



## GEOGRAPHICAL INDICATION (GI) TAG: IP STORY OF 'GULBARGA TUR DAL'

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### Introduction:

Geographical Indicator (GI) tag is “collective intellectual property” which is issued for agricultural, natural or manufactured goods that have a unique quality, reputation or other characteristics attributable to its geographical origin.

One of the first GI systems is the one used in France from the early part of the 20th century known as "appellations of origin" (AOC). Items that meet geographical origin and quality standards may be endorsed with a government-issued stamp which acts as official certification of the origins and standards of the product. Examples of products that have such "appellations of origin" include many French wines.<sup>[2]</sup>

The use of geographical indications is not limited to agricultural products. A geographical indication may also highlight specific qualities of a product that are due to human factors found in the product's place of origin, such as specific manufacturing skills and traditions. For example handicrafts, which are generally handmade using local natural resources and usually embedded in the

traditions of local communities.<sup>[3]</sup>

Geographical indications are generally applied to traditional products, produced by rural, marginal or indigenous communities over generations, that have gained a reputation on the local, national or international markets due to their specific unique qualities.

### Producers can add value to their products through Geographical Indications by:

- ➔ Communicating to consumers the product's characteristics, which derive from the climate, soil and other natural conditions in its particular geographical area;
- ➔ Promoting the conservation of local traditional production processes; and
- ➔ Protecting and adding value to the cultural identity of local communities.

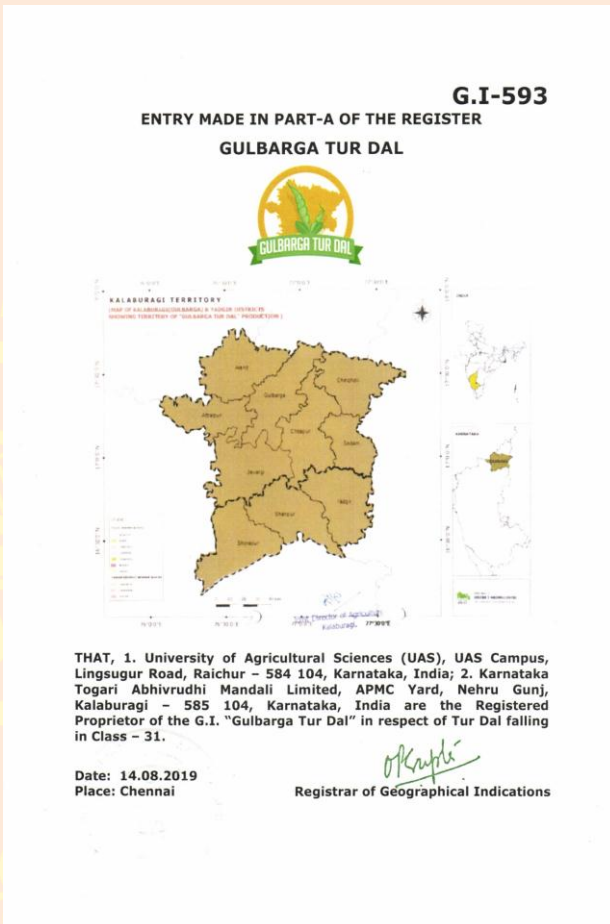
The recognition and protection on the markets of the names of these products allows the community of producers to invest in maintaining the specific qualities of the product on which the reputation is built. Most importantly, as the reputation spreads beyond borders and demand grows, investment may be directed to the sustainability of the

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environment where these products originate and are produced.

tur that is a favourite in the country and outside.



**Fig. 1:** Certificate of GI (GULBARGA TUR DAL)

## IP STORY OF ‘GULBARGA TUR DAL’:

India has got more than 300 GI's, of which Karnataka state leads with 48 numbers of GI's. The majority of GI were obtained for horticultural crops viz., Byadagi chilli, Coorg Orange, Coorg green cardamom, Devanahalli pomelo, Mysore beetle leaf, Nanjangud banana etc. Now it is the turn of ‘Gulbarga tur’.

Gulbarga has been popularly known as the “Pulse bowl” of Karnataka, the Gulbarga Tur Dal, This pocket of the state produces the

The tur (*Cajanus cajan*- commonly called pigeonpea/redgram/arhar) grown here is of superior quality, owing to this region’s unique soil and climatic conditions. Tur Cultivated here since 1445 A.D Geographical Indication (GI) status for “Gulbarga tur” as this could benefit the farmers and millers of this region.

Gulbarga district alone has more than 4.0 lakh hectares ‘tur’ area. The pigeonpea grown here is of superior quality due this region’s unique soil and climatic conditions.

The soil here is derived from lime stone which is very rich in calcium and potassium, which adds quality to the dal in this region. Dry weather with annual rainfall of about 750mm and medium to deep black soil favours pigeonpea crop of the region. ‘Gulbarga Tur Dal’ is especially famous for its unique taste and aroma along with high milling qualities. Milling quality is high due to its spherical nature of seeds, premier quality dal called “patka dal”. Cooking period of this local variety is less as compared to other varieties, keeping quality/ shelf life of these local varieties are high compared to other varieties.

In this backdrop, University of Agricultural Sciences, Raichur (UASR) took the lead along with “Karnataka pulses development Board” with the help of ICRISAT, Intellectual Property Facilitation Centre (IPFC), Hyderabad got **GI for “Gulbarga tur dal” with GI no.593. Thus achieved the long awaiting goal for GI.**

The Geographical Indication registration, a collective instrument of value creation, confers legal protection and prevents unauthorized use of a Registered GI promotes economic prosperity of producers of goods produced in a geographical territory. It boosts exports and products sold with the GI tag get premium pricing. GI enables in devising a common marketing strategy which will allow

these pulse producers to reach a scale of production in the differentiated product image thereby increase in chances of commercial success. By improving market access, Gulbarga Tur Dal with GI tag can lead to higher incomes through increasing the volume of dal sold. This GI embedded value will be a mixture of economic, cultural and social values which will be derived from locality and will have positive socio-economic impact.

GI for “Gulbarga local tur” will give recognition to product at national and international level and attracts demand for “Gulbarga tur”, there by farmers and millers in the region will be benefited.

Rural development impacts from geographical indications, referring to environmental protection, economic development and social well-being, can be:

- A structuring of the supply chain around a common product reputation linked to origin;
- Greater bargaining power to raw material producers for better distribution so as for them to receive a higher retail price benefit percentage;
- Capacity of producers to invest economic gains into higher quality to access niche markets, improving circular economy means throughout the value chain, protection against infringements such as

free-riding from illegitimate producers, etc.;

- ➔ Economic resilience in terms of increased and stabilized prices for the GI product to avoid the commodity trap through de-commodisation, or to prevent/minimise external shocks affecting the premium price percentage gains (usually varying from 20-25%);
- ➔ Added value throughout the supply chain;
- ➔ Preservation of the natural resources on which the product is based and therefore protect the environment;
- ➔ Preservation of traditions and traditional knowledge;
- ➔ Identity based prestige;

### **Business and commercial potential:**

To derive large scale benefit out of the GI, Growers/traders/curers/farmers producers organization (FPO's) of the geographic region has to be registered under the PART-B of the G.I. register and registered FPO groups will get direct benefit out of G. I..

Gulbarga district alone has a production of around 3.7 L. tonnes of pigeonpea. The **tur growers of the regions** are the natural users of the GI tagged tur dhal, but they have to register themselves as authorized/ registered users to sell the tur dal product using GI brand. The other players in the tur value chain namely **Traders, Exporters, and mill owners can also apply**

**for authorized user registration on behalf of farmers.** So far 16 authorised userships has been issued by GI registry office situated at Chennai and 120 producers/ curers/ FPO s have submitted their applications for authorized usership. Many more growers/producers are in the process of submitting the application for registered users.

### **References:**

1. <http://www.ipindia.nic.in>
2. "[Geographical Indications – a Virtual Experience](http://www.wkcexhibitions.wipo.int)". *wkcexhibitions.wipo.int*. (2021)
3. [Geographical indications An introduction, 2nd edition](http://www.wipo.int)". *www.wipo.int*. (2021)