

Guardians of Traditional Knowledge: Pioneering Intellectual Safeguards for India's Traditional Treasures

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I. INTRODUCTION

The concept of Intellectual Property Rights (IPR) is not novel. Intellectual property Rights refers to the legal rights granted to an individual over their original creations of minds. It grants the originator a sole entitlement to the creation.¹ According to the World Intellectual Property Organization (WIPO), Intellectual Property refers to the legal rights that arise from intellectual activity in the economic, scientific, literary, and creative domains. It is a property that cannot be physically touched or seen.² The creation under Intellectual Property must be both novel and inventive. The history and origin of Intellectual Property Rights (IPR) can be traced back to the 4th century. During that period, the individuals were duly acknowledged for their inventions. Therefore, the notion of acknowledging and compensating an individual's invention is not a contemporary advancement, but rather an age-old practice. The importance of intellectual property rights (IPR) was officially recognized in the Paris Convention for the Protection of Industrial Property, which was handled by the World Intellectual Property Organization (WIPO) in 1883. The primary inquiry that emerged pertained to the necessity for safeguarding and advancing Intellectual Property on both domestic and global scales. It was believed that ensuring intellectual property protection would stimulate greater innovation, hence fostering progress. In addition, safeguarding intellectual property will stimulate economic development on a domestic and global scale, while also enhancing the social and cultural welfare of individuals. Therefore, the system of Intellectual Property Rights

1 Savale, S. K., & Savale, V. K. (2016). Intellectual Property Rights. *World Journal of Pharmacy and Pharmaceutical Sciences*, 5(5), 2529-2530.

2 WTO | intellectual property (TRIPS) - what are intellectual property rights? (n.d.).https://www.wto.org/english/tratop_e/trips_e/intel1_e.htm.

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