WHAT YOU LEARNT FROM THIS EVENT!

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CULTURAL IP MONTH  
APRIL 2023