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all geographical indications should be provided an enhanced level of protection which would help improve the ability to differentiate them in the export market and prevent other countries 'usurping' their terms.

Several countries oppose this position, the chief being the United States. They argue that the existing level of protection under TRIPs is adequate and extending it to all products would disrupt existing marketing practices.

In what is arguably an attempt to justify cultural misappropriation, they argue that migrants have taken the methods of making the products and the names with them to their new homes and have been using them in good faith and should be allowed to do so. This debate seems to touch on a similar nerve. marketing practices.

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Silmat Chisti,
Founder, Nobo Design Pvt Ltd and MD, Bangladesh SME Corporation Ltd.

There are three points to consider here.

Number one is – whether weavers in West Bengal actually practice this craft? My answer would be, yes, they do. Having personally visited Phulia, West Bengal, I have seen weavers from Tangail resettled in the specified location, post Partition. These very craftspeople continued with their weaving profession in their new home.

Additionally, it can be said that there is also significant patronage from the West Bengal government to this particular sector.

Then comes the second question. Can India call a craft by the "name of a region" that belongs to a neighbouring country — over which it has no claims? It must also be mentioned that there is also no place called "Bengal" in India. So, both Tangail and Bengal are contentious labels. This is perhaps the main point to challenge. Not the craft per se, but the name is the focal point of discussion.

At the end of it, what is our takeaway? Instead of always

playing catch up, we can think of a comprehensive national survey of all GI-worthy products and start the registration processes as soon as possible, engaging the actual communities to whom the GI belongs. Additionally, we need to show real economic benefits from GI registration.

Lastly, after completion of the domestic registration, items such as Jamdani, Muslin, etc. need to be considered for GI registration in international markets such as India, the UK, the USA, and such. Side by side, we need to start thinking of patenting designs and working on craft resource centres which document and preserve heritage items.

A final point to highlight is that India and Bangladesh are both each other's markets for handloom sales. Legalities are one thing, perception is entirely another, so it is of utmost importance for all stakeholders from both nations to treat such issues with utmost sensitivity and respect, even and especially during conflict-of-interest situations.

Transcription: Star Lifestyle
Photo: Collected / STAR/ LS Archive/ Sazzad Ibne Sayed



◆ HOROSCOPE ◆



ARIES
(MAR. 21-APR. 20)

Your career may take an unexpected turn this week. Embrace flexibility. Be honest when it comes to matters of the heart. Your lucky day this week is Thursday.



TAURUS
(APR. 21-MAY 21)

Plenty of financial opportunities will present itself. Channel your creativity into personal projects. Trust your intuition. Your lucky day this week is Monday.



GEMINI
(MAY 22-JUN. 21)

Communicate clearly to avoid misunderstandings. Keep an open mind in order to grow. Take a break from regular life. Your lucky day this week is Wednesday.



CANCER
(JUN. 22-JUL. 22)

Be prepared for big challenges in the horizon. Seek out loved ones for support. Don't take the easy way out. Your lucky day this week is Friday.



LEO
(JUL. 23-AUG. 22)

Use your charm to influence positive outcomes. Always taking the lead may not be advisable. Remember to prioritise your well-being. Your lucky day this week is Sunday.



VIRGO
(AUG. 23-SEP. 23)

Stay focused and tackle tasks with efficiency. Take up some physical exercise routines. Its time to take your first steps towards your dream. Your lucky day this week is Tuesday.



LIBRA
(SEP. 24-OCT. 23)

Try to find balance between your personal and professional life. Don't go looking for a fight. Embrace spontaneity and new experiences. Your lucky day this week is Saturday.



SCORPIO
(OCT. 24-NOV. 21)

Embrace change as an opportunity for growth. Try out new interests that could ignite your soul. Everything is will happen in due time. Your lucky day this week is Thursday.



SAGITTARIUS
(NOV. 22-DEC. 21)

Step out of your comfort zone. Stand up for what you believe in. Your integrity will be rewarded. Your lucky day this week is Wednesday.



CAPRICORN
(DEC. 22-JAN. 20)

Focus on your long-term goals. Connect with loved ones. Great things await you if you are willing to take risks. Your lucky day this week is Monday.



AQUARIUS
(JAN. 21-FEB. 19)

Your unique perspective will open new avenues. Connect with like-minded individuals who share your passion. Don't be afraid to speak your truth. Your lucky day this week is Friday.



PISCES
(FEB. 20-MAR. 20)

Its time you make peace and forgive. Make plans to travel abroad. Your intuition will help you make sound financial decisions. Your lucky day this week is Sunday.



Typhoon

Fabric Care

প্রথম ওয়াশেই কাপড়ের কঠিন থেকে
কঠিনতম দাগ দূর করে।

টাইফুন... লাগে কম, তাই সশ্রয় বেশী।





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সুপার পাওয়ার

