

Unfolding geographical indications of India: A brief introduction

Pankaj Rawat

Department of Geography, Delhi School of Economics, University of Delhi, Delhi, India

Abstract

Every region has its name and fame. Qualities and characteristics of certain goods attributable to some geographical locations and reputable to as produce of certain region come under Geographical Indications. Geographical Indications is an emerging trend in Intellectual Property. A GI is a sign used on products have a specific geographical origin and possess distinctive qualities or a reputation that a due to that origin. GIs are of utmost importance to the country as they are integral part of India's rich culture and collective intellectual heritage. Certain GI products can benefit the rural economy in remote areas by supplementing the incomes of artisans, farmers, weavers and craftsmen. This paper aims to articulate brief introduction to India's Geographical Indication products.

Keywords: Geographical Indications, distinctive quality, intellectual property, reputation, origin, intellectual heritage, rural economy

Introduction

GI tag is awarded to products unique to a particular region, if it is scientifically proved with evidence that the products concerned acquire the uniqueness only due to the geographical location coupled with traditional knowledge which goes into their making. Justifying the need for a special statute to protect products unique to certain regions, the GI Act says: "Each reputation was carefully built up and pain stakingly maintained by the masters of that region, combining the best of nature and man, traditionally handed over from one generation to the next for centuries. Gradually, a specific link between the goods and place of production evolved resulting in growth of geographical indications."

A geographical indication rights enables those who have the right to use the indication to prevent its use by third party whose product does not conform to the applicable standards. However, a protected Geographical indication does not enable the holder to prevent someone from making a product using the same technique as those set out in the standard for that indication.

- Registration affords better legal protection to facilitate an action for infringement.
- The registered proprietor and authorized users can initiate infringement actions.
- The authorized users can exercise right to use the geographical indication.

A geographical indication tells consumers that a product is produced in a certain place and has certain characteristics that are due to that place of production. It may be used by all producers who make their products in the place designated by a geographical indication and whose products share typical qualities.

Concept of Geographical Indication

A geographical indication (GI) is a name or sign used on

certain products which corresponds to a specific geographical location or origin (e.g. a town, region, or country). The use of a geographical indication may act as a certification that the product possesses certain qualities, is made according to traditional methods, or enjoys a certain reputation, due to its geographical origin

A geographical indication is a sign that identifies a product as originating from a particular location which gives that product a special quality or reputation or other characteristic. Well-known examples of GIs include Bordeaux wine, Darjeeling tea, Tuscany olive oil, Feni (Goa).

There is lots of definition which defines geographical indication but it includes several important points.

- It is an indication and a type of intellectual property.
- Geographical indications are intended to designate product quality, highlight brand identity, and preserve cultural traditions.
- Often food products E.g.: Champagne, Florida oranges, New Zealand lamb, Tirupati laddu.
- But not limited to agro products, extended to any product. E.g.: Swiss Watches, Czech Crystals, and Indian Carpets.
- An indication which identifies goods as agriculture goods, natural goods or manufactured goods.
- Originating or manufactured in the territory of a country or definite region or locality.
- It should have a special quality or characteristics or reputation based upon the climate or production characteristics unique to the geographical location.

The latter defines the expression 'indications of source' to mean:

Goods bearing false or deceptive indications by which one of the countries to which this agreement applies, or a place situated therein, directly or indirectly indicated as being the country or place of origin.

A number of studies attest to the potential economic benefits

of GI registration. The current international framework is laid down in Article 22 of the Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement which mandates member countries to provide for the protection of all GIs, where the obligation is for members to provide the 'legal means for interested parties' to secure protection of their GIs.

Geographical Indication- The Crux

GIs are a marketing tool. It includes reputation for quality associated with place name used on labels, advertising. GI-identified products are believed to command higher prices of particular interest to developing countries. Geographical indication of Goods are defined as that aspect of industrial property which refers to the geographical indication referring to a country or to a place situated therein as being the country or place of origin of that product. Typically, such a name conveys an assurance of quality and distinctiveness which is essentially attributable to the fact of its origin in that defined geographical locality, region or country.

- **Origin:** The GIs owes originates from the Paris Convention, 1883. Even though the Convention did not use the said expression Article 1(2) of the Convention used the expressions 'appellation of origin' and 'indications of source'. The scope of the aforesaid expression has been delineated in Lisbon and Madrid agreement. The former delineates the appellation of origin to mean: Geographical name of a country, region, or locality, which serves to designate a product originating therein, the quality and characteristics of which are due exclusively or essentially to the geographic environment, including natural and human factors.
- **Instrument of Economic Development:** Geographical indications help to boost up the economic aspects of the particular products origin. It leads to the development of the origin of the product in term of the spenciality of the product or its uniqueness. It's also protecting the domestic market from competition. Geographical designations that develop over time and are commonly used in southern countries are at risk from fraud if they are not registered, particularly once their reputation has been established and their market value has increased.
- **Uniqueness:** Geographical indication is different from the appellation of origin, trademark, certificate mark etc. It includes the uniqueness or distinctiveness of the product and deals with the specific origin of the products which make geographical indication different from other. GIs are offshoots of indications of source and appellation of origin, which were first accorded international recognition in the Paris Convention for the Protection of Industrial Property (1883). The basic difference between the two concepts is that the link with the place of origin must be stronger in the case of an appellation of origin of origin. The quality or characteristics of a product protected as an appellation of origin must result exclusively or essentially from its geographical origin. A notable difference between GIs, certification marks and

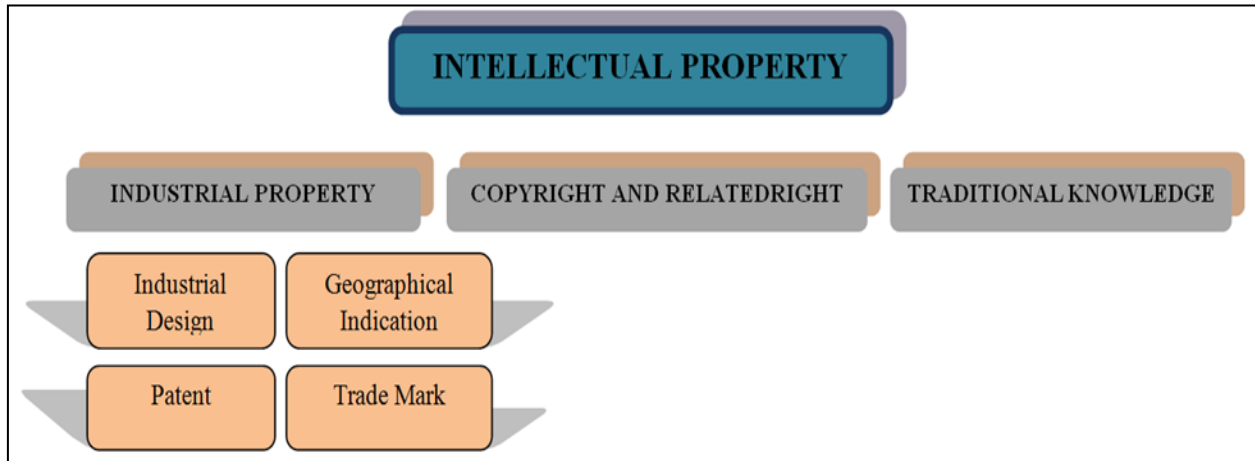
trademarks is that whereas a trademark often consists of a fanciful or arbitrary sign. In contrast, the name used as a geographical indication is usually predetermined by the name of a geographical area. Geographical indications (GIs) identify a good as originating from a particular place. By contrast, a trademark identifies a good or service as originating from a particular company.

Evolution of Geographical Indication (IPR)

Relatively new concept introduced by the TRIPS Agreement (WTO 1994). Previously, closely related concepts like 'appellation of origin', 'indication of source', 'designations of origin' were in use. But these offered limited scope as they were ratified only by few countries. Finally, signing of the TRIPS Agreement brought GIs to the fore in multilateral negotiations (more than 150 countries). The concern shown by the World Intellectual Property Organization (WIPO) and World Trade Organization (WTO) gave new impetus to protection of GIs. However, according to the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications "a geographical indication is best protected under trademark and unfair competition law. Trademark having acquired in good faith had to be protected against conflicting geographical indications". GIs is an invention of the Trade Related Intellectual Property Right (TRIPS) Agreement, which came into force with effect from January 1, 1995. The TRIPS Agreement prescribes minimum standard of protection for GIs and additional protection for wines and spirits. The TRIPS Agreement requires WTO members to provide legal means to prevent the use of a GIs that misleads the public as to the geographical origin of the goods or constitutes an act of unfair competition. Articles 22 to 24 of Part II, Section III the TRIPS Agreement prescribes minimum standards of protection of GIs that WTO members must provide. Under Article 22 of the TRIPS Agreement unless a GIs is protected in the country of its origins there is no obligation under the TRIPS Agreement for other countries to extend reciprocal protection. But Article 23 of the TRIPS Agreement provides additional protection to GIs only in cases of wines and spirit. This means they should be protected even if there is no risk of misleading or unfair competition. Article 23 imposes an obligation upon member countries to legislate to prevent the use of GIs regarding wines or spirits, which do not originate in the place indicated. The imbalance of protection is the focal point around which the issues of GIs revolve. However, under the TRIPS Agreement WTO members are not required to extend protection to the GIs if it becomes generic for the goods. This provision is likely to be abused. The danger is that the goods well known by its geographical origin having reputation and/or characteristics may be termed, 'generic' and thereby it may cease to get protection of GIs. Be that as it may Article 24 set out certain exceptions to the protection to this protection. Another basic issue arising out of Article 23(4) of the TRIPS Agreement relates to multilateral system of GIs. The first GI system used in France- 20th century – *appellation d'origine controlee* (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

to the consumer for e.g. gruyere cheese (from Switzerland) and many French wines.



Source: Prepared by Researcher

Fig 1: Intellectual Property and its facts

Historically, there has been no uniform approach to the protection of GIs. Countries have adopted various legal principles and statutes to ensure the domestic protection of GIs. GIs are also protected through unfair competition laws, consumer protection laws and laws protecting trade names or trademarks from passing off and other false and misleading trade practices. An international framework for the protection of GIs has evolved over time, beginning with the Paris Convention, where a special form of GI referred to as appellation of origin afforded international protection. The following international agreements contain elements of protection for GIs:

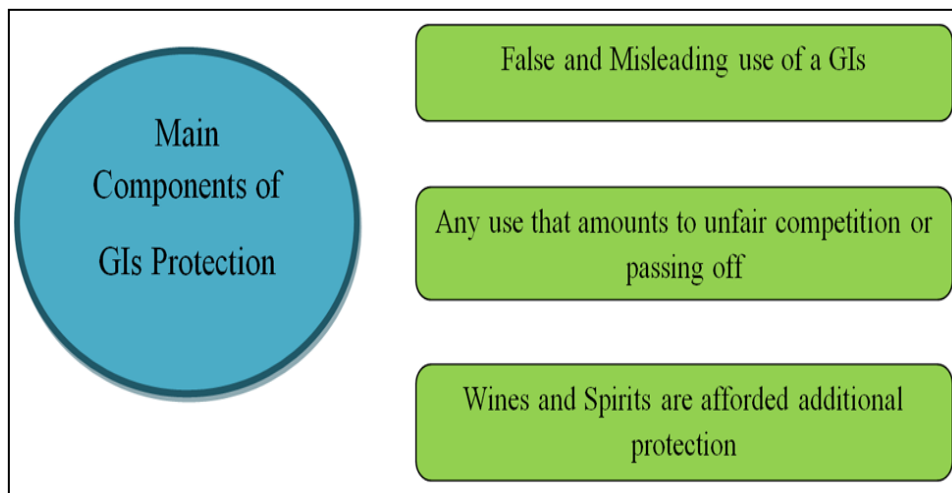
- Paris Convention for the Protection of Industrial Property (1883)
- Madrid Agreement for the Repression of False or Deceptive Indications of Source on Goods(1891)
- General Agreement on Tariffs and Trade (GATT)(1947)
- Lisbon Agreement for the Protection of Appellations of

- Origin and their International Registration (1958)
- Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement) (1994).

The following are some regional and multilateral agreements governing the protection of certain GIs:

- Agreement between the European Community and the United Mexican States on the mutual recognition and protection of designations for spirit drinks (1997)
- Agreement between the European Communities and Australia on Trade in wine (1994)
- General Inter-American Convention for Trade Mark and Commercial Protection (1929)
- Andean Community Decision 486 (Common Intellectual Property Regime) (2000)

Economic Partnership Agreement (EPA) between the CARIFORUM States and the European Community and its Member States (15 October 2008).



Source: Prepared by Researcher

Fig 2: Components of GIs Protection

Geographical Indication in India

An effective protection for GIs was of considerable importance for a country like India, which was richly endowed with natural and agricultural products and which already had in its possession renowned geographical names such as 'Darjeeling'(tea), 'Alphonso' (mango), 'Basmati'(Rice), etc., there was no separate legislation on GIs until the enactment of 'The Geographical Indications of Goods (Registration and Protection) Act, 1999' (henceforth the GI

Act).India, as a member of the World Trade Organization (WTO), enacted the Geographical Indication of Goods (Registration & Protection) Act, 1999 has come into force with effect from 15th September 2003. The first GI tag was granted to Darjeeling Tea about a decade ago, and the tally now is 272, and many more waiting in the pipeline. The Central Government of India has established the Geographical Indications Registry with all Indian jurisdictions in Chennai. Table 1 reflects the major GI products of India.

Table 1: Examples of Geographical Indications of India

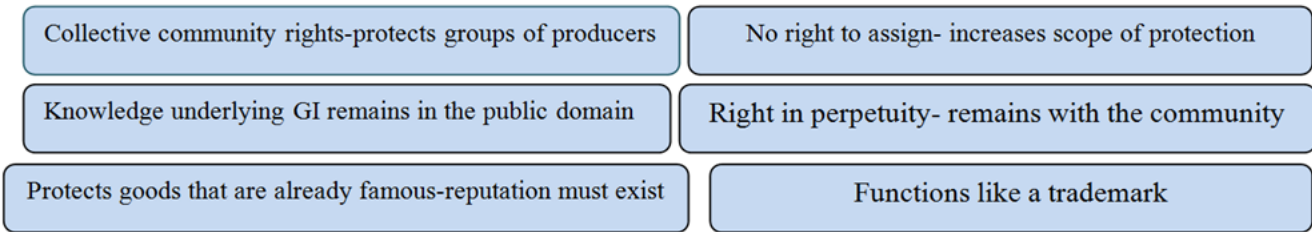
Nature Of Goods	Total No. of GIs Products	Examples
Agricultural Goods	78	Darjeeling Tea, Gir Kesar Mango, Nagpur Oranges, Kangra Tea, Mysore Jasmine, Bikaneri Bhujia, Bhalia Wheat, Naga Tree Tomato, Bangalore Rose Onion, Uttarakhand Tejpap etc.
Handicraft Goods	162	Kangra Paintings, Firozabad Glass, Muga Silk, Bhagalpur Silk, Chanderi Fabric, Bobbili Veena, Kashmiri Pashmina, Phulkari, Maheshwari Saree, Nizamabad Black Pottery, Madhubani Paintings, Thanjavur Paintings etc.
Manufactured Goods	10	Mysore Agarbathi, Mysore Sandal Soap, Mysore Sandalwood Oil, E.I. Leather (Tamil Nadu), Feni (Goa), Nasik Valley Wine, Kannauj Perfume, Meerut Scissors, Coimbatore Wet Grinder, Kanpur Saddlery.
Food Stuff	5	Dharwad Pedha, Tirupathi Laddu, Joynagar Moa (West Bengal), Ratlami Sev, Hyderabad Haleem (Telangana).
Textile	6	Orissa Pattachitra, Kullu Shawl, Dharamvaram Handloom Pattu Sarees and Paavadas (Andhra Pradesh), Shaphee Lanphee (Manipur), Wangkhei Pee (Manipur), Moirang Phee (Manipur).
Natural Goods	1	Makrana Marble (Rajasthan)

Source: Intellectual property of India

After a GI is registered any person claiming to be the producer of the good designated by the registered GI can file an application for registration as an authorized user. The GI Act is to be administered by the Controller General of Patents, Designs and Trade Marks- who is the Registrar of Geographical Indications. The Registration of a Geographical Indication is for a period of ten Years. Renewal is possible for further periods of 10 years each. If a Registered geographical indication is not renewed, it is liable to be removed from the

register. The GI officials said the every GI product has its own uniqueness and it is different from the other product that grown elsewhere. Once the GI certification is accorded, anyone passing off any other verities of product as original product can be jailed for a term extending up to two years or fined. The fine ranges from Rs 50,000 to Rs 1 lakh under the Geographical Indication of goods (registration and protection) Act, 1999.

Features of Geographical Indication



Source: Prepared by Researcher

Fig 3: Features of GI

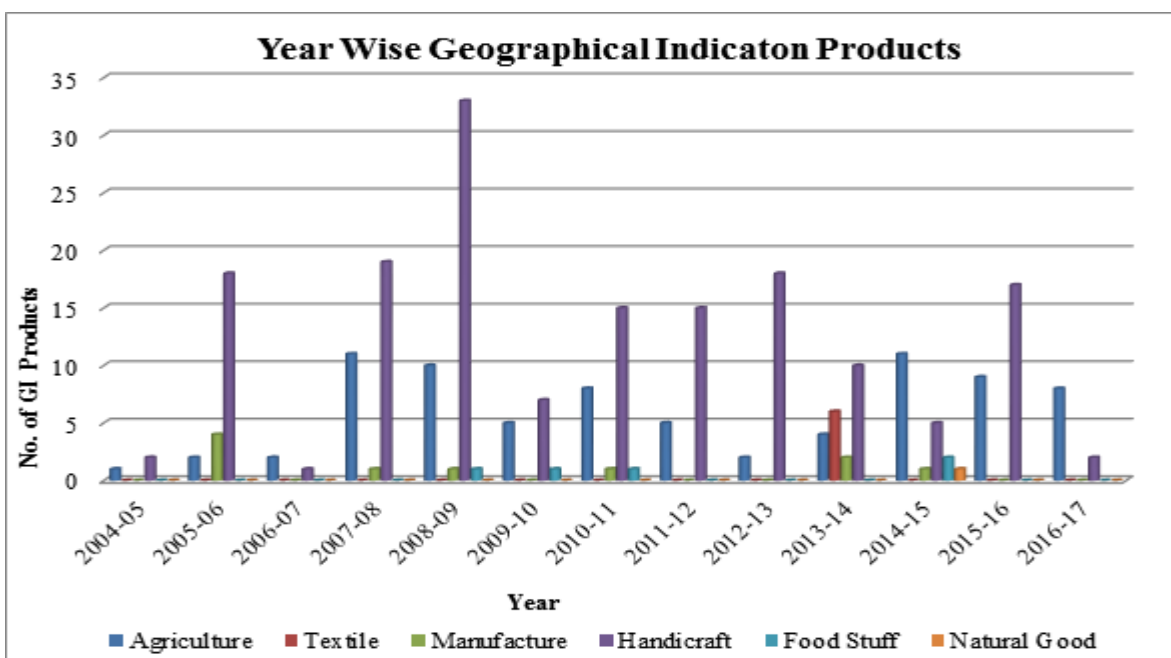
Table 2 majorly shows the GI products of India year wise. In year 2008-2009 total 45 GI products registered under intellectual property which is highest till date in one year. In

India total 162 handicraft goods registered under GI followed by 78 agricultural goods.

Table 2: Year Wise GIs Product

Year	Agriculture	Textile	Manufacture	Handicraft	Food Stuff	Natural Good	Total
2004-05	1	-	-	2	-	-	3
2005-06	2	-	4	18	-	-	24
2006-07	2	-	-	1	-	-	3
2007-08	11	-	1	19	-	-	31
2008-09	10	-	1	33	1	-	45
2009-10	5	-	-	7	1	-	13
2010-11	8	-	1	15	1	-	25
2011-12	5	-	-	15	-	-	20
2012-13	2	-	-	18	-	-	20
2013-14	4	6	2	10	-	-	22
2014-15	11	-	1	5	2	1	20
2015-16	9	-	-	17	-	-	26
2016-17	8	-	-	2	-	-	10
Total	78	6	10	162	5	1	262+10

Source: Intellectual property of India



Source: Prepared by Researcher

Fig 4: Year wise GI products of India

Table 3 represents the state wise GI products of India. Karnataka has the highest 38 GI products followed by Kerala with 26 products. Only Rajasthan has a natural good which is

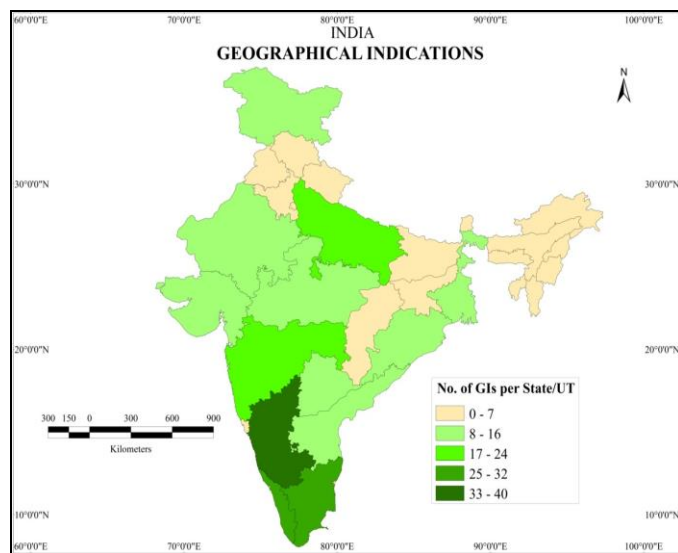
Makrana marble. Maharashtra has the highest 18 agricultural product.

Table 3: State Wise GIs Product

State	NO. OF GIs						Total
	Agriculture	Textile	Manufacture	Handicraft	Food stuff	Natural Good	
Andhra Pradesh	1	1	-	10	1	-	13
Arunachal Pradesh	1	-	-	-	-	-	1
Assam	3	-	-	2	-	-	5
Bihar	-	-	-	5	-	-	5
Chhattisgarh	-	-	-	5	-	-	5
Delhi	1	-	-	-	-	-	1
Goa	-	-	1	-	-	-	1
Gujarat	3	-	-	10	-	-	13
Haryana	1	-	-	1	-	-	2

Himachal Pradesh	2	1	-	4	-	-	7
J and K	1	-	-	7	-	-	8
Jharkhand	-	-	-	-	-	-	-
Karnataka	16	-	3	18	1	-	38
Kerala	11	-	-	15	-	-	26
Madhya Pradesh	-	-	-	7	1	-	8
Maharashtra	18	-	1	5	-	-	24
Manipur	1	3	-	-	-	-	4
Meghalaya	2	-	-	-	-	-	2
Mizoram	1	-	-	-	-	-	1
Nagaland	2	-	-	-	-	-	2
Oddisha	2	1	-	12	-	-	15
Punjab	1	-	-	1	-	-	2
Puducherry	-	-	-	2	-	-	2
Rajasthan	1	-	-	9	-	1	10
Sikkim	1	-	-	-	-	-	1
Tamil Nadu	5	-	2	21	-	-	28
Telangana	-	-	-	9	1	-	10
Tripura	1	-	-	-	-	-	1
Uttar Pradesh	4	-	3	16	-	-	23
Uttarakhand	2	-	-	-	-	-	2
West Bengal	4	-	-	5	1	-	10

Source: Intellectual property of India



Source: Prepared by Researcher

Fig 5: No. of GI products per State and UT

Importance of Geographical Indication

A Geographical Indication's reputation is a valuable, collective, and intangible asset. Geographical indications allow producers to obtain market recognition and often a premium price. It has become a key source of niche-marketing. Geographical Indication is also often associated with non-monetary benefits such as the protection of knowledge and community rights. Geographical Indications therefore function as product differentiators on the market, by enabling consumer to distinguish between products with geographical origin based characteristics and others without those characteristics. Geographical Indication can thus be a key element in developing collective brands for quality-bound-to-origin products. The importance of Geographical

Indication is given below:

- Confers legal protection to geographical indications in India.
- It prevents unauthorized use of a registered geographical Indication by others.
- It boosted exports of Indian geographical indications by providing legal protection.
- It promotes free trade and economic prosperity of producers.
- It enables seeking legal protection in other WTO member countries.
- GIs, backed up by solid business management, can bring them with competitive advantage, more added values to a product, and increased export opportunities.
- The role of GIs is increased in preserving the traditional heritage, indigenous knowledge.
- Geographical indication helps to boosting up the economy of particular region. GI also help in the economic development of many developing countries.
- It protects the domestic market from competition.
- The GIs encourage the small local workers and the micro level industries, which are related to it.
- GIs play an important role in the future of our agricultural policy.
- GIs denote preserving the quality and origin of products.

Some Selective Case Studies

Kangra Tea, Himachal Pradesh

Nature of Product- Agricultural Goods

Year of Registration- 2005

Kangra Tea is a 25th product registered under GIs. Tea cultivation is the unique feature of the Kangra valley. Valley tea is having unique flavor which resulted in worldwide fame. Kangra tea is known for its flavor rather than its weak color. Desi Chai is mostly sundried and it has a peculiar aroma due

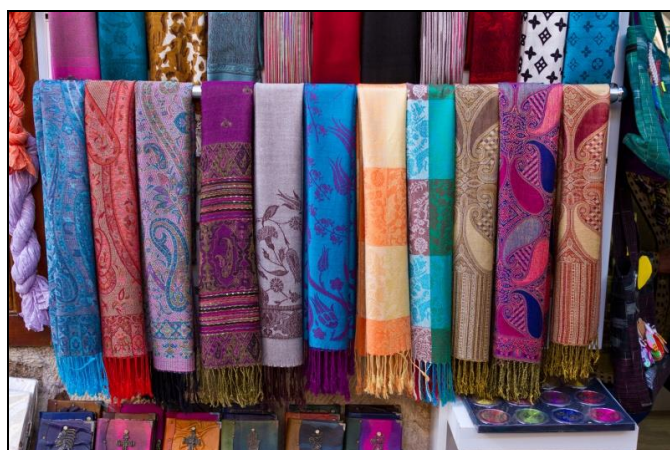
to its freshness. In mid 19th century British government surveyed for tea plantation and brought up Chinese variety *Camellia Sinesis* to plant across the region. The experiment turns into the huge production of tea in Palampur and Dharamshala. Kangra tea exported to England, Kabul, Central Asia and the rest part of the world by British government. Due to the thousands of deaths and destruction of factories in 1905 Kangra earthquakes, Britishers forced to sell the plantation. Kangra tea majorly includes two type of tea production in which 90 percent of the production includes Black tea and 10 percent production of green tea. Most of the production now exported to Kazakhstan, Taiwan and US.

Kashmiri Pashmina, Jammu and Kashmir

Nature of Product- Handicraft Goods

Date of Registration- September 23, 2008

Pashmina Shawl is the one of costliest shawl across the world. Fine, delicate, soft and best quality Pashmina is world's finest wool. Iskashmisi shawl is most famous shawl which is obtained from the wool of Kashmiri Pashmina goat. Wool for the Pashmina shawl comes from the four breeds of Cashmere goat. Kashmir Pashmina goat or Changthangi goat which found in Chanthangi plateau of Kashmir, Malra goat in Kargil, Chegu goat in Himachal Pradesh and Chyangara or Nepalese Pashmina goat in Nepal are the major breeds. These shawls have its historical significance as they were known as the fiber of kings. These shawls were also used during Mahabharata period. Napoleon was impressed by the fiber of Pashmina and he gifted it to impress his first wife Josephine. It takes almost a week to get a single shawl of the Pashmina. These shawls are printed with hand block printing. The total production of Pashmina fiber across the world is around 10,000-15,000 tons/annum. China, Australia, Britain and New Zealand are the major fiber producing countries. The demand of Pashmina is increasing rapidly as these shawls sell out around 400 to 1000 dollars.



Source: Maps of India

Fig 6: Kashmiri Pashmina

Meerut Scissors, Uttar Pradesh

Nature of Product- Manufactured Goods

Date of Registration- June, 2013

Meerut Scissors is a pair of scissors made up of 100 percent

recycled metal scarp by the micro level industries. Meerut scissors has its history of 360 years and also known as the Meerut Heritage. The scissors are made up of all the pre used form of metal and carbon steel blades sourced from metal scarps of junk buses, cars, trucks and railways. These scissors are repaired quickly and well known for its sharpness. These scissors are easily available under the price range of 20-500 INR.



Source: stitchwallah.com

Fig 7: Meerut Scissors

Nizamabad black clay pottery, Azamgarh, Uttar Pradesh

Nature of Product- Handicraft Goods

Date of Registration- December, 2015

Nizamabad black pottery is a special kind of clay ware with a dark lustrous body. Sheen of the pottery obtains by dipping it into the solution of clay and vegetable matter. These potteries rubbed with the vegetable oil for the lustrous effect and baked in fire. The silver ornamentation includes flowing and floral pattern on the baked surface on the pottery. Vases, cups and saucers, dinner set, water jugs, plates, jars, flower pots, table ware etc. are other items that prepared as same. Almost 1000 micro-industrial units and over 3,500 workers are working for the product. The annual turnover of this product is around 1170 million rupees. More than 3 Crores of the industrial total annual turnovers come from exports to countries like U.K, U.S.A, Egypt Dubai, Canada, Germany etc.



Source: kashicraft.com

Fig 8: Nizamabad black clay pottery

Darjeeling Tea, West Bengal

Nature of Product- Agricultural Goods

Year of Registration- 2004-2005

Darjeeling tea was the first product registered under GIs Intellectual property. It's a world's most expensive and exotically flavored tea which is available in black, green, white and oolong. The tea is very popular for its different flavor like muscatel grapes, peachy and flowery. The

Darjeeling tea has a distinctive identity as it appear different in different seasons. In spring season it appears yellow, in summer appears orange, in rainy season appears dark red, and in autumn season appears light red. The total production of Darjeeling tea is around 10-11 million kilogram per annum. It exports to countries like U.K, U.S.A, Australia, Central Asia, Canada, Germany etc.

Madhubani Paintings, Bihar

Nature of Product- Handicraft Goods

Year of Registration- 2007

It is also known as the Mithila Art. Traditionally, it was painted on mud wall but now it also painted on cloths, handmade papers and canvas. The theme of this art is related to the nature and mythological events. Historically, Madhubani painting is related to the Ramayana time as King Janaka ordered the painting to be created for his daughter. It's a very traditional kind of art which is eco-friendly in nature. The brush for the painting is made up of the cotton, wrapped around a bamboo stick. The colors for the painting sourced from vegetable, flower and other natural things. The black color is made up of cow dung, blue color from indigo, yellow color from lime and milk of banyan leaves, red from Kusum flower juice or red sandalwood and orange color from plash flower.



Source: craftsvilla.com

Fig 9: Madhubani Painting

Makrana Marbles, Nagaur, Rajasthan

Nature of Product- Natural Goods

Date of Registration- April, 2015

Makrana marble is also known as 'milky white marble' and tagged as an oldest and best quality of marble in the world. It needs no chemical reinforcement and has no pin holes and no color change. It comprises of about 98 percent of calcium carbonate while magnesium and iron content is negligent. Due to this chemical property it retains its white color for 100 years. Other marbles changes from white to grey to black or yellow shade due to the oxidation of magnesium and iron respectively. The shine of Makrana Marble increases with its use. The present rate of Marble production from Makrana is 19.20 million tons per year. It has annual revenue of INR 10,036 Crores and export worth of 206,269 USD. Makrana marble is a source of employment to at least one lakh people of about hundred surrounding villages.

Thanjavur Paintings, Tamil Nadu

Nature of Product- Handicraft Goods

Date of Registration- May 16, 2007

Thanjavur painting is a classical south Indian painting style. This art of painting flourished at the time of fine looking and striking temples were being constructed by rulers of several dynasties. Therefore, these paintings are mostly of god and goddesses. The paintings are notable for their adornments in the form of semi precious stone, pearls, pieces of glass and gold's. The rich exotic colors, dashes of gold, semi precious stone, and fine artistic work are the major distinctiveness of this art. These paintings have the high demand during the festival seasons like Diwali, Dusshera, Durga Pooja, Janmasthami etc.



Source: Utsavpedia.com

Fig 10: Madhubani Painting

Bangalore Rose Onion, Chikkaballapur, Karnataka

Nature of Product- Agricultural Goods

Date of Registration- April 6, 2015

It's a 217th product registered under Geographical Indications. This variety of onion produces in Bangalore Urban, Bangalore Rural, Chikkaballapur and Kolar. Locally it's known as the *Gulabi Eerulli* (Pink Onion). The onions of this variety have bulbs with flat base and are spherical. These are deep scarlet red colored, spicy and majorly used for pickles. Bangalore rose onions are rarely used in India, but exported in large quantities to other countries such as Malaysia, Singapore, Indonesia, Baharin, UAE, Bangladesh and Sri Lanka.

Gir Kesar Mango, Gujarat

Nature of Product- Agricultural Goods

Date of Registration- July, 2011

Gir Kesar Mango was the first agricultural product from Gujarat and the Second mango variety in India (after Uttar Pradesh Dasher mango) to earn the GI tag. The Gir Kesar mango orchards are located in specific area of Junagadh district particularly Gir territory including Gir Sanctuary and National Park and other adjoining Tehsils like Dhari and Khambha of Amreli district near to Gir territory. These mangoes are costly because they are products of organic farming. Forget harmful chemicals for ripening, these farmers do not use even fertilizer. The uniqueness of Gir Kesar mango is due to color and taste of pulp which contains saffron color of the pulp. The pulp is also fibreless and sweet. It also possesses better mouth feel which have won the patronage and recognition of discerning consumers all over the country.

Naga Tree Tomato, Nagaland

Nature of Product- Agricultural Goods

Date of Registration- March 30, 2015

It's a kind of fruit which grows on tree and closely resembles with tomato. Naga tree tomato is an oval shape fruit and varied from red to orange. This fruit contains high quantity of potassium, vitamin C and A. It helps to controlling in High Blood Pressure and brings down cholesterol levels. The Naga tree tomatoes are majorly produced in states like West Bengal, Assam, Uttarakhand, Nagaland and Himachal Pradesh. Its special organoleptic quality, sweetness, thicker outer skin and more carbohydrates and protein distinguish it from other tomatoes.

Phulkari, Haryana, Punjab and Rajasthan

Nature of Product- Handicraft Goods

Year of Registration- 2010-2011

Phulkari is a traditional embroidery art from the state of Punjab, Haryana and Rajasthan. Phulkari's are worn by women during wedding seasons all over Punjab. It was considered to be purely a domestic craftsmanship, woven and used by the members of the same family and friends during family weddings and occasions. Since the art became so popular in the Indian Crafts market, Phulkari now hold a good market share with crafts savvy people as buyers. As the art is a widespread business in the states of Rajasthan and Haryana, the traders now have to get them registered mandatory for the business and trade related transactions.

Uttarakhand Tejpatta, Uttarakhand

Nature of Product- Agricultural Goods

Date of Registration- May 31, 2016

It was 261 and second product of Uttarakhand state registered under geographical indication (GI). Uttarakhand tejpatta mainly produced in the districts of Champawat, Nainital, Tehri, Bageshwar, Chamoli, Almora, and Pithoragarh at a height of 1,000 to 2,200 meters. Uttarakhand tejpatta is also known as the sweet bay leaf in the both national and international market. Besides being used in cooking, it also used in Ayurvedic and Herbal medicine. According to the Times of India, Experts believe that the GI certificate to tejpatta is set to benefit over 10,000 farmers involved in its production in the state as dry leaves of the tree, which sell for Rs 60 to Rs 65 per kg, are expected to now fetch Rs 150 to Rs 200 per kg. Currently, tejpatta from the state is sold by traders from Tanakpur, Haldwani, Ramnagar, and Rishikesh to Delhi, Mumbai, and Punjab.

Joynagar Moa, West Bengal

Nature of Product- Food Stuff

Year of Registration- 2015

Joynagar moa is a Bengali sweet which prepared from jiggery of date palm, puffed rice, ghee, cardamom and poppy seeds. It's a very popular sweet, being produced in Kolkata. Joynagar moa is majorly available during winter season due the availability of raw material. It is also produced in households of Bengal and generally available in grocery shops throughout the year.

Pokkali Rice, Kerala

Nature of Product- Agricultural Good

Year of Registration- 2008

Known for its special taste and high protein content, Pokkali is a saline- resistant rice variety organically cultivated in the coastal regions. Pokkali farmers alternate between paddy cultivation during the low saline phase from June to early November and prawn farming during the high saline phase from mid-November to mid-April. Pokkali rice majorly produced in 610 hectare land of Alappuzha, Ernakulam and Thrissur districts. The uniqueness of Pokkali rice, grown in the waterlogged coastal areas of south and central Kerala is highly tolerant to salinity, that is a major threat worldwide to agriculture and particularly rice, which is among the least salt sensitive among cereals.

Dharwad Pedha, Karnataka

Nature of Product- Food Stuff

Year of Registration- 2008-2009

Dharwad pedha was the first food stuff product registered under GI. It is an Indian sweet delicacy unique to the state of Karnataka. It derives its name from the city of Dharwad in Karnataka. Dharwad pedha has a history of almost 175 years.

Hyderabad Haleem, Telangana

Nature of Product- Food Stuff

Date of Registration- September, 2010

Haleem is made up of meat, lentils and pounded wheat made into a thick paste. It is originally an Arabic dish and was introduced to the Hyderabad State by the Chaush people during the rule of the Nizams (the former rulers of Hyderabad State). Local traditional spices helped in evolving a unique Hyderabad haleem that became popular among the native Hyderabadis by the 19th-century. Hyderabad haleem is the traditional dish serves at weddings, celebrations and other social occasions, it is particularly consumed in the Islamic month of Ramadan during Iftar as it provides instant energy and high calories.

Mysore Agarbathi, Karnataka

Nature of Product- Manufactured Good

Year of Registration- 2005

Mysore Agarbathi originated in the State of Karnataka successor to the erstwhile state of Mysore. Mattipal or Halmadi is sourced from the tree *Ailanthus malabarica* which originally was found only in Karnataka, the successor state to the erstwhile princely state of Mysore. Further the bamboo available in shimoga, Karnataka possesses certain unique characteristics, which make it suitable for agarbathi. Agarbathi which originated from Karnataka was unique since the new materials used in its manufacture were originally found in this state only. For example, while sandalwood grows in many parts of India and various other countries, the sandalwood species *Santalum album* grew naturally in this state only. *Ailanthus Malabaricum* which yields Halmadi also known as mattipal, originated in this state. In the slokas these two ingredients find mentioned as constituted of Dasanga, Dhoopa and Agarbathi.

Shaphee Lanphee, Manipur

Nature of Product- Textile Good

Date of Registration- December 19, 2011

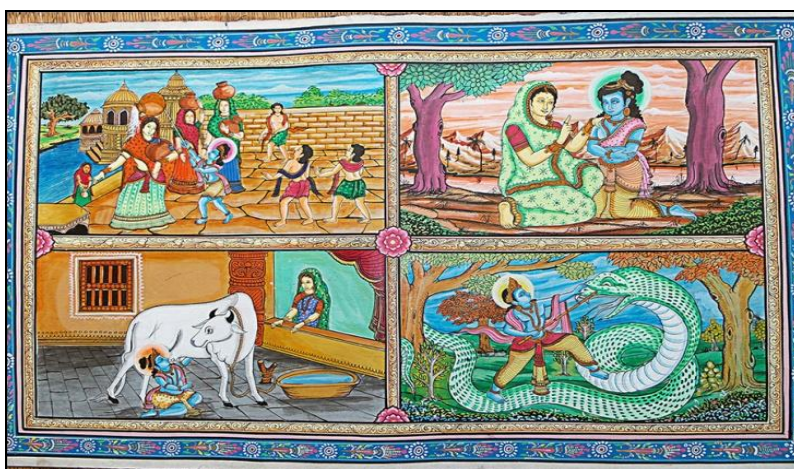
The Shaphee Lanphee is a type of Shawl which is specially made by needle work without frame over the Loin Loom fabric. Shaphee Lanphee is a red-border shawl worn by Meitei women of Manipur as recognition of honor. Shaphee Lamphee embroidery is done over a black coloured cloth with red border. The motifs embroidered on the fabric consists of several designs, and some of the common designs adopted are: of animals such as "shamu" (elephant), "shagol" (horse), "iroichi" (buffalo horn), "wahong" (peacock), and "Nga" (fish); planets such as "numit" (sun), *tha* (moon); *Thawannichak* (star) ; and also *phantup* (magical seat, *ta* (spear) – these designs are done in a set pattern and sequence of operation. The Government of Manipur was expected to register 1,000 weavers in respect of manufacturing Shaphee Lanphee within six months from the date of registration as per decision of the Consultative Committee meeting.

Orissa Pattachitra, Orissa

Nature of Product- Handicraft Goods

Year of Registration- 2008

It is the traditional cloth-based scroll painting of Odisha and was given the GI tag in 2008. The paintings are generally based on Hindu mythology and resemble the old murals of the state. A lot goes into preserving the original appeal of this art form, and the chitrakars of Odisha seemed to have mastered that art. Pattachitra has an edge over other art forms due to the use of 100 percent natural colors and are prepared by the chitrakars using ancient methods. While white is made using conch shells, a mineral color named hingula is used as red color and a stone named harikala is used for yellow. A floral border is a must in Pattachitra paintings, and so is the use of natural colors, restricting them to a single tone. This creates a distinct look and feel that is typical to Pattachitra and cannot be replicated.



Source: craftsvilla.com

Fig 11: Odisha Pattachitra

Bell Metal Ware of Dalia and Tikamgarh, Madhya Pradesh

Nature of Product- Handicraft Goods

Year of Registration- 2008

Bell metal is a hard alloy, a form of bronze, used for making bells. It is essentially a tribal craft.

Tripura Queen Pineapple, Tripura

Nature of Product- Agricultural Goods

Year of Registration- 2014

The small landlocked state Tripura produces quality Pineapples in abundant amounts. Queen Pineapples are golden yellow, Spiny and have pleasant aroma when ripe. The average weight of these pineapples can be 800 grams. The juice also has bright yellow color and it is quite sweet. Farmer does not usually resort to using fertilizers and pesticides. From May to September are the months of Pineapple harvest in Tripura which is mostly produced by The Darlong tribes living in Kumarghat region. Another zone where bumper Pineapple harvest takes place is the Dhalai district. Average pineapple production per acre in Tripura tends to be higher than that of the other states.

Bastar Dhokra, Chhattisgarh

Nature of Product- Handicraft Goods

Year of Registration- 2008

Dhokra is a 4,000-5,000-yearold art of making metal artifacts by a wax casting technique. Its earliest known artifact is the dancing girl of Mohenjo-Daro.

Arunachal Wakro Orange, Arunachal Pradesh

Nature of Product- Agricultural Goods

Date of Registration- May 21, 2014

Arunachal Wakro Orange has been exported to Bangladesh and from there to other countries in other names depriving the state of its intellectual property right, therefore on May 21, 2014 it is registered under GI.

Bobbile Veena, Andhra Pradesh

Nature of Product- Handicraft Goods

Date of Registration- December 31, 2011

Bobbile veena is a first musical instrument registered under Geographical Indication. Bobbile Veena is considered to be invented in Bobbili of Vizianagaram district, Andhra Pradesh. The Bobbili veena is known for its unique design and high-

quality craftsmanship. Earlier, craftsmen used to depend on elephant tusks and stag horns to make the veena's but now, those materials have been replaced by plastics.



Source: Zazspot.com

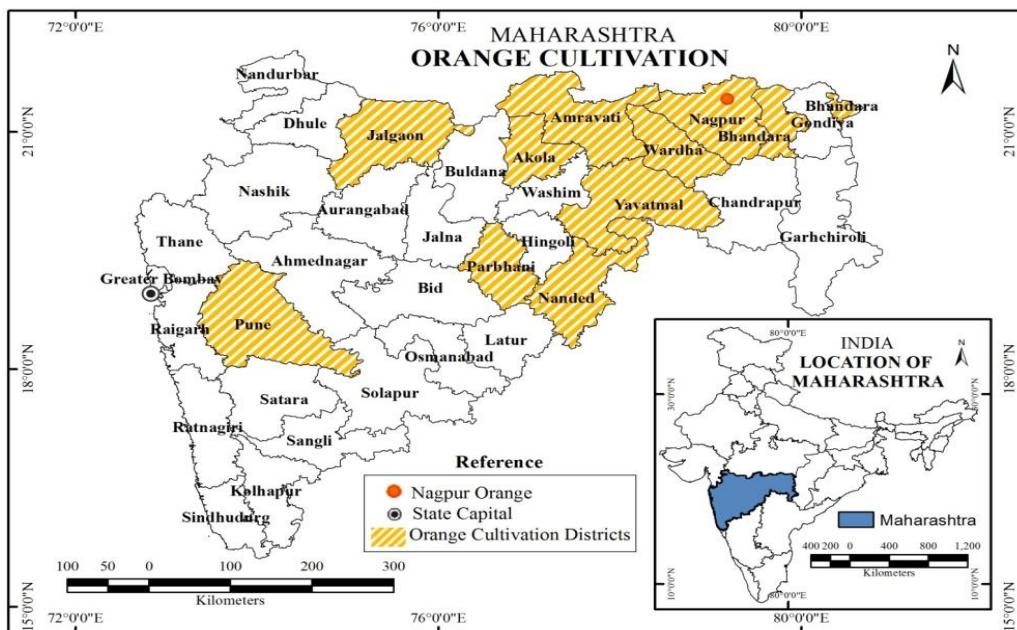
Fig 12: Bobbile Veena

Nagpur Oranges, Maharashtra

Nature of Product- Handicraft Goods

Date of Registration- December 31, 2011

Nagpur orange is a variety of orange grown in Nagpur, Maharashtra, India. It is rustic and pockmarked exterior which is sweet and has juicy pulp. It is loose skinned Mandarin, excellent in taste and flavor. The pulp is tender, saffron or orange colored with excellent blend of sugar acid. Apart from being used in the production of essential oil and pectin it also serves as a basic material for the production of cattle feed, candies and alcohol. The Nagpur oranges have established its reputation all over the country for its excellent quality. It stands superior to all other mandarin oranges in respect of taste, size, shape, appearance, and keeping quality. It is the most widely cultivated commercial variety in India. The Nagpur oranges can be grown in frost free tropical and sub-tropical areas at an altitude of about 1500 meters above sea level. The Nagpur oranges require a rainfall of about 100-200cm annually and a temperature ranging from 100-350 C which is excellent for cultivation of the crop.



Source: Prepared by Researcher

Fig 13: Nagpur Orange Cultivation

Orange bring one of the important citrus fruit of the world occupies a prominent place in the horticultural field. Maharashtra is a leading state in India to cultivate oranges or citrus crop. Maharashtra contributes 5% of the total worlds orange cultivation with the total area of 40,200 Ha. Nagpur orange is a variety of orange grown in Nagpur, Maharashtra, India. The Nagpur orange has its own uniqueness consist the sweet flavor, which is very famous among the people of not only of Nagpur but in other parts of countries too. This variety of Orange is not only consumed in India, it is also used and consume by the foreign countries like Bangladesh, Sri Lanka, Germany, Nepal, U.K., U.S.A., Arab Countries, etc. The Nagpur Orange plays a vital role in Indian Revenue under the Department of Horticulture through export. The geographical Indication provides the better safe to the product or a legal protection. The Nagpur orange producers do have Producer's

organizations and co-operative societies which assists the producers in channeling the markets and thereby helping the mandarin growers. Crop insurance policy is also available for the growers along with advanced marketing credit/loan facilities. Food product made up of Nagpur orange enhancing the brand value of Nagpur Orange.

Importance and Future Aspects

Nagpur oranges have lots of importance. It contributes approximate 40-45% of the total countries orange production. Maharashtra is the 5% contributors to the world orange production in which Nagpur orange plays a vital role. The following importance of Nagpur orange is given below:

- Nagpur orange consignments to the neighboring countries of Bangladesh and Nepal by road, the Nagpur oranges are also exported to other countries like Europe, Gulf and

South East Asia by refrigerated container both in ships and by flight.

- It provides the employment to the orange growers.
- Nagpur orange encourage the development of rural Nagpur.
- Through the export, it provides the financial helps to country.
- Nagpur orange is preserving the verity of oranges with the help of GIs.
- It is boosting up the economy of the region
- It encourages the small farmers and the Agro-business firms.

Different company and online website related with Nagpur Oranges:

Lots of company use the Nagpur orange and make various food products, like Orange Juice, Candy, sweets, Squash, etc. Haldiram and Patanjali are the big companies which use Nagpur Orange to make their food product. The raw material is provided by following companies to the other companies.

- K.I. sales and distribution
- Apex Trading Company
- N.K. travels
- Adani Agri fresh limited
- Shaik Mehtab fruit supplier

Online Website: The Nagpur Orange is available in following website.

- www.Indiamart.com
- www.ifibeam.com

Patanjali Soan papdi and Haldiram's orange Barfi is a Famous Product made up with Nagpur Oranges. Recently, Baba Ramdev's company turns it attraction towards Nagpur's Orange, which they can use to make varieties of food Product.

Conclusions

A Geographical indication is a sign that identifies a product as originating from a particular location which gives that product a special quality or reputation or other characteristic. The GI affords better legal protection to facilitate an action for infringement. Protection for a geographical indication is usually obtained by acquiring a right over the sign that constitutes the indications.

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