

# A Study on Role of the TRIPS (Trade-Related Aspects of Intellectual Property Rights) Agreement in Conserving India's Handloom and Textile

Dr. Kiran Nagare<sup>1</sup> and Miss Pranitee Sondekar<sup>2</sup>

Assistant Professor<sup>1</sup> and TYBBA-IB Student<sup>2</sup>

MIT Arts, Commerce, and Science College, Alandi (D), Pune, Maharashtra, India

**Abstract:** *This research paper explores the role of the TRIPS (Trade-Related Aspects of Intellectual Property Rights) Agreement in conserving India's handloom and textile industries. Through descriptive research methods, including surveys and case studies, the study examines how TRIPS helps protect traditional designs and improve the quality of handloom and textile products. Findings reveal that while TRIPS offers legal tools for protection, many small artisans face challenges in accessing these benefits due to lack of awareness and the complexity of the processes involved. The study also confirms that TRIPS improves product quality but does not entirely prevent unfair competition.*

**Keywords:** TRIPS Agreements, Indian Handlooms, Textiles Conservation, Intellectual Property Rights, Geographical Indications (GIs), Traditional Designs Protection, Unfair Competition, Small Artisans