Abstract Submission for

A book on Human Rights at the Intersection of IP, Technology and Emerging Global Issues

Dr. Ram Manohar Lohiya National Law University, Lucknow
Published by Bloomsbury

By

Shivani Singh
Program Coordinator for
Law & Critical Emerging Technologies
Advanced Study Institute of Asia at SGT
University

Khushi Kesari
Program Officer, History Lab:
Community, Heritage, & Material Culture
Advanced Study Institute of Asia at SGT
University

Theme 1	Intellectual Property and Human Rights
	Cultural rights, heritage, and traditional knowledge
	Title: **Ensuring Authenticity in the Age of Technology: Combating Craftwashing and Advancing Traditional Crafts**
	This chapter explores the intersection of emerging technologies and traditional craftsmanship within the context of intellectual property and human rights, with a focus on combating "craftwashing"—the practice of misrepresenting machine-made products as handmade. In an era where technology plays a crucial role in verifying authenticity, this chapter investigates how innovations like blockchain, QR codes, and RFID are used to combat craftwashing and ensure transparency in the supply chain. Blockchain technology provides a secure and immutable record of a product's journey, while QR codes and RFID tags enhance traceability, as illustrated by their applications with products such as Nendran bananas and Alphonso mangoes. These technologies are instrumental in verifying the authenticity of Geographical Indications (GIs) and protecting traditional crafts, but

	they also bring challenges related to cost and logistics. By addressing these challenges, the chapter advocates for robust enforcement of GI protections, increased consumer education, and equitable compensation for artisans. This approach aligns with the book's focus on how technology intersects with human rights, particularly cultural rights and heritage. The chapter offers insights into protecting traditional crafts in a globalized, tech-driven world, ensuring human rights and cultural heritage are preserved amidst rapid innovation.