

Geographical Indications

Geographical Indication is a tag used on products, natural or man-made, associated with a particular region or geographical location in a country. GI tag can be given to a wide range of products - agricultural, handicraft, food stuff or manufactured goods. GI tag is an acknowledgement of the intellectual property of the product.



GI and WTO:

WTO has mentioned and defined GI under the Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement of 1994 which among others also talks about patents, trademarks, copyrights and industrial designs.

Article 22 (1) of the Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement defines Geographical Indications as: "Indications which identify a good as originating in the territory of a member, or a region or a locality in that territory, where a given quality, reputation or characteristic of the good is essentially attributable to its geographic origin."

GIs in India:

- GI got legal status in India through the enactment of the Geographical Indication of Goods (Registration and Protection) Act, 1999. It came into force on 15th September, 2003.
- Darjeeling Tea became the first Indian product to get the GI tag in 2004. So far over three hundred and fifty goods in India have got the GI tag.
- The GI tag is awarded by the Geographical Indications Registry which is under the Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry.
- The GI tag grants collective rights for a period of 10 years.

Advantages of GI tag:

- It helps control the quality and prevents plagiarism and marketing of poor quality products in the name of the original product and prevents fraud. The Geographical Indication of Goods (Registration and Protection) Act, 1999 gives it legal protection.
- GIs are specific to a region. It means that they are specific to the climatic, biotic, topographic, edaphic conditions and/or specific traditional skills of the people involved in their production. These factors combine to give the final product the characteristics that are unique to it. GI tag helps in its preservation and continuity without alteration.
- GI tags help create and boost demand for such products as the tag ensures authenticity of the product for the customers.
- It helps generate gainful employment for the people involved in the manufacturing and production of goods.
- GI tags help in improving marketing of the product both across state and national borders. Thus, it can help in augmenting exports and generate valuable foreign exchange.
- GI tags can greatly help in tribal development through improved marketing of tribal goods, especially handicraft.
- It helps preserve the diverse cultural heritage as well as the traditional knowledge of the people of India.

Recent GI tags awarded in India:

From April, 2020- March 2021:

State/UT	Geographical Indications	Goods
Jammu and Kashmir	Saffron (Lachha, Mongra, Guchhi)	Agricultural
Jharkhand	Sohrai Khovar painting	Handicraft
Manipur	Chak-Hao rice	Agricultural
Tamil Nadu	Kovilpatti Kadalai Mittai	Food Stuff
Tamil Nadu	Thanjavur Netti(Pith) works	Handicraft
Tamil Nadu	Arumbavur Wood Carvings	Handicraft
Telangana	Telia Rumal	Handicraft
Uttar Pradesh	Gorakhpur Terracotta	Handicraft

Kashmir saffron:

- A globally renowned spice used in cosmetics and medication.
- India is the second largest producer of saffron in the world close behind Iran.
- Kashmir saffron boasts of high aroma, natural deep red colour, bitter flavour, and organic processing.
- Kashmir saffron is grown at the highest altitude among all the saffron's of the world.
- The lacustrine deposits of Kashmir valley where it is grown imparts the saffron its unique characteristics.
- There are 3 types of saffron based on processing: Lachha saffron, Mongra Saffron, Guchhi Saffron
- Sanskrit word for saffron is "Bahukam".\

Sohrai-Khovar painting:

- It is a traditional painting over 5700 years old, done by tribal women of Jharkhand, especially in Hazaribagh region.
- Sohrai painting is associated with harvest and is done on mud walls of the houses after rainy season.
- Khovar painting is associated with marriage and is used to decorate chambers where marriage is performed.
- The painting uses natural colours- red ochre, yellow ochre, white ochre, black ochre.
- The painting is done using fingers, twigs, cloth swab and broken bits of comb.
- The motifs of the paintings are influenced heavily by forest life.

Chak-Hao rice:

- It is a scented glutinous rice with very high nutritious value, and it is full of antioxidants.
- It has been in cultivation in Manipur for centuries.
- It is part of traditional medicine.
- It is consumed during community feasts and in the form of "chakhao kheer".

Kovilpatti kadalai mittai:

- It is a sweet dish made of peanuts and grated coconut in different colours glued together with jaggery syrup.
- It is manufactured in Kovilpatti and other regions in the district of Toothukudi.

Thanjavur Netti works:

- It is made from pith of a marshy plant named Aeschynomene Aspera.
- The traditional artwork is made artisans from thanjavur, Kumbakonam, Pudukottai with the skill being transferred from generation to generation.
- It can be found in Brihadeshwara Temple also.

Arumbavur wood carvings:

- It is made by artisans of Perambalur region.
- It is made from wooden logs of mango, lingam tree, Indian ash tree, Reese wood and neem.
- The entire sculpture is made on a single wooden block.

Telia Rumal:

- It is done in Puttapaka, Nalgonda district. Earlier done on handkerchiefs(rumal) but now on sarees, dupattas and sheets as well.
- It made by a unique tie and dye technique which uses oil to retain softness of the yarn and gives it a distinct smell.
- The motifs vary from geometric and vegetal designs to figurative elements like lions, elephants, and aeroplanes.

Gorakhpur terracotta:

- It is made from special clay found in Bhathat area of Gorakhpur district in Uttar Pradesh.
- It is traditional art form practiced by potters of the region for centuries.
- Animal figures like elephants, horse, camel, with hand applied ornamentation, are common.

GI tags awarded from April, 2019- March, 2020:

State/UT	Geographical Indications	Goods
Arunachal Pradesh	Idu Mishmi Textiles	Handicraft
Assam	Kaji Nemu	Agricultural
Assam	Chokuwa Rice	Agricultural
Goa	Khola Chilli	Agricultural
Ireland	Irish Whiskey	Manufactured
Karnataka	Gulbarga Tur Dal	Agricultural
Kerala	Tirur Vettila (betel leaf)	Agricultural
Mizoram	Pawndum	Handicraft
Mizoram	Ngotekherh	Handicraft
Mizoram	Hmaram	Handicraft
Mizoram	Tawlhlohpuan	Handicraft
Mizoram	Mizo Puanchei	Handicraft

Odisha	Kandhamal Haladi	Agricultural
Odisha	Odisha Rasagola	Food Stuff
Tamil Nadu	Kodaikanal Malai Poondur	Agricultural
Tamil Nadu	Palani Panchamirtham	Food Stuff
Tamil Nadu	Dindigul Locks	Manufactured
Tamil Nadu	Kandangi Saree	Handicraft
Tamil Nadu	Srivilliputtur Palkova	Foodstuff

Idu Mishmi textiles:

- It is a handloom product made by Idu Mishmi (a sub tribe of Mishmi) of Lohit, Lower Dibang Valley and Dibang Valley.
- It is woven primarily by women of the tribal community.
- The patterns of Idu Mishmi textiles are inspired by nature and may consist of complicated geometrical designs.

Kaji Nemu(Lemon):

- It is grown all over Assam and has unique cylindrical shape with light green to yellow colour.
- It has distinct aroma and helps in treatment of dark spots, scurvy and has anti-ageing properties.
- It is comparatively larger than regular lemon.

Chokuwa Rice:

- It is a semi glutinous rice variety grown in winters in Assam.
- Also known as 'Komal Saul', Chokuwa is an integral part of Assamese culture especially in social and religious ceremonies.

Khola Chilli:

- It famous for its brilliant red colour and medium pungent taste.
- Khola chilli or kholchi mirchi is grown on the hill slopes of Khola village of Canacona region under rain fed conditions only.

Irish Whiskey:



- India is the largest whiskey market of the world and the consumption of Irish whiskey in India doubled in 2018.
- With the GI tag, only the whiskey produced in Ireland can be sold as Irish whiskey in India.

Gulbarga Tur dal:

- Gulbarga tur dal also known as 'Kalaburagi Red Gram' is known for its superior quality world over primarily due to the high calcium and potassium content of the local soil in which it is grown.
- Tur is the main Kharif crop of the dry interior region of Hyderabad and Karnataka with more than 35% being grown in Kalaburagi district alone.

Tirur Vettila:

- Grown in Tirur and adjacent region in the district of Mallapuram in Kerala, this betel leaf is unique owing to its high protein and chlorophyll content.
- Its nutritious leaves have a distinct aroma and flavour along with anti carcinogenic and anti microbial properties.

The next 5 GI tagged products are traditional shawls of Mizoram.

Pawndum

- It is worn on the occasion of funeral as a symbol of mourning.

Ngotekherh:

- It is a popular Mizo shawl worn on special occasions.
- It is claimed by Hmar tribe of Mizoram.

Hmaram:

- Another shawl claimed by the Hmar tribe, Hmaram is also worn on special occasions only.

Tawlhohpuan:

- It has a unique cultural significance among all *puans* (shawls) of Mizoram.
- It is worn exclusively by an extremely courageous warriors among Mizo men as a symbol of their bravery.

Mizo Puanchei

- It is the most colourful among all the Mizo shawls and is worn by wrapping it around the waist.

Kandhamal Haldi:

- Kandhamal handi is a variety of turmeric indigenous to Odisha's Kandhamal district.
- It is known for its healing properties and distinct aroma.

Odisha Rasagola:

- Odisha rasogulla got GI tag two years after West Bengal got GI tag for its rasogulla after intense battle of claims between the two states.

- Odisha's rasogulla is relatively soft, juicy and non-chewy compared to West Bengal rasogulla.

Kodaikanal Malai Poandu:

- It is species of garlic which is white to pale yellow in colour.
- Grown in the Kodaikanal hills, this garlic is known for its medicinal and preservative properties due high percentage of organosulfur, phenols and flavonoids.

Dindigul Locks:

- Dindigul, due to large iron presence in the region developed as a manufacturer of lock.
- The Dindigul locks so famous for their quality and strength, that Dindigul came to be known as 'lock city'.

Kandangi saree:

- It is produced manually in the Karaikudi region of Shivaganga district in Tamil Nadu.
- Kandangi sarees have characteristic broad borders and bright colours.

Srivilliputtur Palkova:

- It is a traditional sweet of Tamil Nadu made by simmering milk until it turns into a thick paste.
- The unique feature of this sweet is that it is made of milk only from cows around Srivilliputtur of Virudhunagar district in Tamil Nadu.
- The milk here is naturally sweet and hence requires very little addition of sugar to make the sweet.

Gradeup