

India's 2 decade journey with GI tags has shown limited outcome. Critically analyse

Geographical indication tag is a distinctive sign used to identify a product whose quality relates to specific geographic origin. The tags can be both man-made and natural.

India and Geographical Indications

India acceded to the Trade Related Intellectual Property agreement of the World Trade Organization and enacted the Geographical Indications act, 2000.

Issues with the act

The act had been passed two decades before and it is plagued with issues such as

1) Extensive registration the registration process is tedious and takes a

long time. The acceptance of applications is only 46%. ~~Despite~~ India ranks 11th in list of GI products given such cultural heritage, extensive registration process hampers the additions.

② Lesser research - the publications related to the GI tags are limited nowhere near our European counterparts.

③ Geographical tussle : Disputes between the states regarding the ownership of products drags the product acceptance. For example, Rasgulla conflict between Odisha and West Bengal.

④ No due recognition for GI products akin copyrights and trademarks though World Intellectual Property Organisation

duely recognizes ~~the~~ geographic indications

Towards better future

The act must be suitably amended and must define producers in order to stop middlemen occupying the profits.

Establishing testing centres and labs attests authenticity among the buyers. Leveraging e-commerce sites can greatly increase the footprint of the GI products.

Government measures such as the District Export Hubs, Unity malls and PM-Vishwakarma scheme all have the potential to propel the industry forward.

Way forward

Marketing, customer acceptance, and awareness generation to the producers are the key to enhance the outcome of the products with GI tag.