

ENHANCING THE VALUE OF TRADITIONAL HANDICRAFTS FROM THE TERRITORIES IN INDIA

India is one of the countries that has made the greatest commitment to the development of Denomination of Origin labels for its territorial traditional handicrafts. In July 2023 the Export Promotion Council for Handicrafts organized in Dehli the GI Fair India with the support of the Ministry of Commerce & Industry and Ministry of Textiles of the Government. The Fair recorded the exposition of 460+ Geographical Indications of India of which 200+ are Handicraft & Handloom products produced in all the States of India.

These products are given a Geographical Indication (GI) Tag to safeguard the quality of the product and prevent unauthorized use of a Registered Geographical Indication by others. In other words, the GI Tag provides security to the unique goods which are either manufactured or produced by an individual or an association of people. GIs play a crucial role in trade and economy. In addition to branding goods and marketing strategies, GIs have been vital for the preservation of traditional knowledge and cultural practices. It also helps contribute to rural development by supporting the regional producers and th local economies.

In India, [The Geographical Indications of Goods \(Registration and Protection\) Act](#) was passed in December 1999 and came into effect in [2003](#). It comes under the purview of the Ministry of Commerce and Industry. Under this Act, the [Geographical Indications Registry](#) was introduced, in which a register on GIs is maintained, containing the details of the GI along with the basic details of the proprietors and authorized users. The product is registered initially for a period of 10 years which may be renewed once the period is over based on the provisions of the act.

420 GI goods have been registered in India in 18 years. As per the information provided on the registry website, a total of 420 GI goods have been registered in India as of 31 March 2022. The registration of GIs began in the year 2004-05 and the first applicant was from West Bengal for Darjeeling Tea. Darjeeling Tea has received the GI status for both the product name and the logo.

[All GI-goods and products are registered into five categories.](#) These are manufactured, natural, agricultural goods, handicrafts, and foodstuffs. About 55% (232) of the registered goods belong to the Handicrafts category. Agricultural goods contributed to 128 (30%) of the 420 GI registrations. Only 38 manufactured goods and 20 foodstuffs were registered. The only two natural products registered are Makrana Marble of Rajasthan and Chunar Balua Patthar from Uttar Pradesh. In 2021-22, 16 agricultural goods and 14 manufactured goods entered the registry.



On an average, 23-24 goods get registered in India annually as Geographical Indication. 483 applications are pending with the government for scrutiny, as on 31 October 2022. The latest (421st) and only product to enter the GI Registry in 2022-23 so far is the [Mithila Makhana](#). The GI registry has received a total of 1012 applications since inception, as on 31 October 2022. About 483 applications were pending scrutiny.

The Government of India has organized an important national support system for local producers to ensure access to the procedures for obtaining product names and logos. [The India Brand Equity Foundation \(IBEF\)](#) for example is a Trust established by the Department of Commerce Ministry. IBEF's primary objective is to promote and create international awareness of the Made in India label in markets overseas and to facilitate dissemination of knowledge of Indian products and services. Towards this objective, IBEF works closely with stakeholders across government and industry across the country. In a move to strengthen Indian cooperatives, the Union Cabinet has approved a plan to set up 200,000 Primary Agriculture Cooperative Societies (PACS), dairy and fishery cooperatives in all the uncovered villages and panchayats over the next five years. At present, there are around 63,000 functional PACS in the country.

[Among the initiatives promoted by the Government to strengthen the promotion of GI Products there is the One District One Product \(ODOP\)-Promotion.](#) The concept is to choose, brand, and promote one product from each district (One District - One Product) in order to facilitate holistic socioeconomic progress throughout all regions. The effort aims to improve local economic growth by recognising and promoting each district's distinctive characteristics and encouraging the development of local entrepreneurship.

In the first phase, 106 products from diverse industries such as agriculture, handicrafts, textiles, and manufacturing were selected. The Initiative has now finalised a more comprehensive list of items that cover all 761 districts. 106 ODOP goods were made up of 80 GI products. This demonstrates the close relationship that exists between local communities and their distinctive products. Out of the 400+ products with GI tags that have been found so far by the ODOP programme, more than 160 have been highlighted, demonstrating the potential of using the GI tag to promote the expansion and recognition of regional goods and industries.

To know more

[India GI Fair 2023](#)

[India GI Fair Geographical Indications](#)

[India GI Fair Products](#)

[Products registered by Indian States](#)

[326 products registered as Geographical Indications](#)

[South Indian States Account for More Than a Third of The GI Registrations](#)



[Geographical Indications - An Introduction \(wipo.int\)](http://wipo.int)

[Importance of GIs in supporting rural economies in India in ibef.org](http://ibef.org)

[India Brand Equity Foundation News](#)

[IBEF Catalogue of IG Handicraft products](#)

[GI in authindia.com](http://authindia.com)

[Article in thedailyguardian.com](http://thedailyguardian.com)

[Handicrafts.nic.in](http://handicrafts.nic.in)

