

REQUIRED IPR FOR VALUE ADDED PRODUCTS IN REDUCTION OF AGRICULTURAL WASTAGE IN TAMIL NADU

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Abstract: The innovations of things Intellectual property rights have significance in this era of day-by-day started business. The protection granted to Trade Mark and Patents rights to the people in our country is need of the hour. In particular the provisions related to Trade Mark and Patents in value added agro produces may not follow by producers. The developing country like India must provide greater emphasis on enforcement of Trade Mark and Patent in agricultural value added products. An adequate trade mark system is very important to enterprises in developing countries because it permits them to develop domestic and foreign markets for their products. A felid survey method was employed by the researcher to collect the first hand information from four hundred and twenty five respondents. The data thus collected were subdued into suitable tabular form. Appropriate statistical tool like simple percentage, average, minimum maximum, standard deviation and chi-square test were employed. In addition to these tools, multivariate techniques like multiple regression analysis, factor analysis and Henry Garrett ranking were also used in this study to ascertain the problems in registration of trademark and patent for the value added products produced by the farmers in the study area. The farmers were selected on the basis of the value added products produced by them. 225 farmers were contacted in the district of Sivaganga and 200 hundred farmers were selected in Ramnad district. Therefore the present paper is to attempt the importance of Trade Mark and Patent practices in the reason for pre and post sales with value addition of their products at Sivagangai and Ramanathapuram districts.

Keywords: Intellectual property rights; Trade Mark and Patent; Agricultural.

INTRODUCTION

India for eternity confessed the substance of a strong Trade Mark and Patent system for the development of industry and commerce, which is evident

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for the amendments done to bring India at par with the modern world. Innovators and inventors from all fields of technology are keen on protecting their intellectual property. Intellectual property rights have significance in this era of day-by-day started business. The protection granted to Trade Mark and Patents rights to the people in our country is need of the hour. In particular the provisions related to Trade Mark and Patents in value added agro produces may not follow by producers. The developing country like India must provide greater emphasis on enforcement of Trade Mark and Patent in agricultural value added products. The Trade Mark relating to product, the grant provides exclusive right to prevent unauthorized persons from making, using, offering for sale, selling or importing the product in India. In case of Patents relating to process, the patentee receives an exclusive right to prevent unauthorized persons from using the process and offering for sale, selling or importing for those purposes the product obtained directly from the process in India. Product produced by the process is also to be protected. An adequate trade mark system is very important to consumers in developing countries, because it permits these consumers to rely on a particular standard of quality associated with the trade mark and identify the origin of the trademarked goods, rather than having no means of distinguishing goods from different sources. An adequate trade mark system is very important to enterprises in developing countries because it permits them to develop domestic and foreign markets for their products. Without an adequate trade mark system, it is very difficult to start a new business or introduce a new product line and to compete with established foreign and domestic enterprises. Hence the present paper is to attempt the substance of trade mark and patent in agricultural products.

KEY DEFINITIONS

A Trademark, Trade Mark, or Trade-Mark is a recognizable sign, design, or expression which identifies products or services of a particular source from those of others, although trademarks used to identify services are usually called service marks. The trademark owner can be an individual, business organization, or any legal entity. A trademark may be located on a package, a label, a voucher, or on the product itself. For the sake of corporate identity, trademarks are often displayed on company buildings.

A Patent is a form of intellectual property. A patent gives its owner the right to exclude others from making, using, selling, and importing an invention for a limited period of time, usually twenty years. The patent rights are granted in exchange for an enabling public disclosure of the invention. People who are employed to do research are often obligated by their employment contracts to assign inventions to their employer. In most

countries patent rights fall under civil law and the patent holder needs to sue someone infringing the patent in order to enforce their rights. In some industries patents are an essential form of competitive advantage; in others they are irrelevant.

Value added products

A change in the physical state or form of the product (such as milling wheat into flour or making strawberries into jam). The production of a product in a manner that enhances its value, as demonstrated through a business plan (such as organically produced products).

NEED FOR THE STUDY

Trade Mark relating to product, the grant provides exclusive right to prevent unauthorized persons from making, using, offering for sale, selling or importing the product in India. In case of Patents relating to process, the patentee receives an exclusive right to prevent unauthorized persons from using the process and offering for sale, selling or importing for those purposes the product obtained directly from the process in India. Product produced by the process is also to be protected. Both Patent and Trade Marks' agricultural products will increase the value of the products and it is reduce the wastage of products. This practices leads to sales and income their farmers.

STATEMENT OF THE PROBLEM

There is tremendous supply of fruits and vegetables in Sivagangai and Ramnadu districts of Tamilnadu. Entrepreneurial avenues for value added products are increasing day-by-day. It is observed that there is lack of awareness of the minds of farmers regarding usage of Trademark and Patents. The farmers and producer companies procure the vegetables and fruits for selling due to the nature of the products they concentrate more on value addition for their income increase. In the present scenario most of the farmers engage themselves in producing value added products in fruits and vegetables without proper Trade Mark and Patents absence of the Trade Mark and Patents affect the not only growth of economy but also the health of consumers. Hence the researcher is induced to take up the research in analyzing the wastage of agricultural products and conversion of new image of products in obtaining and the use of Trade Mark and Patents in their own produced value added products.

OBJECTIVES OF THE STUDY

The present study is confined to the following objectives.

1. To study the legal provisions relating to Trade Mark and Patent and value addition.
2. To views on the modification of the agricultural products through practices of Trade Mark and Patents and value addition in Sivagangai and Ramanathapuram districts.

RESEARCH METHODOLOGY

In the present study, the descriptive and analytical type research designs will be administered. Since this research describes the view of the Farmers and producer companies who are engaged in preparation and sales of the value added products. It is descriptive in nature and this study will analyze the Problems of farmers in adhering the provisions relating to trademark and patterns.

SAMPLING TECHNIQUE

The present study were covers Sivaganga and Ramanathapuram districts in Tamilnadu which are engaged in agricultural activities and in the preparation of values added products. The study will cover two districts in which farmers and the producer companies who are engaged in value added products. The sample includes team of professionals including business experts, HR professionals and Government authorities who are related to IPR. It is proposed to use sampling technique simple random sampling.

DATA ANALYSIS AND INTERPRETATION

Value addition of the agricultural products

The agricultural raw product is converted into valued products through obtaining trade mark and patents, its leads to reduce the wastage of overwhelming the stage of cultivating the agricultural products. The following steps in converting the raw products into the value added products.

Steps in creating a value-added product

- ❖ Procurement of inputs
- ❖ Converting inputs into products
- ❖ Marketing and sales
- ❖ Supply chain logistics, and
- ❖ Customer service activities



Fruit Jams and Jellies

- Prepared by boiling the fruit pulp with sufficient quantity of sugar to a moderately thick consistency
- –Jams, jellies and marmalades share approximately 17% of the total processed fruit and vegetable products
- –Fruits and vegetables like pineapple, papaya, banana, local fruits, roselle etc. can be used



Semi-processed products

- Pulp/puree from banana, pineapple, jackfruit, tomato, papaya, passion fruit
- –Juice concentrates from oranges, Assam lemons, pineapple, local fruits like jamun, peach, plum, pear etc.
- –Juice powders



Dehydrated vegetables and spices

- Controlled dehydration of vegetables consists of grading/sorting, washing, peeling/ trimming, size reduction, blanching, chemical treatment, dehydration and packing unit
- –Cabbage, cauliflower, mushroom, carrot, roselle calyces, potato, tapioca, sweet potato, chillies, onion, ginger, garlic, turmeric etc. are good for drying



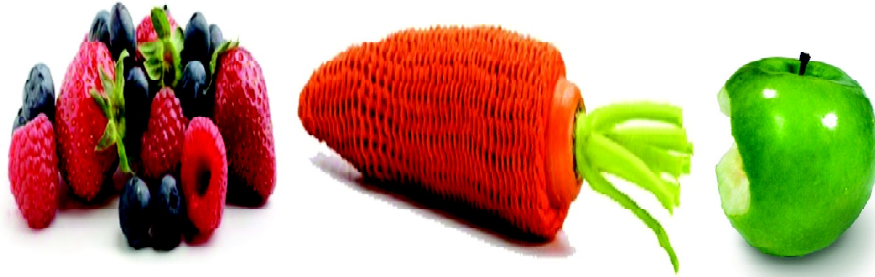
Osmo-air dried fruits

- Novel approach towards dehydration
- Osmo-air dehydrated product is near to the fresh fruit in terms of colour, flavour and texture
- Products like slices of pineapple, jackfruit etc. processed
- Osmotic agent like sugars used
- Finally air dried to about 15% moisture



Waxing of Fruit & Vegetables

- The wax emulsion is diluted with cold water and used for dipping fruits and vegetables
- Enhances the shelf life, protects fruit from fungal attack, and reduces desiccation and weight loss
- Simple and economical
- Various fruits like oranges, vegetables and spices like ginger can be waxed



Pickles and Chutneys

- Various dry and oil-based pickles can be prepared from fruits and vegetables of the region.
- –Bamboo shoot, lemons, *jalphai*, roselle, ginger, garlic, tomato, carrot, local fruits etc. can be pickled.



Potato/Sweet Potato/Tapioca Flour

- Potato and tapioca are grown in large areas
- –The process involves peeling, cutting, pre-treatment with salt and permitted preservatives, soaking, granulating, drying, grinding and packing



Banana Chips

- Chips from plantain cultivars of banana has emerging market.
- -The process is simple and can be easily adopted at rural areas
- -The technology available from AAU



Mushroom

- Can be preserved and processed into value added products by dehydration, canning, dehydration, brine preservation, conversion into pickles, soup and ketchup



Fruit Toffees and Bars

- Made from pulp of many local fruits along with certain ingredients

- –Any variety of pulpy fruits like papaya, banana, pineapple and other indigenous fruits, singly or in combination, can be used to manufacture fruit bar
- –Fruit bars are becoming increasingly popular due to good shelf life, taste, flavour and texture

Tutti frutti

- Colourful confection containing various chopped and usually candied fruits, or an artificially created flavoring simulating the combined flavour of many different fruits.
- –It is often used for making a tutti frutti ice cream flavor.
- –Papaya is largely used to make tutty-fruity, maraschino cherry etc.
- –Other local fruits can also be used
- –Consumption of these products is rapidly increasing



Tomato products

- ✓ Puree, paste, ketchup, sauce and ready- to- eat products can be prepared
- ✓ –Good domestic and export market



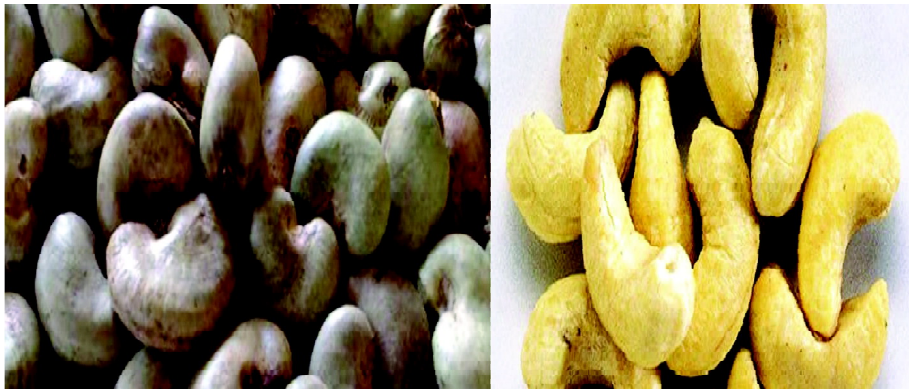
Minimally processed products

- Meets the consumers' demand for more fresh, natural, and convenient foods
- -Pineapple slices cubes etc.
- -Jackfruit pieces
- -Cucumber slices
- -Carrot discs
- -Garlic cloves
- -Orange segments



Cashew processing

- Already exist few production belts in Tripura and Meghalaya along with a small area in Goalpara district
- -Scope exists for establishing a cashew processing plant



Products using sophisticated technology

- Natural colorants
- -Natural vinegars
- -Single cell proteins
- -Oils and oleoresins



The farmers were selected on the basis of the value added products produced by them. 225 farmers were contacted in the district of Sivaganga and 200 hundred farmers were selected in Ramnad district. The survey details are furnished in the following results and discussion.

Demographic Details of the Respondents

S. No	Variable	Classification of the Variables	Frequency	Percentage
			N=425	
1	Age	Less than 25 years	20	4.70
		26 years to 35 years	83	19.52
		36 years to 50 years	216	50.82
		51 years to 70 years	106	24.94
		Total	425	100
2	Gender	Male	286	67.29
		Female	139	32.70
		Total	425	100
			N=425	
3	Education	Primary	50	11.76
		Secondary	87	20.47
		Higher Secondary	98	23.05
		Graduate	115	27.05
		Post Graduate	75	17.64
		Total	425	100
5	Total no of members working in the agricultural field	Less than 2	147	34.58
		2-4	241	56.70
		Above 4	37	8.70
		Total	425	100
6	Area of land used for agriculture	0 – 2 header of land	195	45.88
		2 – 4	141	33.17
		Above 4	89	20.94
		Total	425	100

contd. table

S. No	Variable	Classification of the Variables	Frequency	Percentage
9	Name of the fruits harvested in the field	Mango	175	22.87
		Banana	117	16.33
		Jackfruit	40	12.41
		Amla	75	45.09
		Other Seasonal Fruit	18	3.26
		Total	425	100
10	Name of the value-add products produced and fssai obtained	Jam & Jelly	90	21.17
		Juices	155	36.47
		Candy	55	12.94
		Pickles	125	29.41
		Total	425	100
11	State the quantity of fruits production	Up to 1000 kg	247	58.11
		1000-2000 kg	155	36.47
		Above 2000 kg	23	5.41
		Total	425	100
12	Where do you sell the value added products	Local Shops	127	29.88
		Department Stores	148	34.82
		Weekly Market	135	31.76
		Trade Exhibition	15	3.52
		Total	425	100
13	Choose the source of technology used for production of value-add products	Indigenous Technology	255	60
		Modern Technology	170	40
		Total	425	100
14	Have you obtained training for the production value add the products	Yes	300	70.58
		No	125	30
		Total	415	100
15	Tick the institutes offering training in value added products	Agri marketing business department	145	34.11
		agricultural academic institutions	140	32.94
		Farmer Training Institutions	90	21.17
		Others (NGO s)	50	11.76
		Total	425	100
16	Average annual turnover of value-added products	Less than 3 lakhs	145	34.11
		3 Lakhs – 5 Lakhs	185	43.52
		5 Lakhs-7 lakhs	75	17.64
		Above 7 lakhs	20	4.70
		Total	425	100

Source: primary data

Interpretation

- It is clearly observed from the above table that 50.82% of the respondents belong to the age group 36 to 50 years of age. 24.94% of the respondents belong to the age of 51 to 70 years of age.

- It is interesting to note that 32% of the respondents belong to female category and the remaining 67% of respondents belong to male category.
- The survey reveals that 27% of the respondents are graduates .23% of respondents possess higher secondary school level education.
- It is brought to lime light that 50.70% of respondents family engages 2 to 4 members in agriculture. 8% of the respondents family engages above 4 members in agriculture.
- It is observed that 36% of the respondents are producing juices as value added products. 21% of respondents are producing jam and jelly as value added product.
- The survey disclosed that 58.11% of respondents harvests fruits up to 1000 kgs.36% of the respondents produce 1000 to 2000 kgs of fruits.
- It is observed that 34% of the respondents sell their value added products in departmental stores.29% of the respondents sell their value added products in local shops.
- This study reveals that 60% of the respondents use indigenous method to produce value added products. 40% of the respondents use modern technology to produce value added products.
- The survey discloses that 70.58% of the respondents have taken training to produce value added products.
- It is observed that 34% of the respondents have attended training programs from agri market business department.32% of respondents agricultural academic institutions.
- The study discloses that 43% of the respondents annual income is 3 to 5 lakhs. 34% of the respondents annual income is less than 3 lakhs.

CONCLUSION

Creativity and innovation are the new drivers of improve the world economy. The development of a country's intellectual property rights system lies at the core of the country's development strategies. Within knowledge based, innovation driven economies, the intellectual property system is a dynamic tool for wealth creation, providing an incentive for enterprises and individuals to create and innovate a fertile setting for the development and trade in intellectual assets, and a stable changing environment from Domestic to foreign investments. Agriculture is the main occupation of many districts in Tamil Nadu. It has given an opportunity for the agriculturists to lead their life in a self contempt way. They're the harvested the agricultural raw products converted in to valued products through value addition and its leads to increase their income and not waste

of domestic agricultural products. It can be increase the sales only the possible through getting the trade mark and patent and also believe the people against the products. The aspects of branding, customized marketing and reorienting towards value addition will fetch better results.

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