One District One Product Report

The Promotion of Geographical Indications (GIs) in India

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Executive Summary

One District One Product (ODOP) initiative is a government led programme that aims to promote sustainable and inclusive growth in rural areas by encouraging the development of at least one product or service in each district. The initiative aims to boost local economic growth by identifying and promoting the unique strengths of each district and supporting the development of local entrepreneurship.

Geographical indication (GI) products are goods that have a specific geographical origin and possess qualities or a reputation that are due to that origin. In India, GI products are protected under the Geographical Indications of Goods (Registration and Protection) Act, 1999. Examples of GI products in India include Darjeeling tea, Alphonso mangoes, and Banarasi silk.

The ODOP initiative can have a positive impact on the promotion and protection of GI products in India. By encouraging the development of unique products in each district, the initiative can help to identify and promote the GI products of each region. This can in turn help to increase the recognition and value of GI products, as well as boost the local economies that depend on them. Moreover, the development of GI products can be one of the key initiatives in the ODOP program.

As part of the first phase, 106 products were identified and promoted from across districts. The products witnessed 70 percent overlap with Geographical Indication (GI) tagged products in the country. Thus, most ODOP products are synonymous with GI products.

The ODOP Report on the Promotion of Geographical Indications (GIs) in India examines the importance of Geographical Indications (GIs) in India, especially as an asset for economic development. The report further analyses the present scenario of GI promotion in India, with a particular focus on mini-case studies of essential GI products and potential interventions for the same under the One District One Product (ODOP) Initiative.
The picture below depicts four GI products from different parts of the country, i.e., textiles, handicraft, agricultural and manufactured products –

Kotpad Handloom from Koraput, Odisha – Kotpad Handloom is a traditional handloom textile from the Kotpad village in Koraput district of Odisha, India. The fabric is known for its earthy and muted colors, which are derived from the natural dyes used, such as Aal, Harada, and Madder. The involvement of the Mirgan community in making Kotpad Handloom has helped to preserve the traditional craft and the cultural heritage of the region. It has also provided a livelihood for the community members and helped to promote sustainable rural development in the area. The community is known for its expertise in spinning, weaving, and dyeing the organic cotton yarn used to make Kotpad Handloom.

Naga Mircha from Kohima, Nagaland – Naga Mircha, also known as Bhut Jolokia or Ghost Pepper, is a chili pepper variety that is native to Northeast India, particularly Nagaland. It is known for its extreme spiciness and is considered one of the hottest peppers in the world. Naga Mircha has gained worldwide recognition for its extreme spiciness, and it has been used in various challenges and competitions to test people’s tolerance for heat. It has also been used as an ingredient in weapons and as a means of self-defense by the indigenous people of the region.

Kutch Embroidery from Kutch, Gujarat – Kutch embroidery is a form of traditional hand embroidery that originated in the Kutch region of Gujarat, India. Kutch embroidery has gained popularity in recent years and is now recognized as an important form of Indian handicrafts. It is often used in contemporary fashion and has been incorporated into the designs of many Indian designers. Several organizations and NGOs have also been working to promote the art and empower the women artisans who practice it.

Coimbatore Wet Grinders from Coimbatore, Tamil Nadu – Coimbatore is known as the “wet grinder capital of India” because it is home to a large number of manufacturers and suppliers of these appliances. In recent years, Coimbatore Wet Grinders have gained popularity not just in India, but also in other countries, due to their quality and performance. They are exported to various parts of the world, including the United States, Europe, and the Middle East. Overall, Coimbatore Wet Grinders are an integral part of South Indian cuisine, and their popularity is only set to grow as more people discover the unique taste and texture of dishes prepared using these appliances.
Extensive field research and stakeholder consultations have helped to identify the challenges and opportunities for growth of each of the mentioned products. Based on the findings, proposed interventions have been suggested as next steps that can be taken to fully utilize the intrinsic value and potential of the products. The significance and potential impact of promoting Geographical Indications (GIs) are emphasized through the following three key recommendations that can be further implemented in future schemes or interventions.

Quick Response (QR) Tracking and Profiling of GI products – to protect against counterfeiting and ensure the genuineness of authentic GI products

Creation and strengthening of infrastructure for GI products – including large infrastructural requirements to create economies of scale as well as small interventions like providing appropriate technology to push growth

Scheme for Promotion of GI products – financial assistance to implement proposed interventions for GI products such as branding and marketing, product diversification, capacity building and technology up-gradation
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An Introduction to Geographical Indications

1.1. Concept of GIs

In the recent years, geographical indications (GIs) have emerged as a significant intellectual property rights (IPRs) issue in the Indian context. The term generally refers to the product’s specific geographic origin in a particular region or locality, and GIs are established to distinguish products that possess unique qualities resulting from environmental factors, processing methods, or manufacturing skills. (Das, 2010). Geographical Indications (GIs) refer to the indicators of a product that identify its origin from a specific geographical area and its possession of certain qualities, reputation, or characteristics that are essentially attributable to that origin.

1.2. Protection of GIs

Geographical Indications (GIs) are protected under national laws in many countries and through international agreements. The protection of GIs aims to prevent unauthorized use of geographical names or signs of origin on products that do not originate from the designated region and do not meet the required standards or characteristics.

The protection of GIs can take different forms, depending on the legal framework of each country.

This definition, provided by the World Intellectual Property Organization (WIPO) in 2018, highlights that the indicators of a product’s origin is, in fact, the GIs. The term “Geographical Indication” (GI) has its origins in the Paris Convention for the Protection of Industrial Property, which was signed in Paris, France in 1883. The expressions ‘appellation of origin’ and ‘Indications of source’ were used and subsequently delineated in the Lisbon and Madrid Agreements.

In some countries, GIs are protected through a certification or registration system, where the use of the GI is only allowed for products that meet specific criteria and are certified by a designated authority. This form of intellectual property (IP) may be protected in various legal means such as unique systems, international agreements, national legal provisions.
1.3. Geographical Indications in India

In India, Geographical Indications (GIs) are protected under the Geographical Indications of Goods (Registration and Protection) Act, 1999. This act provides legal protection to goods that are produced in a particular geographical region and have unique qualities, characteristics, and reputation associated with that region. The GI tag not only protects the product from imitation and misuse but also enhances its commercial value and helps in promoting the product in the domestic and international market. The geographical indication has significant potential since it protects the historical and cultural legacy, apart from the product itself (Sampath 2019). India presently has over 400 products that are protected under Geographical Indications (GIs), according to the Department for Promotion of Industry and Internal Trade (DPIIT) in 2023. Karnataka is the state with the highest number of registered GIs, with 48 products registered.

The TRIPS Agreement, considered the most comprehensive multilateral agreement on intellectual property, is applicable to all members of the WTO. Interestingly, it sets out a minimum standard of protection for all Geographical Indications (GIs) under Article 22. Furthermore, it provides additional protection of an almost absolute nature for wines and spirits under Article 23. For instance, a sparkling wine produced outside of France’s Champagne region cannot use marketing phrases such as ‘Champagne-style wine’ or ‘imitation Champagne’ and can only be marketed as sparkling wine.

This has led to an increasingly significant debate on the need to extend such absolute protection even for other GIs apart from wines and spirits. On the contrary, in India, the Geographical Indications (GI) Act provides “absolute” protection to all products that are registered as geographical indications, including wines and spirits, as long as they comply with the TRIPS provisions. This provision ensures uniform protection of geographical indications throughout the country.
1.4. Importance of GIs in supporting rural economies in India

Certain communities worldwide are known for their unique products, upon which their livelihoods heavily rely. A GI tag acknowledges these products and safeguards the economic livelihoods of their producers. These specialty products are often associated with cultural and geographical identity, and they highlight a rich history of craftsmanship, community, and civilization. GI tags allow producers to distinguish their products and market them as authentic, thereby encouraging generations of artisans, chefs, and other professionals to continue their traditional practices.

Rural Inclusivity: The GI tagged traditional products doesn’t only symbolize the local character through the harmonization of natural resources and cultural methods but also evokes a sense of nostalgia. These products create a sense of belongingness for the habitants and are an attractive tool for tourists wanting to explore local identities in rural areas.

Positive externality: GI tags also safeguards professionals from competitive prices and factory processes. The tags help create a legacy and mobilize domestic profits by earning premium brand prices and boosting exports. Furthermore, GI tagged products contribute to local employment creation, which may prevent rural–urban migration, help sustain livelihoods and improve living standards for locals. These products also have the potential to create a positive externality by boosting income and employment opportunities across the supply chain.

In addition to legislative measures, the Indian government has taken initiatives to modernize the administrative framework covering Intellectual Property Rights (IPR). Projects aimed at modernizing the IPR offices are intended to streamline the application process, making it more convenient and encouraging domestic products to seek IPR protection.

The first product in India to receive a geographical indication tag was Darjeeling tea. To demonstrate its historical significance, products that receive the GI tag are required to have been in circulation for at least a century. Furthermore, the uniqueness of the product must be supported by evidence of its distinctive features or production methods. The product must also have a tangible benefit due to its usage in the physical world. For instance, the production of Kashmir Pashmina Shawl has its origins in the valley of Kashmir, where artisans use traditional Charkha to spin and weave the Pashmina using traditional techniques. A GI mark for Kashmir Pashmina signifies that it is hand spun and hand woven from fiber with a diameter of 12-16 microns and originates from Jammu & Kashmir.
2. Promotion of GI Products under One District One Product Initiative

2.1. One District One Product Initiative (ODOP) Initiative

The One District One Product (ODOP) Initiative is a transformational step aimed at manifesting the vision of the Prime Minister of India to foster balanced regional development across all districts of the country. The idea is to select, brand, and promote one product from each district (One District – One Product) to enable holistic socio-economic growth across all regions. The products vary across the length and breadth of the country while also touching upon multiple sectors with existing clusters and communities that have already created a niche identity for themselves.
2.1. GI products under ODOP

The Geographical Indications (GIs) play a crucial role in the success of the ODOP (One District One Product) Initiative, with over 70% overlap between the two. This is because many of the products that are synonymous with a particular district have also received a GI tag from the same community or region. In fact, out of the initial list of 106 ODOP products, 80 were GI products. This indicates the strong connection between local communities and their unique products.

As of now, the ODOP program has identified over 160 products out of the 400+ GI tagged products, highlighting the potential for leveraging the GI tag to support the growth and recognition of local products and industries. Some examples of the work undertaken on the promotion of GI products under ODOP is as follows:

<table>
<thead>
<tr>
<th>Product Development</th>
<th>Sales Improvement</th>
<th>Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interventions undertaken to enhance the product quality</td>
<td>Promoting products by strengthening trade linkages and increasing overall sales</td>
<td>Creation and generating awareness of brand identities with targeted storytelling and promotion across multiple digital platforms.</td>
</tr>
<tr>
<td>- Product Diversification</td>
<td>- Domestic &amp; International Marketing</td>
<td>- Market Opportunities</td>
</tr>
<tr>
<td>- Technology Upgradation</td>
<td>- E-Commerce Onboarding Assistance</td>
<td>- Buyer Needs</td>
</tr>
<tr>
<td>- Upskilling &amp; Training</td>
<td>- International exposure</td>
<td>- Certificates</td>
</tr>
<tr>
<td>- Quality Standardisation</td>
<td></td>
<td>- Scheme Facilitation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Support</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Feedback Capturing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Funding, Marketing</td>
</tr>
</tbody>
</table>

In the first phase, a total of 106 products from various sectors including agriculture, handicrafts, textiles, and manufacturing were selected. The Initiative has now finalized an expanded list of products covering all 761 districts. The scope of work under this initiative can be better understood through the following categories:
Product Action Reports

In collaboration with the Directorate General of Foreign Trade (DGFT), detailed reports on the action plan have been created for Geographical Indications (GIs) products under the ODOP initiative. These reports identify the current bottlenecks in the supply chain and propose possible interventions to address them. The reports include Export Import (EXIM) analysis, primary research on challenges and issues faced by stakeholders, and a sequence of action-oriented steps to be taken by various ministries, departments, and autonomous organizations. By developing a comprehensive action plan, we can address the challenges faced by local communities in the production and marketing of GI products, and pave the way for sustainable growth and recognition of these unique products.

Buyer–Seller Meets (BSMs) and Creating Market Linkages

To facilitate trade and enhance access to markets, the ODOP initiative has conducted multiple buyer–seller meets (BSMs) on various GI products, including

- Agricultural products such as Mangoes (Alphonso, Kesar, Banganapalli and Jardalu); Bananas (Jalgoan), Chillies (Guntur, Naga)
- Textile products such as silks (Muga, Banarasi, Bhagalpur), handlooms (Pashmina, Zari-Zardozi)
- Handicrafts such as Sahranpur woodcraft from Uttar Pradesh, Bidriware from Karnataka, Sankheda furniture from Gujarat

Buyer–seller meets have been organized under the ODOP initiative in collaboration with various Indian embassies worldwide. These events have been held in several countries, including Japan, Russia, Tunisia, Saudi Arabia, and Taiwan, to promote and showcase local Geographical Indications (GIs) products. Thanks to the initiative’s support, we have seen some significant achievements in trade, such as the first-ever commercial shipment of GI-tagged Jardalu mangoes from Bhagalpur, Bihar, to London, UK. In addition, the ‘Mango Festival of India 2021’ in Tokyo, Japan, was organized to showcase Indian GI-tagged mangoes across 25 locations in the city, which led to a consignment being facilitated. Similarly, during the ‘Indo–Russia Agribazaar’, a virtual expo, an order for over 60 tonnes of...
grapes, including GI-tagged Nashik Grapes, was placed. These initiatives have been instrumental in creating awareness and demand for local GI products, expanding their reach to global markets, and promoting sustainable growth of local communities. Another key initiative in creating access to markets includes e-commerce onboarding of artisans and producers of GI tagged products in rural India, including Kutch embroidery from Gujarat, Bidriware from Karnataka, Moradabad metal crafts from Uttar Pradesh.

● Training and Upskilling

ODOP engages in upskilling and capacity building initiatives for artisans and producers to support the promotion of Geographical Indication (GI) products. In recent times, ODOP has conducted design training programs for artisans of Muga Silk from Kamrup, Assam, and Molela Craft from Rajsamand, Rajasthan. This training will assist the artisans in modernizing their products and enhancing their marketability, while simultaneously preserving the craft’s distinctiveness and authenticity.

● Showcase and Awareness Creation

ODOP is developing a brand identity for Geographical Indication (GI) products across various platforms, including social media creatives and posts. Additionally, they are showcasing a broad range of GI products at significant events such as the GI pavilion at the 2022 India International Trade Fair held at Pragati Maidan, New Delhi.
3. Case Studies: GIs under ODOP

This segment offers an in-depth examination of several products that have been granted Geographical Indication certification. It does so, by presenting mini-case studies of products hailing from four different Indian states. Each of the products is distinguished in its own category. The case studies have been compiled from primary research conducted by the ODOP initiative. To provide insight into each product, the case studies include a brief introduction, a description of the challenges faced by stakeholders, and proposed interventions to overcome them.

I. Kotpad Handloom

ODOP District – Kotpad, Odisha

Kotpad handloom fabric from Odisha is famous for its exquisite vegetable-organic dyed textile. It is the first handloom fabric in India that received the geographical indication of India tag in 2005. An old age tradition of the ‘Mirgan’ community of Kotpad district, this textile was traditionally woven for “Bhotada”, “Dharua”, and the neighbouring tribal communities. The cotton sarees with solid border and Pata Anchal, dupatta with typical Buties / motifs on cotton, silk, handloom stoles, and dress materials are manufactured from the Aul tree (Morinda citrifolia) grown in this area.
The iconography and motifs used reflect nature (hut, crabs, fish) and the immediate cultural surroundings (boat, temple, Taxes).

The Kotpad handloom reflects classical hand skills and the cultural heritage of Odisha, distinguished for being a comfortable fabric for all climates. Local legends suggest that the Kotpad cloth prevents skin diseases due to the exquisite organic dyes.
The insights detailed below for the mini-case study are drawn from primary research conducted by the ODOP Team at Koraput District, Odisha:

<table>
<thead>
<tr>
<th>Opportunities for Growth</th>
<th>Proposed Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Appropriate Technology</strong></td>
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<tr>
<td>Simple and appropriate technological interventions could potentially decrease the lead time required for the handmade product</td>
<td>In order to solve basic issues, a focused approach could be adopted, such as providing cushioned/proper seating for weavers to do the work efficiently.</td>
</tr>
<tr>
<td><strong>Environment</strong></td>
<td></td>
</tr>
<tr>
<td>To ensure the continued availability of natural dyes for the Kotpad handloom, it is recommended to explore alternative sources of dyes that are also organic and eco-friendly. While the Atul tree has been traditionally used for this purpose, the concerns raised by the State Forest Department of Koraput regarding the impact of plucking on the tree’s life need to be addressed. By exploring alternative sources of natural dyes, we can maintain the authenticity and sustainability of the Kotpad handloom while also mitigating the potential negative impact on the Atul tree.</td>
<td>To support the sustainability of the Kotpad handloom and promote afforestation of the aul tree, it is recommended to collaborate with the Ministry of Textiles and advocate for initiatives such as the ongoing plantation project in Thenguda. Additionally, research should be conducted to scientifically validate the claims of the tribals regarding the impact of harvesting Aul tree root-ends on the tree’s lifespan. By obtaining evidence-supported proof, we can work towards lifting the ban on harvesting root-ends and ensure a smooth supply of the essential raw material for natural dye production. This will not only support the traditional art of Kotpad handloom but also contribute to the preservation of the local ecosystem.</td>
</tr>
</tbody>
</table>
### Branding & Awareness

| The uniqueness of Kotpad Handloom is reflected in its limited selection of vegetable-dyed colors, including various shades of red, maroon, and black. Nevertheless, counterfeit colors made with synthetic dyes are being sold at a lower cost, which undermines the authenticity of Kotpad Handloom. Additionally, the production capacity of Kotpad weavers exceeds current market demand. |
| To increase consumption and demand for Kotpad handlooms, branding and awareness campaigns could be launched across various platforms, including mass and social media, as well as expos and fairs. These campaigns should highlight the laborious process involved in creating Kotpad handlooms, as well as the range of colors available in authentic vegetable dyed Kotpad. However, targeted marketing efforts should also be implemented in conjunction with these awareness campaigns. |

### Design Interventions

| The Kotpad handloom fabric has traditionally been utilized in the creation of sarees or dupattas. Nevertheless, there is potential to expand the market appeal of this fabric by incorporating it into the production of various other products. |
| The uniqueness of Kotpad Handloom is reflected in its limited selection of vegetable-dyed colors, including various shades of red, maroon, and black. Nevertheless, counterfeit colors made with synthetic dyes are being sold at a lower cost, which undermines the authenticity of Kotpad Handloom. Additionally, the production capacity of Kotpad weavers exceeds current market demand. |

### II. Naga Mircha

**ODOP District – Kohima, Nagaland**

Naga chilli is an indigenous crop of Nagaland believed to have originated from the Zeliangrong area of Nagaland. It is extensively grown in Peren, Mon, Kohima and Dimapur. It is considered one of the hottest chillies globally, clocking in over 10,00,000 SHUs on the Scoville scale for pungency. Naga mircha, the spicier variety of Bhut Jolokia or Ghost Pepper, is a more commercially grown chilli with high levels of capsaicin and is abundantly used in pharmaceuticals and cosmetics like pain balms, skin ointments and prickly heat powder. Traditionally, it has been used by tribal communities as a pest-repellent and an anti-venom too.
The product is organic by default and has gained a renowned reputation, with regional titles such as the Raja Mircha (‘King of Chillies’), Chudi (‘King of Hotness’) and Chaibe (‘Chieftain’). Due to the crop’s high perishability (fresh chillies have a shelf life of 3–4 days), the chillies are generally dried in the sun, after which they are either frozen or smoked for preservation. It may also be noted that the chilli is harvested in July and August for the highest pungency. The chilli received its GI certification in 2008. The chilli has gained popularity worldwide after being exported for the first time to London in 2021.

The insights detailed below for the mini-case study are drawn from primary research conducted by the ODOP Team at Kohima District, Nagaland:

<table>
<thead>
<tr>
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<th>Proposed Interventions</th>
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</thead>
<tbody>
<tr>
<td><strong>Appropriate Technology</strong></td>
<td></td>
</tr>
<tr>
<td>The traditional method of drying and smoking fresh chillies in Nagaland imparts a unique smoky flavor and dark color, which may not be appealing to larger markets outside the region. Additionally, solar drying is impractical due to the harvesting schedule during the monsoon season. As a result, alternative technology interventions that are appropriate for the situation are required.</td>
<td>Technology upgrades through the provision of dryers to preserve chillies should be done. Smokeless firewood dryers are most appropriate due to the abundance of firewood. Hot air circulation drying ovens run on gas or electricity may be considered, along with an effective source for power. Relevant schemes such as the Creation/Expansion of Food Processing and Preservation Capacities (CEFPPC) Scheme of the Ministry of Food Processing Industries (MOFPI) may also support the above.</td>
</tr>
<tr>
<td><strong>Infrastructure &amp; Transportation</strong></td>
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<tr>
<td>Transportation methods need to be improved to effectively transport fresh chillies due to their highly perishable nature, despite the high demand primarily for export.</td>
<td>The implementation of schemes related to cold storage, reefer vehicles, and processing/packaging, which are relevant to Ministries and Departments, should be carried out.</td>
</tr>
</tbody>
</table>
### Product Diversification

<table>
<thead>
<tr>
<th>Scheme of Cold Chain, Value Addition and Preservation Infrastructure - MOFPI</th>
<th>Market analysis is needed on the most viable value-added products to market from Naga Chilli. This may be accompanied by training programs to bring awareness, encourage and scale healthy product diversification.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture and Processed Foods Export Promotion Scheme - APEDA</td>
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<tr>
<td>Agriculture Infrastructure Fund - Ministry of Agriculture &amp; Farmers Welfare</td>
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</tbody>
</table>

### Market Linkages

<table>
<thead>
<tr>
<th>Given its famous reputation as one of the world's hottest chillies, there is scope to market the product in various forms such as chilli flakes, powders, pickles, sauces, organic pesticides and pepper sprays</th>
<th>To enhance visibility, it would be beneficial to organize Buyer-Seller Meetings (BSMs) and increase the presence of Naga Chilli sellers at significant expos, trade fairs, and exhibitions. Additionally, the products should be listed on primary e-commerce websites, and branding and awareness campaigns about the unique features and advantages of Naga Chilli should be launched. Moreover, to encourage larger-scale cultivation of Naga Chilli, growers could receive training and awareness through business organizations.</th>
</tr>
</thead>
</table>
Credit Support

To enhance visibility, it would be beneficial to organize Buyer-Seller Meetings (BSMs) and increase the presence of Naga Chilli sellers at significant expos, trade fairs, and exhibitions. Additionally, the products should be listed on primary e-commerce websites, and branding and awareness campaigns about the unique features and advantages of Naga Chilli should be launched. Moreover, to encourage larger-scale cultivation of Naga Chilli, growers could receive training and awareness through business organizations.

Financial assistance and incentives through relevant schemes may be implemented such as:

- Interest Subvention Scheme on short-term crop loans; Kisan Credit Card – NABARD
- Pradhan Mantri Fasal Bima Yojana (PMFBY) – Ministry of Agriculture & Farmers Welfare

III. Kutch Embroidery

ODOP District: Kutch, Gujarat

Kutch embroidery, which was originally pursued as a leisure activity by the Kathi tribal women, has now evolved into a distinctive handicraft that is synonymous with the tribal communities of Kutch, and has played a noteworthy role in enriching India’s embroidery traditions. Gujarat, known for its rich legacy in crafts and embroidery, is home to Kutch embroidery clusters located in Kutch and Saurashtra. The motifs of Kutch embroidery draw inspiration from diverse architectural patterns, such as the ‘Heer Bharat’, which features tiny mirrors embedded within the embroidery design. This embroidery style is renowned for its vivid and striking use of colors, with green, indigo, black, red, yellow, and white being the primary hues employed. Additionally, the embroidery incorporates intricate beadwork with remarkable precision. While Kutch embroidery is predominantly executed on cotton fabric, some specific designs are also practiced on silk and satin materials.
Kutch embroidery, which has been in existence for centuries (with some tracing its origins back to the period of Lord Ram), has maintained its popularity and has even grown in popularity worldwide. The government has recognized its significance and has included it in the List of Geographical Indication under the Trade-Related Intellectual Property Rights (TRIPS) Agreement. The incorporation of Kutch embroidery in modern clothing, thanks to continuous innovation in designs and the products on which it is practiced, has attracted the attention of many designers.

The insights detailed below for the mini-case study are drawn from primary research conducted by the ODOP Team at Kutch, Gujarat:

<table>
<thead>
<tr>
<th>Opportunities for Growth</th>
<th>Proposed Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Protection of Authenticity</strong></td>
<td>Machine-made duplicates of the product are increasing in the market, posing a threat to Kutch Embroidery products’ authenticity. A mechanism of distinguishing authentic products would help ensure fair pricing for artisans.</td>
</tr>
<tr>
<td><strong>GST Support</strong></td>
<td>Artisans have expressed that their earnings have been reduced due to lack of GST registration &amp; inability to complete filings. Further, it is hard to understand and has eaten into their share of profits. This presents a unique opportunity involving financial literacy and awareness.</td>
</tr>
<tr>
<td><strong>Market Linkages</strong></td>
<td>A highly remote area that had been heavily dependent on tourism for sales, the COVID-19 pandemic brought a new challenge of inaccessibility for traders.</td>
</tr>
</tbody>
</table>
IV. Coimbatore Wet Grinder

**ODOP District: Coimbatore, Tamil Nadu**

The Coimbatore Wet Grinder is a household appliance used to prepare the batter for rice-based foods common in the Southern part of India (such as Idli, Dosa). Traditionally, these wet grinders were hand-operated, with the grinding done via natural stones. By 1955, the mechanical wet grinder was invented, and Coimbatore emerged as a unique industry cluster due to the availability of the natural stones ideal for wet grinders. These natural stones suitable for the grinder9 are found nowhere else in the world, lending it a unique factor, and thereby earning the product its geographical indication in 2006.

It presents an opportunity for e-commerce to act as a catalyst that opens needed sales opportunities.

- E-commerce onboarding has to be accompanied by handholding at all levels, including digital assistance, photography, packaging.
- Post onboarding training has to be given to artisans on order fulfilment and business development.

Buyer-Seller Meetings (BSMs) and extending the presence of Kutch embroidery at key expos, trade fairs, and exhibitions will also help create visibility.

Apart from the natural factors, well-developed industry clusters such as motors, foundry, electroplating, and stone machining, can supply components to the wet grinder industry. The availability of a skilled workforce makes the district ideal as an industrial cluster. Today, various types of grinders are available, including domestic and industrial models with modern modifications, making them user friendly.

The insights detailed below for the mini-case study are drawn from primary research conducted by the ODOP Team at Coimbatore, Tamil Nadu:

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Protection of Authenticity</strong></td>
<td></td>
</tr>
<tr>
<td>While the Coimbatore wet grinders have become a household appliance for South Indian rice-based dishes, there is an untapped opportunity to use of Coimbatore Wet Grinders as ‘melanger’ machines, i.e., traditional chocolate-making machines.</td>
<td>Diversifying the wet grinder into melanger machines requires engineering and simple modifications to the original design of the wet grinder. R&amp;D and support for in-house engineering are critical steps in the process.</td>
</tr>
<tr>
<td><strong>Sourcing of Raw Material</strong></td>
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<tr>
<td>Manufacturers have expressed difficulty sourcing raw material as a widespread violation in mining activities in Uthukuli (which provides the stone suitable for wet grinders), resulting in a ban on mining activities in the area.</td>
<td>Better regulation of the quarrying industry and the introduction of scientific mining by government approved quarriers would ensure a steady and sustainable supply of raw material.</td>
</tr>
<tr>
<td><strong>Branding &amp; Marketing</strong></td>
<td></td>
</tr>
<tr>
<td>Accompanying product diversification into the making of melanger machines, branding and promotion are required for the product to be accepted by consumers especially, in the export market.</td>
<td>Branding and awareness campaigns on the uses of the wet grinder as a melanger machine may be pursued on various platforms – digitally through mass and social media. At events such as expos and fairs, awareness will also lead to increased consumption and demand. It must be accompanied by targeted marketing.</td>
</tr>
</tbody>
</table>
3. Current Scenario

The Department for Promotion of Industry and Internal Trade (DPIIT) has taken several initiatives to promote and market GIs. It has undertaken a comprehensive and holistic campaign to promote GIs by launching a standard logo and tagline for Geographical indications of India (TPCI 2020). As of July 27, 2022, the Office of Geographical Indications has registered 420 GI Applications. Out of which 391 are Indian GI Applications and 29 are Foreign GI Applications. 77 GI Applications were registered during the period 2019-20 to 2021-22. Additionally, office has registered 20 Indian GI Applications related to Food products (DPIIT, 2023)

<table>
<thead>
<tr>
<th>Sr.No</th>
<th>Year</th>
<th>No. of GI Registered</th>
<th>Percentage</th>
<th>Sr.No</th>
<th>Year</th>
<th>No. of GI Registered</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1</td>
<td>2004 - 2005</td>
<td>03</td>
<td>0.81</td>
<td>.10</td>
<td>2013 - 2014</td>
<td>22</td>
<td>5.95</td>
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<tr>
<td>2</td>
<td>2005 - 2006</td>
<td>24</td>
<td>6.49</td>
<td>.11</td>
<td>2014 - 2015</td>
<td>20</td>
<td>5.41</td>
</tr>
<tr>
<td>3</td>
<td>2006 - 2007</td>
<td>03</td>
<td>0.81</td>
<td>.12</td>
<td>2015 - 2016</td>
<td>26</td>
<td>7.03</td>
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<tr>
<td>5</td>
<td>2000 - 2009</td>
<td>45</td>
<td>12.16</td>
<td>.14</td>
<td>2017 - 2018</td>
<td>26</td>
<td>7.03</td>
</tr>
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</table>

Additionally, the government is also working towards strengthening post-GI activities because while pre-GI activities protect IP rights, post-GI activities endorse the brand in the market (DPIIT, 2023). This may be noted in various activities spearheaded by both the union and state governments.

For instance, Kerala’s IPR cell works in structuring post-GI activities such as organizing awareness programmes, branding, marketing campaigns, initiating packaging designs and ensuring consistent quality standard checks.

Additionally, e-commerce portals have also entered the market, and their presence greatly helps in disseminating the right product information to end-consumers. The Government of Karnataka has also signed an MoU with Flipkart to enable the sale of GI products.

At the Centre, the Department for Promotion of Industry and Internal Trade (DPIIT) under the Ministry of Commerce and Industry plays a key role from the registration and classification process to the release of the GIR Journal. GI Registry regularly conducts Awareness programmes for stakeholders on GI at various places in the country and provides necessary hand-holding facility to the applicants in the filing and processing of their GI applications. Further, the Cell for IPR Promotion and Management (CIPAM) ensures ‘focused action’ including awareness campaigns, training and sensitization programs for enforcement agencies, and coordination for effective enforcement of IPR rights.

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<td>16</td>
<td>.17</td>
<td></td>
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</tbody>
</table>

Source: Patel and Zala (2021)
4. A need for further GI tagging

The initiative to promote Geographical Indication (GI) labeling is aligned with the Honorable Prime Minister’s Atma Nirbhar Bharat campaign, which seeks to encourage self-reliance in India. The primary objectives of this initiative are to create awareness, educate consumers, and motivate producers about the significance of GI labeling.

With 391 distinct products currently registered for GI labeling, there exists a vast array of opportunities for promoting such labeling initiatives. India should prioritize the protection of its unique products, which hold immense socio-cultural significance for the country. Moreover, the production of these iconic products plays a crucial role in uplifting the socio-economic conditions of the ordinary individuals involved in the manufacturing process.

Many products currently being promoted under the One District One Product (ODOP) Initiative of the DPIIT is yet to be GI-tagged. These are products with unique geographic linkage to the country and their respective areas and regions in terms of production and human factors. Some examples include Bihar’s famous Madhubani paintings, traditionally made in the Mithila region of Bihar; Ladakh’s valuable thorny shrub – the seabuckthorn – valued for its beverages, medicines, cosmetics and industrial material and Agra’s intricate stone craft, with a historical legacy of carved and inlaid work on marble.

For such ODOP products, the GI tag would act as a competitive advantage to promote them in the country at large and in the global market.
The ODOP Initiative has collaborated with lakadong farmers to enable trade and has already facilitated the trading of more than 13,000 kgs (~14 tons) of the product in 2021. After extensive fieldwork and coordination, the initiative is aiming to increase trade facilitation by five times or more. Nonetheless, reports from the grassroots indicate that market malpractices have affected the trade of turmeric, particularly the involvement of middlemen and dishonest practitioners who falsely label adulterated or lower quality turmeric as ‘Lakadong’. Granting the GI tag to this exceptional product as soon as possible would provide legal protection against such malpractices. Furthermore, once turmeric is labeled with the GI tag, customers can be assured that the sourced product is authentic to the region.

It may also be noted that state-wise distribution of GI products reveals that three states (Karnataka, Tamil Nadu and Uttar Pradesh) have the highest GI presence, accounting over 30 per cent of all GIs. On the other hand, smaller states have as low as 1 GI for the entire state. Hence, many states could benefit from additional GI registration.

![State Wise Distribution of GI Tags](image-url)

Source: Analysed from GI Register, up to Nov 2021
5. Scope for Export Promotion

It is worth mentioning that India exports its agricultural produce to significant markets, including the US, China, Bangladesh, the UAE, Vietnam, Saudi Arabia, Indonesia, Nepal, Iran, and Malaysia. In recent times, the export of GI-certified products, such as fruits and other agricultural produce, has led to a rise in India’s market share in the international market.

Mangoes – In May 2021, India shipped a consignment of 2.5 metric tons (MT) of GI certified Banganapalli and other Survarnarekha mangoes from the Krishna and Chioor districts of Andhra Pradesh to South Korea. The huge trade was a result of a Virtual Buyer-Seller Meet (VBSM) organised by the Agricultural and Processed Foods Export Development Agency (APEDA) in collaboration with the Indian embassy, Seoul and the Indian Chamber of Commerce in Korea (ICCK). This was the first export consignment sent by IKSEZ, which is a subsidiary of IFFCO, a multistate cooperative with a membership of 36,000 species.

Similarly, in June 2021, India exported the first commercial consignment of GI-tagged ‘Jardalu’ mangoes from Bhagalpur, Bihar, to the UK. This came as a direct result of the efforts undertaken by the ODOP Initiative in collaboration with the High Commission of India, London, and APEDA.in exported mangoes worth USD 57 Million (Mn) in the Financial Year (FY) 2020 to major markets such as the UAE, UK, US, Oman, and Qatar. GI certifications have only paved the way to earn more credibility in these markets.
Bhalia Wheat – In July 2021, the first shipment of GI-certified Bhalia wheat was exported to Kenya and Sri Lanka from Gujarat. In 2020-21, wheat exports from India witnessed significant growth of 808 per cent to INR 4,034 crore (USD 542.54 Mn) from INR 444 crore (USD 59.71 Mn) reported in the previous fiscal year. India also added seven new export markets—Yemen, Indonesia, Bhutan, the Philippines, Iran, Cambodia and Myanmar.

Jaigaon Bananas – In June 2021, 22 tonnes of GI-certified bananas from Tandalwadi village in Maharashtra’s Jalgaon district were shipped to Dubai, UAE. India’s banana exports have grown significantly since the adoption of GI certification-led farm prices. Exports grew both in terms of volume (1.95 lakh tonnes) and value (INR 660 crores or INR 88.60 Mn) in FY20, from 1.34 lakh tonnes valued at INR 413 crore (USD 55.44 Mn) in FY19. As of July FY21, the country has exported 1.91 lakh tonnes of bananas worth INR 619 crore (USD 83.10 Mn).

Madurai Jasmine – In July 2021, Tamil Nadu exported GI-tagged Madurai Jasmine for the first time and other traditional flowers such as Buon Rose, Lily, Chamanthi and Marigold to the US and UAE. The deal generated jobs for 130 women and 30 skilled workers. Tamil Nadu has a major share in India’s fresh-cut Jasmine exports.
6. Way Forward

The GI tag is an effective tool for protecting the legitimacy of agricultural products, handicrafts, and foodstuffs produced in the country. Due to the growing importance of GI tags, India has made considerable efforts to enforce the legal protection of Indian GI products. Institutions and agencies are drawing effective marketing strategies to popularize GI-tagged products. The country is actively promoting the ‘Aatmanirbhar’ and ‘Vocal for Local’ status inspired by Prime Minister Narendra Modi. Thus, GI tagged products are bound to rise in the near future on the back of government support, the rise of consumer sentiments towards high-quality and traditional products, rise in exports, and increased share in international markets.

Thus, in further promotion of GI tagged products, the following key recommendations may be noted:

1. Quick Response (QR) Tracking and Profiling of GI Products

   Similar to the case of Kutch embroidery and Kotpad Handloom, which have seen the proliferation of cheaper, machine-made versions of the same, several GI products face the issue of counterfeiting.
This misleads the consumer and strips authentic artisans, and producers of fair prices as genuine work is devalued. With the use and uptake of the GI logo on tagged products, the introduction of a Quick Response (QR) Code with detailed profiling and tracing of respective.

2. Creation and Strengthening of Infrastructure

Several GI tagged products are currently being produced in small quantities limiting trade and, thereby, the income-generating capacity of the product. Thus, creating or strengthening infrastructure for GI production would be a critical step in developing economies of scale. This may include simple interventions like appropriate technology, i.e., technological interventions that are mindful of the individual needs of any given area, population, and product (Date products will ensure the authenticity of the product and combat counterfeiting. This would provide a sense of quality assurance for the consumers while also helping in protecting intellectual property vis-à-vis genesis & digital ownership tracing. Among the mini-case studies mentioned, the case of the Coimbatore wet grinder’s scalability as a modified melanger machine or the appropriate technology requirement of Kotpad weavers prove to be important examples. Such interventions may be identified and implemented across GI products. For instance, interventions may also include the creation of infrastructure that would support larger production and trade. Kutch embroidery would be able to scale e-commerce sales with better connectivity.

3. Scheme for GI promotion

Most importantly, a scheme providing financial assistance for GI promotion related projects and activities undertaken by individuals, groups and organisations may become a turning point as an institutional mechanism to better track, manage, and popularize the uniqueness of the products and as a wagon of good governance ensuring authenticity and accountability of the products sold within India and around the world. These may include activities such as the ones identified in the mini-case studies elucidated in this report, including – branding and marketing, product diversification, technology interventions, skill-building, enhancing market linkages.
References


