

INTERNATIONAL CONFERENCE
ON
**INNOVATIONS IN TECHNOLOGY,
BUSINESS & MANAGEMENT**



Editors

Dr. Srikanta Murthy. K § Dr. Bhavani M. R.

Dr. Anandamma S. § Dr. Serajul Islam Prodhan § Dr. Prachi Beriwal

INTERNATIONAL CONFERENCE
ON
**INNOVATIONS IN
TECHNOLOGY, BUSINESS
&
MANAGEMENT**

February 7th, 2020

Organized
by
Nagarjuna Education Society
in Collaboration with



NAGARJUNA
GROUP OF INSTITUTIONS



Dhaka International University
Dhaka, Bangladesh



MTC Global
Bengaluru

Editors

Dr. Srikanta Murthy. K

Dr. Bhavani M. R.

Dr. Anandamma S.

Dr. Serajul Islam Prodhan

Dr. Prachi Beriwal

© The authors are solely responsible for the contents of the papers completed in the volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

First Edition: Bengaluru, 2020

Published by:

Enas Publications
6&11, 1st floor, Giri Towers,
Chunchagatta Main Road,
Supraja Nagara,
Bengaluru – 560062
www.enaspublications.com

For:

Nagarjuna Education Society
#38/36 Ramagondanahalli,
Yelahanka,
Bengaluru – 560064

ISBN 978-93-86891-19-8



9 789386 891198

Price: 350.00

Information contained in this work has been received from respective research scholars/paper author/s. For information published herein, Nagarjuna Education Society and Enas Publications are not responsible. Authors are solely responsible for any damages arising out of use of this published information work.

Table of Contents

Sl. No.	Title of the Paper	Author	Page No.
<i>Section 1: Readings in Finance</i>			
1.	A Study On Non-User's Perceptions Towards Slow Adoptability Of M – Payment System With Reference To Bengaluru City- A Descriptive Research	Kiran Anandan & Mandasmitha N.	3
2.	Micro-Financing Or Micro-Credit The Most Powerful Tool For Empowering Rural Women-An Empirical Analysis	Dr. Eswarappa M. & Chandana H. S.	14
3.	Embracing Of E-Wallet & UPI Based Mobile Payment Systems By Walkway Traders – A Study Conducted At Basavanagudi Market, Bengaluru City	Dr. M. Muniraju & Swaminath S.	28
4.	A Study On Customers' Perception Towards Green Banking And Effects Of Green Investments And Finance In Yelahanka Town	Shivakumar R.	38
5.	Opportunities Available For Start-Ups In Andaman & Nicobar Islands, With Special Reference To Women Entrepreneurs	T. Ranjani & Sriram S.	46
6.	Women Entrepreneurship Actual And Notional Barriers: A Study In Karnataka With Special Reference To Bengaluru District	Jyothi Jayaraj & Dr. Prachi Beriwalla	56
<i>Section 2: Readings in Human Resources and L&D</i>			
7.	Campus To Corporate Transition Of IT Students: Gaps In Academic And Corporate Perceptions	Aswath Narayan R. & Priyanka Sharma	65
8.	Experiential Learning – The Gamification Andragogy	Veeramani V.	73
9.	Managing Diverse Workforce	Kalpana Mallikarjuna	90
10.	Institutionalisation Of The Unorganised Work Sector With Specific Reference To Domestic Workers	Aishwarya Mysore Ravi	99
11.	Impact Of Online Learning Apps Usage In Contrast To Conventional Classroom Learning Method – A Study On Senior Secondary School Students	Deependra Sharma & Satish Kumar	108
12.	Talent Acquisition In Service Industry With Reference To Private Insurance Companies: A Competitive Advantage	Tejaswini, Pavitra & Raghu Yadaganti	120
13.	Understanding The Role Of Emotional Intelligence: A Study On Selected Organizations	Mohammad Rezaur Rahman	127
14.	A Study On Significance Of 720 ⁰ Performance Appraisal	Rohini Patil & Divyashree D. V.	139

Sl. No.	Title of the Paper	Author	Page No.
<i>Section 3: Readings in Marketing</i>			
15.	Influence Of GI Tag On Development Of Channapatna Toys	Sowmya D. N. & Dr. P. Paramashivaiah	155
16.	Green Showcasing In India: A Review	Adheer Goyal	163
17.	Emerging Trend Of Omni Channel In Fashion Retail: Advantage For Retailer And Consumers	Chandan Kumar	171
18.	A Study On Impact Of Green Marketing On Sustainable Development And Environment : A Case Study On Green Marketing In Belgaum District	Dr. Vijayalaxmi S. Dombar	175
19.	An Empirical Study On Customer-Buying Behavior And Its Impact On Customer Satisfaction With Special Reference To Maruthi Cars At Mandovi Motors Bengaluru	Dr. Senthilkumar & Dr. Vala Ghanshyam Kantilal	179
<i>Section 4: Readings in Information Technology</i>			
20.	Evaluation Of Feature Selection Methods For Detecting Alzheimer's Disease	S. Sumanth & Dr. A. Suresh	191
21.	Under Water Optical Wireless Communication	Siddarama S. & S. Sumanth	200
22.	Pedestrian Crossing Collision Avoidance Using Convolution Neural Networks	Shilpa C, Ramya D, Pavithra Rani T. S. & Pradeep Kumar G. M.	206
23.	Measuring Information Security And Cyber Security On Private Cloud Computing	Raghavendra M. Kulkarni	216
24.	Full Stack And Crud Applications	Umer Mufassil Pasha, Aswath Narayan R. & G. Rajasri	236
25.	A Study On Cyber Law And Forensic Security	Vijayalaxmi R. Shirashad	243
26.	Cloud Computing: Services, Key Challenges And Future Scope	Sagar Chingali	250
27.	The Role Of Information Technology In Shaping Of Economic Development In India	Dr. Ajatashatru Samal & Rajeshwari G. V.	256

Chapter 15

INFLUENCE OF GI TAG ON DEVELOPMENT OF CHANNAPATNA TOYS

Sowmya D. N.
Research Scholar
Department of Studies in Research and
Commerce, Tumkur University
Associate Professor
SABS, Bengaluru

Dr. P. Paramashivaiah
Professor
Department of Studies in Research
and Commerce
Tumkur University
Tumakuru

ABSTRACT:

Geographical indication tag is a special honor for the community to keep up their tradition and culture. The Geographical Indications tag, if effectively executed as a magnificent tool for building value for MSMEs (especially handicraft sector) and are estimated to gain financial benefits related to improved sales, price level changes, quality enrichment and profitability. It aids to nurture and strengthen the skills and ethnicities while at the same time supporting and developing whole society. The insertion of GI with TRIPS and WTO can inculcate by developing countries for advancement and enhancement of their potential areas to boost up for holistic development. The study emphasizes on Channapatna toys. This paper examines the influence of GI tag on development of Channapatna toys and discusses the current scenario of the Channapatna Toys manufacturers.

Keywords: Geographical Indication (GI), Intellectual Property Rights (IPR), Channapatna Toys

"India does not need to become anything else. India must become only India. This is a country that once upon a time was called the golden bird" - Shri Narendra Modi

INTRODUCTION:

India is famous since time immemorial for its traditional knowledge, skills, culture etc., GI are symbols used on goods which have specific geographical origin and hold potentials or a reputation that are due to that place of origin. Agricultural products naturally have abilities that derive from their place of production and are predisposed by native factors, such as climate and soil. Place of origin may be a village or town, a region or a country. It has a limited right but benefits were shared by all the members of the community. A geographical indication (GI) is parallel to a specific geographical location or origin of particular products. The certification of the product holds certain qualities, traditional procedures and status.

Under the Paris Convention for the Protection of Industrial Property, GIs are covered as an element of IPRs. GI is governed by WTO's agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS). In India, GI tag is governed by Geographical Indications of Goods (Registration and Protection Act), 1999. This Act is administered by Controller General of Patents, Designs and Trade Marks, who is also Registrar of Geographical Indications.

GI tag assists the manufacturers to segregate their products from challenging products in the market. It empowers the manufacturers to develop a status and goodwill on their products and frequently realize the price with premium. The products help in export earning, promotion of tourism, cultural heritage and national identity. GIs has a great potential and main means to play a key role in foreign trade. Legal protection to GIs protects livelihoods and encourage employment generation. Today GI possesses the possibility of preserving numerous traditional skills which extends the advantages to build strong nation and helps the people to improve their income levels.

Channapatna is a Taluk and Taluk head quarter located 60 km south-west of Bengaluru, on Bengaluru -Mysuru state highway. The city is famous for traditional handicrafts skills through its wooden toys and lacquer ware. These toys manufacturing process or units come under small-scale industries.

Channapatna is well known as the GombegalaOoru "Toy Town" of Karnataka. It has a heritage of toys way back to more than 200 years. Artisans from Persia were asked to come to Channapatna to provide training on toys manufacturing way back in the 17th century. Initially people started by carving toys out of ivory and then switched to rubber, cedar and teak. Government of Karnataka registered this Channapatna toys under GI tag under WTO.

Traditionally, the work involved lacquering the wood of the *Wrightia tinctoria* tree, colloquially called Aalemara (ivory-wood) or "Doodi Ki Lakdi". This industry mainly depends on ivory wood but in rare case, rosewood and/or sandalwood are used as raw-material. Nowadays the manufacturers are shifted to other sources of raw materials also.

These MSMEs are often facing problems like other MSMEs in India. Their small scale of business worth or network suppresses the potential to achieve greater success. It may happen due to various external and internal reasons. Registration and implementation of GI in potential places can standardize the economies scale.

OBJECTIVES:

This paper is prepared with the objectives of:

- To know the awareness level about IPR among toy manufacturer.
- To know the influence of GI on Channapatna toys over sales and price level.
- To provide some suggestions.

RESEARCH METHODOLOGY:

The paper is based on descriptive research studies. The paper attempts to review and find the influence or impact of GI tag on Channapatna toys. While preparing the paper both primary and secondary data were collected. Primary data was collected through questionnaires and observation from toys manufacture companies at Channapatna. Secondary data was collected from annual report and official websites. From both primary and secondary sources are concise and inferences are drawn and the conclusion some suggestions are made.

HYPOTHESIS:

- H_1 : There is a significance relationship between proper awareness about GI tag for its effective output.
- H_0 : There is a no significance relationship between proper awareness about GI tag for its effective output.

- H₀: GI tag have positive impact on sales
- H_a: GI tag will not have positive impact on sales

REVIEW OF LITERATURE:

- **Kundan Kishore (2018)** in the sight of the author, most of the GIs are associated with rural areas. So we have to built the brand image, make them more popular by effective propaganda and advertisement strategies for profitability. Intermediaries take the advantages of GI in many cases. Strong regulations should be implemented to stop such activities.
- **Manjunatha, N. K (2016)**. Here the author has a view that the Karnataka state has a dynamic and erratic weather that changes from place to place within its territory. As Karnataka experiences variable geographic and physio-graphic conditions, it encourages the local people for growing variety of flowers, fruits and vegetables in different parts of state.
- **Avin Thaliath and Anson K. J Anson K. J (2014)** His study clarifies that the respondents should treat handicrafts as a major economic source and people have to protect the traditional skills and culture. Channapatna toys industry will be promising sector only if they are made more aware about it and can easily avail it.
- **Soumya Vinayan (2012)** Here the author states that the domination of GI condenses its more possibility and help to decrease the deficiency and boost-up the financial conditions of the people who involved in this type of business. Nevertheless, GI faces the series of hurdles in implementation of effective marketing and sales of the GI products and services.

DATA ANALYSIS WITH GRAPHICAL REPRESENTATION:

Independent Samples Test

Table 1: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	T
Do you consider GI tag will help you for more export business	Equal variances assumed	3.891	.106	3.514
	Equal variances not assumed			5.880

Table 2: Independent Samples Test

		t-test for Equality of Means		
		Df	Sig. (2-tailed)	Mean Difference
Do you consider GI tag will help you for more export business	Equal variances assumed	5	.017	2.200
	Equal variances not assumed	4.000	.004	2.200

Table 3: Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Do you consider GI tag will help you for more export business	Equal variances assumed	.626	.591	3.809
	Equal variances not assumed	.374	1.161	3.239

FINDINGS:

Figure 1: Source of the Business

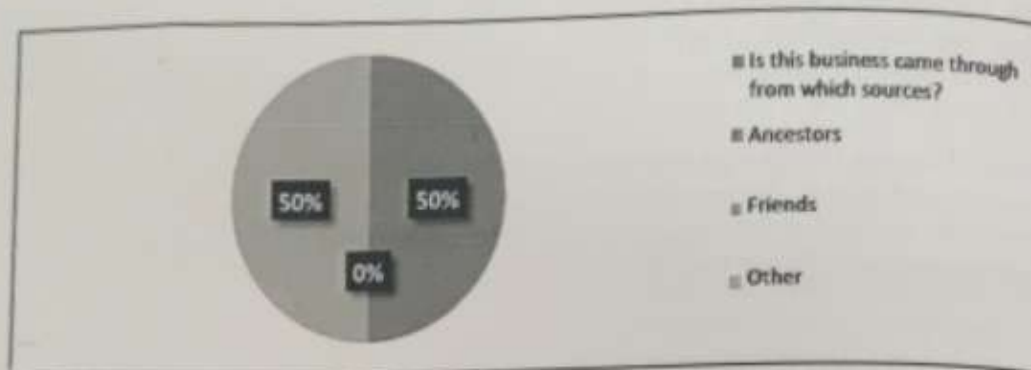


Figure 2: Knowledge of GI Tag Toy

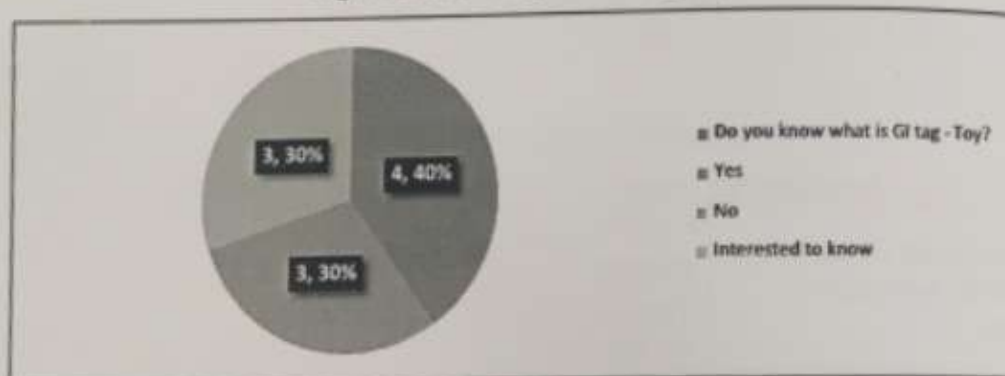


Figure 3: Knowledge of IPR

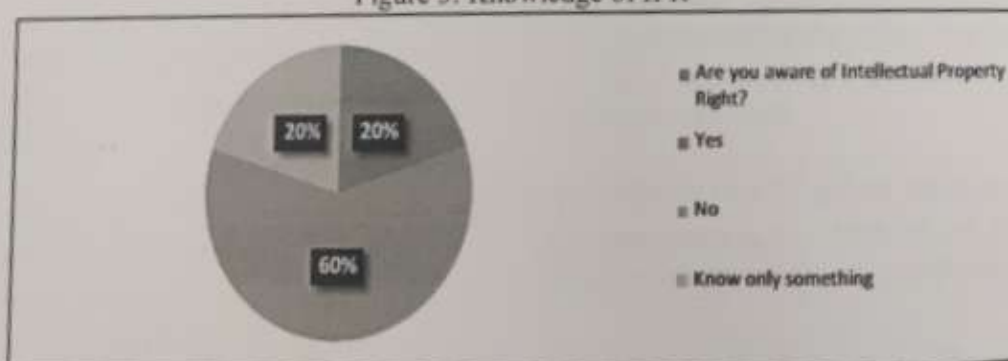


Figure 4: Expected Help from GI Tag in Export Business

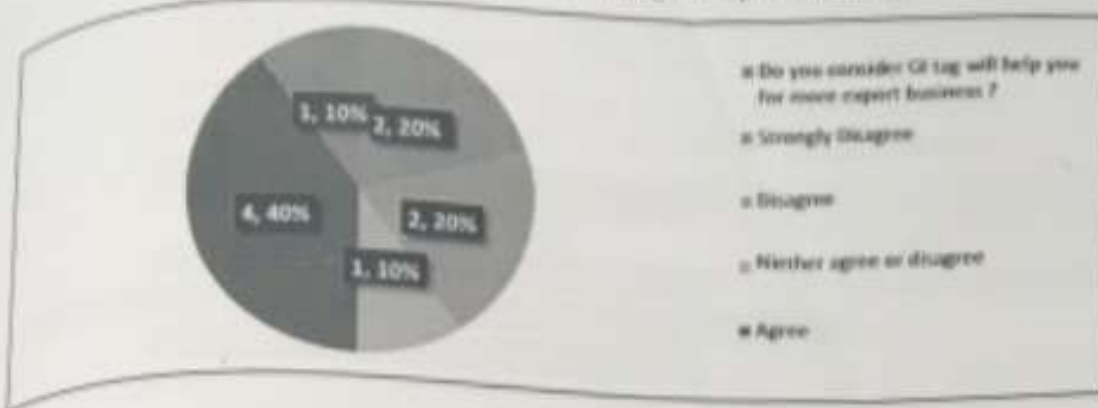


Figure 5: Financial Assistance from Government

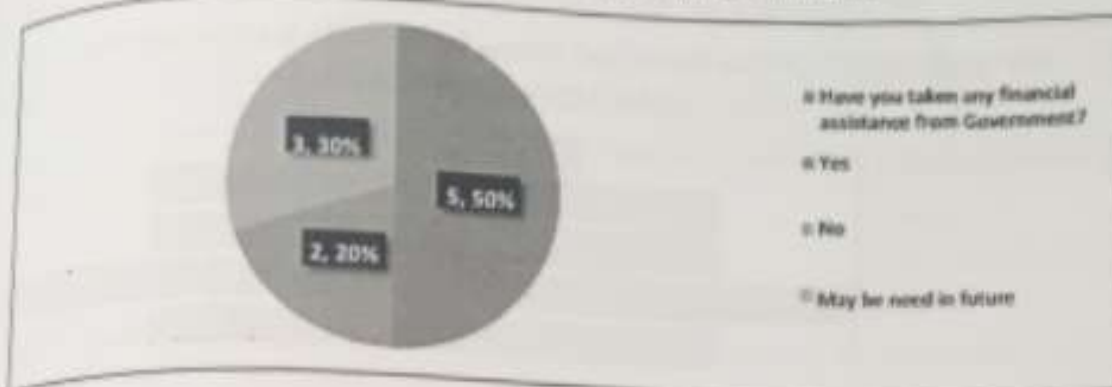


Figure 6: Expected Help from GI Tag in Sales

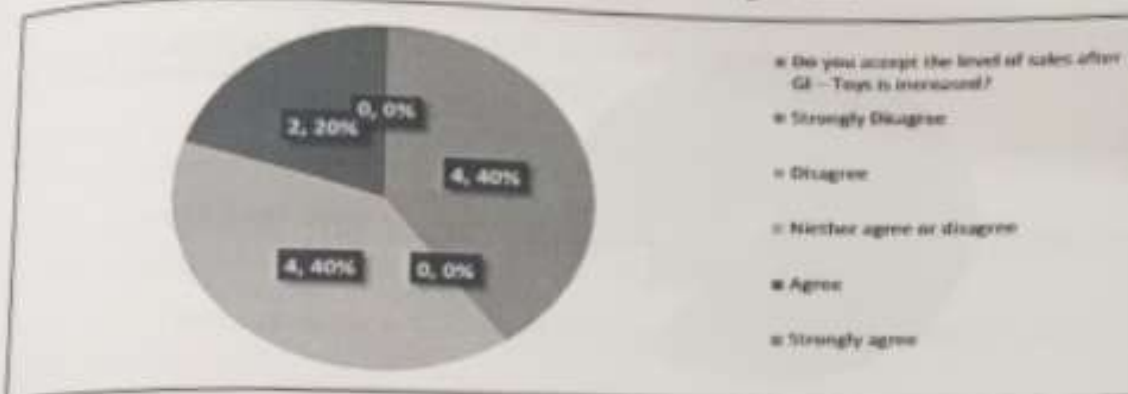


Figure 7: Expectation of Easiness in Sales Promotion after GI Tag

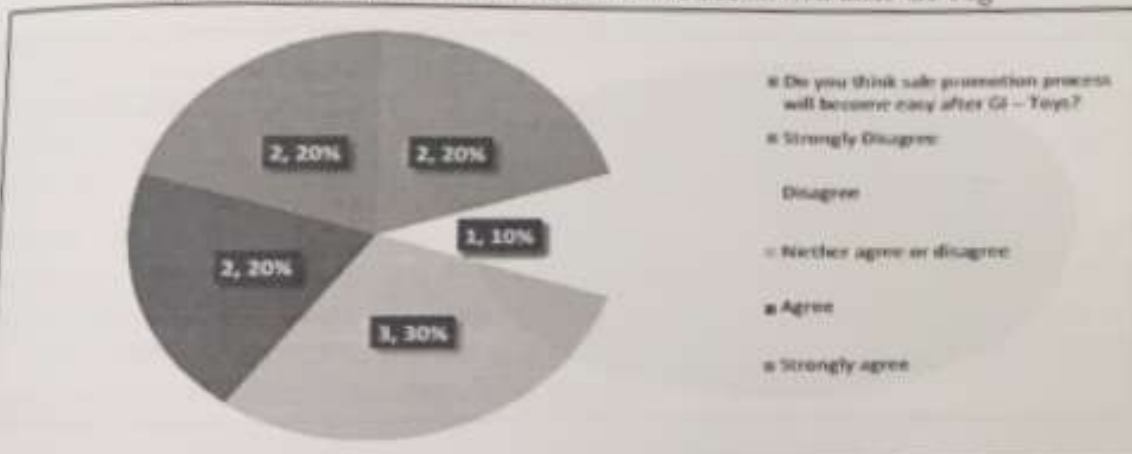


Figure 8: Expected Help from GI Tag in Payment Method

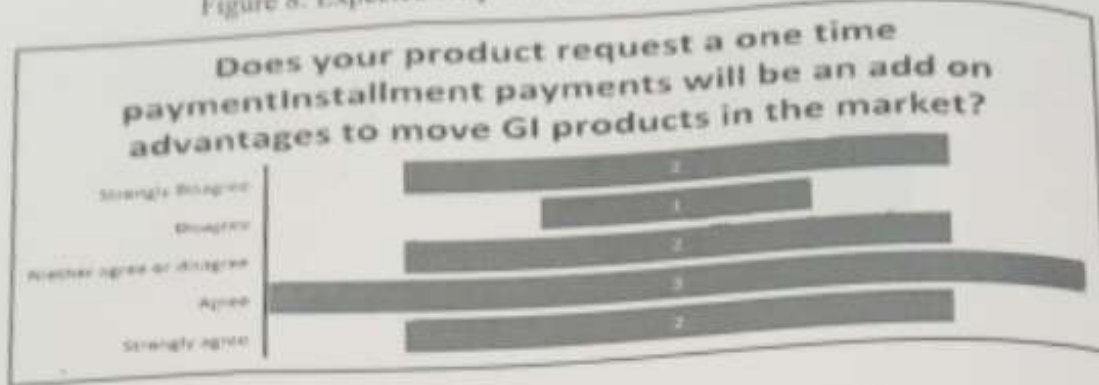


Figure 9: Expected Increment in Price Level after GI Tag

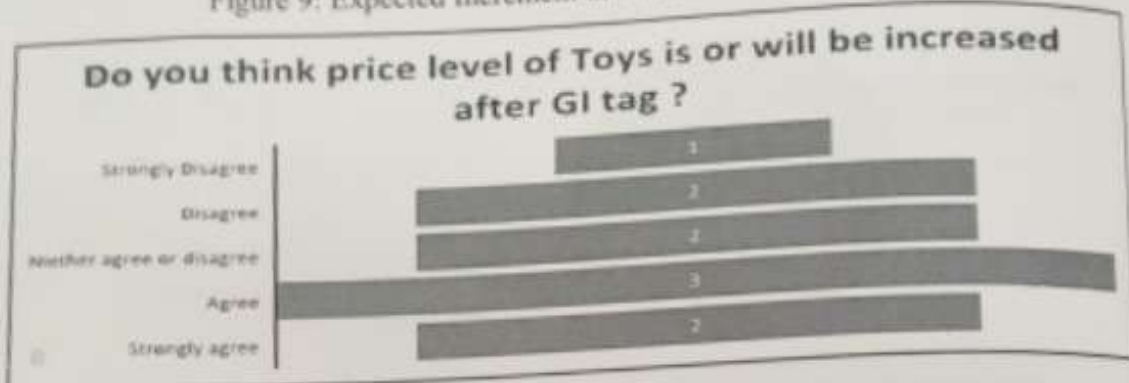


Figure 10: Product Competitiveness

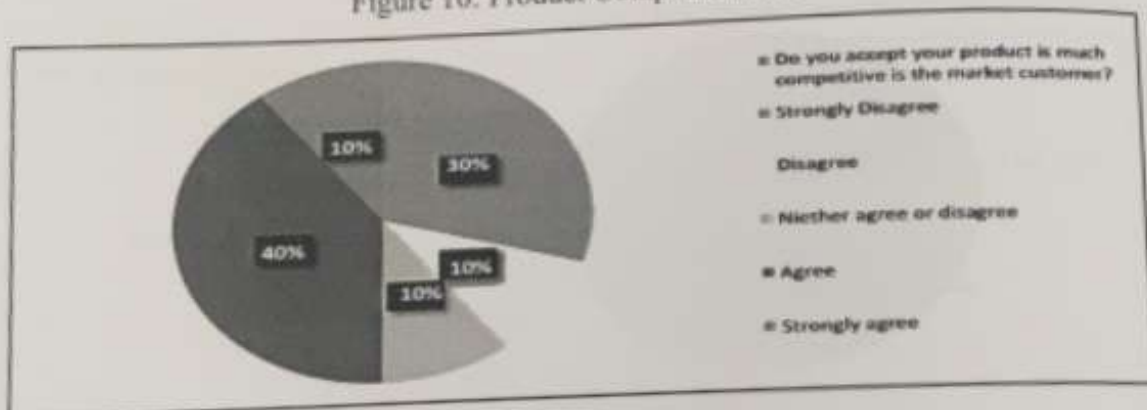
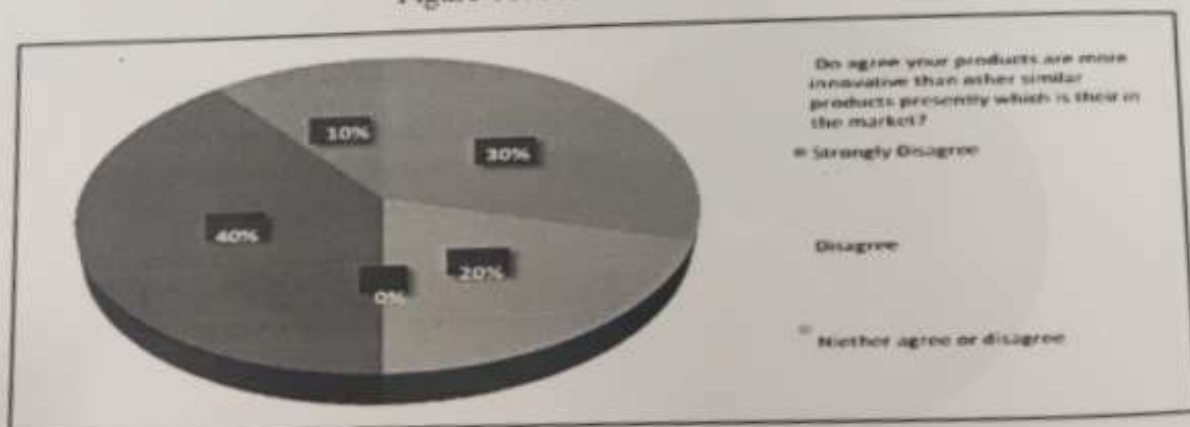


Figure 11: Product Innovation



ANALYSIS AND INTERPRETATIONS:

- 50% of the manufacturers have taken this business from their ancestors because it is treated as a family business too and for them it is the source of income.
- More than 50% are not aware of GI tag or IPR due to lack of awareness.
- After explaining things about IPR and GI, 40% of the manufacturers accept that GI tag will help the export and sales because GI-tag product will be recognized in international market.
- Only 20% of the manufacturers are agreed that the level of sales of toys after GI tag are increased due to brand image and affection on desi products.
- Manufacturers mentioned that the price level after GI tag may or may not be increased due to increase in demand.
- 30% of the manufacturers say that the government policies are not much helpful for this business due to lack of effective communication from the authorities.
- From the above study we came to know that the product is much competitive in the customer market because of its eco-friendly nature, Make in India product etc.
- At the same time Channapatna toys are more innovative than other similar products in the market by accumulation of various designs etc.

SUGGESTIONS:

- Public bodies, private organizations and educational institutions should provide awareness about IPR and GI.
- GI-tag is helpful to reduce the number of unlicensed/illegal parties who are causing damage to consumers and genuine manufacturers.
- Unfair trade practices should be avoided to enhance the revenue to the manufacturers and stop the misleading activities to the consumers.
- Authorized bodies should conduct workshops and other hands-on activities about promotion of GI-tag products.
- Government and other recognized institutions should start practice of giving GI-tag products as a gift or token of appreciation in events and programmes.
- Apart from Channapatna area, Channapatna toys outlet should be opened or set-up in all district headquarters.
- Organized students-oriented programs on Channapatna toys and GI-tag are required.

CONCLUSIONS:

Manufacturers and Consumers will get the benefits of GI tag only when effective and efficient utilization of market protocols and it can be protected from illegal repetitions. Proper marketing strategies will be helpful for better customer relationship management process.

Traditional knowledge and traditional cultural which associates with products can get the protection through authorized GI-tag. Henceforth Intellectual Property is a supremacy means for holistic development for country like India. IPR has the features of potential growth where GI-tags place a vital role in holistic development and growth. Policy-makers must stretch an attention in this regard and adore Indian GI products with honour.

REFERENCES:

1. Avin Thaliath and Anson K.J Anson K.J ISBN: 978-1-941505-14-4 Chennai, India 11- 13 July 2014 Paper ID: C4104)
2. Kundan Kishore (2018) *Journal for Intellectual property rights*, Vol.23, July-September 2018, pp159-166
3. Manjunatha, N. K. (2016). Status of Geographical Indications in India, Especially Karnataka. *Third Concept*, 30, 32-39. <https://nbn-resolving.org/urn:nbn:de:0168-ssoar-53235-4>
Nutzungsbedingungen: Dieser
4. Soumya Vinayan (2012) *Journal for Intellectual property rights*, Vol.17, January 2012, pp55-63
5. www.insightsonindia.com
6. Reports from MSMEs Karnataka