



GEOGRAPHICAL INDICATION TAGS IN INDIAN AGRICULTURE

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Introduction:

A Geographical Indication, or GI, is defined as a label or symbol given to some items associated with a specific geographical place or origins. Using Geographical Indications tags may be viewed as a certification that a given product is produced using traditional techniques, has distinctive traits, or specific reputation because of its geographical origin.

Geographical indications (GI) can also be defined as a type of intellectual property (IP) protection which identifies goods with a specific geographical region. The provision of GI tags can help to promote rural commercial ventures by means of wider access to markets. GI is defined in Article 22.1 of the Trade-Related Aspects of Intellectual Property Rights (TRIPS) agreement as "indications which identify a good as originating in the territory of a member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin".

GI Tags in Indian Agricultural products

All GI tagged items are divided into 12

categories—Agriculture, Handicrafts, Manufactured, Foodstuff, Textile, Handmade Carpets, Natural Goods, Clothing, Natural, Spice, Forest Produce and Footwear. Geographical Indication tags came into force with effect from 15th September 2003. In the year 2004 Darjeeling tea was the first item to obtain a GI. Today, more than three hundred items have been accorded with GI tags in India. Out of which 96 GI tagged items are agricultural produce. Handicraft goods have received the highest number of GI among different categories of goods, followed by agricultural products especially fruit crops. Mango, citrus and banana have bagged the highest number of GI tags. Elite clones of fruit crops such as grape, pineapple, litchi, strawberry, guava, kokum, fig and custard apple have also obtained GI tags. Chilli followed by brinjal and onion have got the maximum number of GI tags among the vegetable crops.

The GI tags allotted to various Indian agricultural products are listed down below state-wise:

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1. **Assam:** Assam (Orthodox) Logo, Assam Karbi Anglong Ginger, Tezpur Litchi, Joha Rice
2. **Andhra Pradesh:** Guntur Sannam Chilli, Banaganapalle Mangoes and Araku valley Arabica coffee
3. **Arunachal Pradesh:** Arunachal Orange
4. **Bihar:** Bhagalpuri Zardalu
5. **Gujarat:** Gir Kesar Mango and Bhalia Wheat
6. **Himachal Pradesh:** Kangra Tea
7. **Karnataka:** Coorg Orange, Mysore Betel leaf, Nanjanagud Banana, Mysore Malligae, Udupi Malligae, Hadagali Malligae, Coorg Green Cardamom, Monsooned Malabar Arabica Coffee, Monsooned Malabar Robusta Coffee, Bydagi Chilli, Devanahalli Pomello, Appemidi Mango, Kamalapur Red Banana, Udupi Mattu Gulla Brinjal, Bangalore Blue Grapes, Bangalore Rose Onion, Coorg arabica coffee, Chikmagalur Arabica coffee, Bababudangiri arabica coffee and Sirsi Supari.
8. **Kerala:** Navara Rice, Palakkadan Matta Rice, Malabar Pepper, Alleppey Green Cardamom, Pokkali Rice, Vazhakkulam Pineapple, Central Travancore Jaggery, Wayanad Jeerakasala Rice, Wayanad Gandhakasala Rice, Kaipad Rice, Chengalikodan Nendran Banana, Marayoor jaggery and Wayanad Robusta coffee.
9. **Nagaland:** Naga Mircha and Naga Tree Tomato, Black pepper from Malabar region & Strawberries from Mahabaleshwar
10. **Manipur:** Kachai Lemon
11. Meghalaya: Memong Narang and Khasi Mandarin
12. **Mizoram:** Mizo Chilli
13. **Maharashtra:** Mahabaleshwar Strawberry, Nashik Grapes, Kolhapur Jaggery, Nagpur Orange, Karvath Kati Sarees & Fabrics, Ajara Ghansal Rice, Waigaon Turmeric, Mangalwedha Jowar, Bhiwapur Chilli, Sindhudurg & Ratnagiri Kokum, Waghya Ghevada, Navapur Tur Dal, Ambemohar Rice, Vengurla Cashew, Sangli Raisins, Lasalgaon Onion, Dahanu Gholvad Chikoo, Beed Custard Apple, Jalna Sweet Orange, Jalgaon Banana, Marathwada Kesar Mango, Purandar Fig, Jalgaon Bharit Brinjal and Solapur Pomegranate.
14. **Odisha:** Ganjam Kewda Rooh and Ganjam Kewda Flower
15. **Sikkim:** Sikkim Large Cardamom
16. **Tripura:** Tripura Queen Pineapple
17. **Tamil Nadu:** Eathomozhy Tall Coconut, Nilgiri (Orthodox), Virupakshi Hill Banana, Sirumalai Hill Banana, Madurai Malli and Erode Turmeric

18. **Uttar Pradesh:** Allahabad Surkha Guava, Mango Malihabadi Dusseheri and Kalanamak Rice.

19. **West Bengal:** Darjeeling Tea (Word), Darjeeling Tea (Logo), Laxman Bhog Mango, Khirsapati Himsagar) Mango, Fazli Mango grown in the district of Malda, Tulaipanji

Benefits of GI tags:

Geographical indicators are mainly traditional items made by rural communities over centuries that have attained market significance due to their exact features and therefore the acknowledgement and preservation of these goods marketplaces enable the producer community to dedicate and keep the specific attributes of the product on which the popularity is founded.

The tag provides Legal protection to the products and also Prevents unauthorised use of GI tag products by others. It also helps the consumers to get quality products of desired traits and is assured of authenticity. the tag also Promotes the economic prosperity of producers of GI tag goods by enhancing their demand in national and international markets. A geographical indicator right allows individuals who can use the indication to ban its use by a third party when a product does not meet the necessary specifications.

Government initiatives taken to improve GI tagged products in India:

GrapeNet: It is a first of its kind initiative in India by the Agriculture and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce, the Government of India. It is an internet-based Residue traceability software system, for monitoring fresh grapes exported from India to the European Union. Besides grapes, traceability initiatives have also been completed for HortiNet, Peanut.Net, Basmati.Net, Meat.Net, etc., by APEDA.

TraceNet: It works under the APEDA. The platform collects, stores, and reports forward and backward traces, as well as maintains authentic information and related data by the operators/producer groups and certification bodies within the organic supply chain in India.

New Logo and New tagline: In order to popularise India's GI-tagged products and works of artisans in international markets, the government has announced a new logo for the GI products, a new tagline 'Invaluable Treasure of Incredible India' has been selected.

GI Stores: India's very first Geographical Indications (GI) Store of Cashew Export Promotion Council of India (CEPCI) was launched in the year 2019, at the departure terminal of Goa. With the success of the same,

the government is planning to open GI stores in other airports as well.

Foreign Trade Policy (FTP) 2021-2026: The policy recognised GI-tagged Agriculture commodities as one of the growth drivers in the draft export policy, which will help to gain a competitive advantage in buyer-driven global markets. The new policy also includes promoting District Export Hubs in each district and setting up district export promotion panels and preparing district export action plan in order to target small businesses and farmers.

Conclusions:

India's multicultural ethos, authenticity, and ethnic diversity are potential turbochargers for the country's economy. One channel through which these attributes can be brought out is Geographical Indications or GI tags. In recent times, there are considerable efforts made by various institutions and agencies in India for ensuring legal protection for Indian GI. GI food tags are pride of Indian cultural diets. The majorities of food stuffs in India are unidentified and legally unprotected and the consumers are also not aware of the same. There are thousands of traditional food stuffs in India, only but only few are in existence today. We need to utilize the situation for growing demand for Indian traditional food across globe and therefore, GI tagging will protect the origin of our recipes and food stuffs and also helpful to generate

employment for Indian food. GI is an important tool for protecting the IP rights associated with agricultural products and foodstuffs originating in specific geographical regions.

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