

Marketing of GI Products: Unlocking their Commercial Potential

Research Study

by

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I am grateful to the Centre for WTO Studies, for giving me this opportunity to work on developing the branding and marketing strategy for exploiting the market potential of GI products. The journey has been extremely interesting and educating, giving me a chance to meet the talented artisans, farmers, weavers and other producers of GI products in India.

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EXECUTIVE SUMMARY

India enacted the Geographical Indications of Goods (Registration and Protection) Act in 1999 and as of March 2015, 228 products have received GI (Geographical Indication) registration. Programmes to promote the branding and marketing of GI products in domestic as well as international markets need to be designed and implemented for unlocking their commercial potential. The Foreign Trade Policy Statement for 2015-2020 has identified this as a key area for policy initiatives within one year. In this context, Department of Commerce requested the Centre for WTO Studies at IIFT, to initiate a study for promoting branding and marketing of GI products.

The key objective of the Study is to assess the shortcomings and gaps in efforts made so far for unlocking the commercial potential of selected GI products, and recommend suitable strategies for brand building and marketing of selected GI products in Indian and international markets.

Geographical indications are distinctive signs/names generally collectively owned, which can be used to differentiate goods on the basis of their unique characteristics and their geographical origin. Protection and promotion of geographical indication products has a critical role to play socially, economically as well as culturally. It helps nurture and strengthen key skills and traditions while at the same time supporting and developing entire communities.

An analysis of few successful GI products in India and other international markets was undertaken to identify key factors contributing to the success of their marketing strategy. These factors included the following-

- 1) Proper organization structure and control
- 2) Well defined and monitored production process
- 3) Strict quality control and tracking
- 4) Creation of a strong brand identity for the GI, in addition to individual brand names
- 5) Well recognized logos and symbols
- 6) Investment in brand building and market expansion
- 7) Focus on building customer engagement and brand associations in addition to awareness
- 8) Steps for legal protection

Before formulating a marketing strategy, it is important to understand the gaps and challenges faced by producers/farmers/artisans and traders in leveraging market opportunities. This was done through extensive stakeholder consultations and circulation of questionnaires across product categories in different regions of India. Some of the key marketing challenges and Issues were identified as follows-

- GI status not exploited post registration
- Limited Consumer Awareness of GI
- Lack of initiatives in building brands and visibility
- Misuse of GI name

- Lack of formal organization structures and/or control mechanisms
- Lack of producer/artisan database
- Low Share in value chain for producer
- Uncertainty and price risk
- Lack proper monitoring of quality and compliance
- Identification of markets and information on market trends
- Low level of online presence/e-marketing initiatives
- Need for financial support for marketing
- Limited production capacity
- Requirement of support in form of space, equipment, R&D, Technical and Design Inputs

Without some level of standardization, a uniform branding strategy cannot be implemented. However, on the other hand, absolute standardization and rigid controls on all aspects, besides being difficult to implement in a scenario of community ownership, can kill incentives to innovate. Therefore, a middle path needs to be followed which allows all authorized users of a particular GI product to leverage a common identity for all authorized users along with flexibility to differentiate within this common identity. For a common identity to be developed and to have some meaning, it is imperative that certain key aspects related to the uniqueness and quality of the GI product ought to be standardized and strictly adhered to. The branding strategy which is recommended in such a scenario is to develop the GI brand as an *endorser brand* for the individual product brands developed by each of the authorized users. An endorser brand is one which provides credibility & substance to the main brand.

For this strategy to work, it is important that the GI brand be established as a credible and preferred brand for the concerned product category with unique and differentiated positioning, as has been done by Darjeeling Tea and Kota Doria. First, a clear target segment and the key value proposition of the GI brand needs to be defined. Next, the name and visual identity of the brand needs to be developed and systems need to be put in place to ensure that minimum specified standards are met by all products endorsed by this brand. The differentiated positioning of this GI brand, then needs to be communicated to customers and investments made in creating awareness for its visual identity and meaning.

Key recommendations for marketing initiatives to unlock the commercial potential of GI products include the following-

Phase I

1. Classification of GI products based on market potential and production capability
2. Setting up GI enabler cell for each GI- The GI enablers could be an association comprising representatives from producer groups, traders, government and NGOs or a government body like tea board / NGO if they are the registered proprietor
3. Faster registration of authorised users
4. Creation of a common GI seal across all GI products
5. Product specific GI logos for selected GI products with moderate to high potential

6. Setting up of a Market Development Fund
7. Mass Awareness campaign for consumers explaining why they need to look for GI seal/logo
8. Creation of a website for each GI product category
9. Celebration of 7th August to focus on handicrafts as well as handlooms
10. Gift Catalogue for MEA/PMO and others for visitors
11. Verification of GI for exhibition participation
12. Sensitization on legal issues through government circulars, retailer workshops and leaflet distribution

Phase II

13. Quality Checks and Compliance- Self audit by producer groups + sample checks by designated quality team. Repeat offenders on quality standards should stand to lose their authorised user status.
14. Quality Enhancement through Technology and equipment upgrading, visit by agricultural scientists and packaging experts, tie ups with empanelled designers/ design institutes, etc.
15. Exposure to exhibitions and direct interaction with customers through haats, etc.
16. Technical inputs and innovation in packaging design
17. Common Facilities Centres in each of the hubs for identified GI products
18. Mass media campaign for building awareness for specific GI Products with moderate to large market potential
19. Developing Brochures/catalogues for each GI (printed and/or digital)
20. Setting up of an Umbrella GI Portal which links to all individual GI portals
21. Creation of a Database and Tracking System
22. Promotional Activities for Building Awareness
23. Leveraging Public relations
24. Promoting Direct Buyer seller interaction through initiatives like one big GI focused exhibition per year in every state, adequate participation of existing GI producers/ authorised users in key National Exhibitions, Haats/ craft bazaars for direct selling to consumers should be set up in key cities in each state by respective state governments.
25. Tie up with offline retail shops, designers and organic brands to launch special lines. Example, Khadi Gram Udyog, Dastkaar, Raw Mango, HortiCorp, VFPC, Milma Green etc
26. Leveraging E-commerce to enhance reach and reduce the layers of middlemen. The producers could sell directly through their own portals, developed and managed by the GI enablers with support from the government, non-profit organizations or development agencies. They could leverage State Emporia websites and tie up with other online retailers.
27. Enforcement
 - Raids need to be conducted so that offenders are caught and warned or notices served on them
 - Legal Cell- a legal cell needs to be set up at the nodal level, to take up issues of infringements

Phase III

28. Shop-in-shop concepts for GI products called “Traditional Treasures of India”

29. Registration of GI brand name and logo in key international markets for products with high export potential
30. Foreign Trade experts as mentors to traders/ producer organizations for 18-24 months to make them export-ready
31. Use of Crafts parks for organizing theme based events/ shows/ exhibitions/ workshops and can also be leveraged for tourism
32. Introduction of courses/projects on relevant GI products in selected Institutes/ Universities

The Way Forward

If a step by step approach is adopted with clear allocation of responsibilities and timelines, it will not take long to create awareness for GI brands and put in place the desired systems to tap the market potential for these products. Considering many recommendations require coordination among, and joint action by, the State Governments, Dept. of Commerce, DIPP and Ministry of Textiles, the Ministry of Agriculture, DC Handicrafts/Handlooms and Export Promotion Councils, the Central Government could consider establishing a GI Nodal officer/ co-coordinator in each of these bodies.

The other alternative is to appoint a GI Development and Promotion Body but it is important to keep in mind that it does not create duplicity and overlaps with other existing organizations. It may be better to strengthen existing mechanisms to provide special focus on GI marketing.

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Chapter -1

Objectives and Methodology

India enacted the Geographical Indications of Goods (Registration and Protection) Act in 1999 and by March 2015, 228 products have received GI (Geographical Indication) registration. However, simply getting GI registered is not enough, effort needs to be made to help the producers/ traders leverage GI as a marketing tool. Most of the producers and artisans of GI products in India severely lack the wherewithal and the capacity to undertake post-registration activities for marketing and brand building of their products.

The GI registration has been awarded to several agricultural products from specific regions in addition to products in the area of textiles and handicrafts along with a few manufactured items. The potential to enhance the branding and, thereby, the commercial value of such products remains underutilized. Nor have exports of such products been adequately incentivized.

Programmes to promote the branding and marketing of GI products in domestic as well as international markets need to be designed and implemented for unlocking their commercial potential. The Foreign Trade Policy Statement for 2015-2020 has identified this as a key area for policy initiatives within one year. In this context, Department of Commerce requested the Centre for WTO Studies at IIFT, to initiate a study for promoting branding and marketing of GI products.

The key objectives of the study are as follows-

- (i) To undertake a review of literature for identifying successful initiatives undertaken in different countries for brand building and marketing of GI products
- (ii) To undertake primary research to identify current best practices and innovations adopted by producers and traders for enhancing sales of selected GI products
- (iii) Based on the research, to assess the shortcomings and gaps in efforts made so far for unlocking the commercial potential of selected GI products
- (iv) To recommend suitable strategies for brand building and marketing of selected GI products in Indian and international markets; This should include-
 - a. Specific recommendations - for producers, consortium of producers, Government, Export Promotion Councils etc. - for promoting branding and marketing strategies of selected GI products in India and in international markets

- b. Specific recommendations on institutional mechanisms and structures for ensuring better marketing of GI so that gains percolate significantly to the producers;

Methodology

1) Literature Review and Exploratory Interviews

An extensive literature review was undertaken to study branding and marketing efforts for GI products from different parts of the world. The best practices followed by producers /producer groups, and the strategies adopted to successfully market their products, were studied to extract lessons for the Indian context.

Literature review was also undertaken for GI products registered in India till March 2015. This was supplemented by discussions with experts working in the area of GI products, and 3 GI products were identified, where significant progress has been made in terms of successful marketing and/or branding. These were-

- Chanderi Sarees
- Kota Doria Sarees
- Darjeeling Tea

The various categories and regions represented by the GI products registered in India were studied and few states were selected for field visits/stakeholder meetings based on the number and the type of GIs registered.

Of the 228 products for which GI haven been registered till March 2015, the top 12 states in terms of number of GIs registered, are given below.

Table 1: No. of GI Product Registrations- Top 12 States

STATE	GIs
Karnataka	33
Tamil Nadu	24
Kerala	22
Uttar Pradesh	20
Odisha	15
Andhra Pradesh	13
Rajasthan	11
Maharashtra	10
Telangana	10
West Bengal	10
Gujarat	9
Madhya Pradesh	8

It may be noted here that though the number of GI registrations till March 2015 is 235, some of these are registrations for logos etc, and therefore number of products registered is only 228. In terms of the category-wise profile of the registered products, handicrafts lead with 143 registrations, followed by agricultural products which are a distant second with 61 registered products in this category. The other products belong to the category of food stuffs, manufactured products and natural goods. Within the handicraft category a large number is accounted for fabric based products involving weaving, printing, embroidery, etc.

2) Field Visits, In-depth Interviews and Stakeholder Meetings

Stake holder meets and interviews with experts and producers/ artisans was the primary mode of collection of data. Of the top 12 states, 6 were selected for field research, keeping in mind the need to ensure regional representation as well as coverage of variety of GIs. The North east states put together account for 16 GIs and so this region was also included in addition to the 5 mentioned above.

The states included in the field research, were as follows:

- 1) Kerala in the South
- 2) Karnataka in the South
- 3) Uttar Pradesh in the North
- 4) Rajasthan in North West
- 5) West Bengal in the East
- 6) Madhya Pradesh in Central India
- 7) North Eastern States

In the first part of the study field visits were undertaken to clusters of selected GI products. These included, Chanderi, Kaithoon, Sanganer and Bagru. The clusters selected were of similar product categories, at different levels of development. During these visits the researcher met various weavers/artisans, master-weavers and traders and understood the processes involved in the production and sales of these products, the inter-linkages between different players, the issues faced by them and the marketing initiatives undertaken so far.

Subsequently detailed discussions were held with producers, traders and experienced GI stakeholders, at the meetings and workshops organized by the Centre for WTO Studies in different cities across the identified states. The meetings and workshops were instrumental in gaining insights into issues and challenges along with initiating discussion amongst the participants regarding the way forward to exploit the market potential for these products.

3) Conduct of survey through administration of questionnaire

Based on literature review and discussions with experts associated with different GI products, a broad understanding of the issues at hand was developed. A questionnaire was prepared, to gain insights from producers, producer groups and government organizations who were either registered proprietors or authorized users for GI products in India.

The questionnaire was tested during the first field visit in Chanderi and subsequently rolled out to registered proprietors and authorized users of GI products. Most of the questionnaires were circulated amongst producers and traders in state-level and regional workshops, organized by the Centre for WTO Studies, while others were administered through email and post.

Table 2: Field Visits and Workshops Conducted

S.No.	Cluster Visited/ Workshop Venue	Product	Date of Visit
1.	Chanderi, Madhya Pradesh	Chanderi Sarees	28-29 April, 2015
2.	Bagru, Rajasthan	Bagru Hand Block Print	11 May, 2015
3.	Sanganer, Rajasthan	Sanganeri Hand Block Print	11 May, 2015
4.	Kaithoon, Rajasthan	Kota Doria	12 May, 2015
5.	Trivandrum, Kerala	GI Products from Kerala	26 May, 2015
6.	Bengaluru, Karnataka	GI Products from Karnataka	11 June, 2015
7.	Lucknow, Uttar Pradesh	GI Products from Uttar Pradesh	22 June, 2015
8.	Kolkata, West Bengal	GI Products from West Bengal	25 June, 2015
9.	Guwahati, Assam	GI products from North East states	16 July, 2015

Table 3: Product Categories covered in the survey

Category	No. of responses
Handicraft (textile related)	16+3
Handicraft (others)	10+2
Agricultural & food Products	12+9
Total	52

More than 50 responses were received from producers/producers groups/traders and these respondents between them represented more than 6000 producers.

4) Compilation and analysis of key insights

During the course of the study, insights, based on quantitative survey and qualitative in-depth interviews, were compiled and analyzed, to identify key issues and challenges as well possible areas for future action. Based upon the analysis of the gaps and the areas critical for exploiting the marketing potential, recommendations have been made covering different aspects of branding and marketing strategy for GI products in both Indian and International Markets.

Time lines

The Timeline followed for the Research Study is given below:

S.No.	Item	Date
1.	Commencement of the study	20 April 2015
2.	Literature Review	20 April to 31 July 2015
3.	Field Visits, Workshops and Survey	28 April to 15 July 2015
4.	Submission of the draft report	10 August 2015
5.	Presentation of Draft report and collation of suggestions and comments	26 September 2015
6.	Submission of the final report incorporating suggestions/comments	23 October 2015

Chapter -2

Background on Geographical Indication Products

A geographical indication is another subset of the global intellectual property regime functioning within the realm of the TRIPs Agreement. Accordingly, in order to ensure compliance with TRIPs commitments, India enacted the Geographical Indications of Goods (Registration and Protection) Act, 1999.

Geographical indications are signs that aid in the identification of a particular product coming from a specific geographical location possessing certain unique qualities or reputation due to such origin. The reputation, quality or characteristic of a GI product is essentially attributable to its geographical origin. These special characteristics can be due to various factors that are specific to that particular place of origin –ranging from specific agro-climatic conditions, soil type or any environmental peculiarity specific to that place. Factors may also include special manufacturing mechanisms and human skills which are exclusively used in that place possibly brought about by years of traditional knowledge to maintain quality of the product. Another facet could be identifiable concentration of similar businesses in the same region creating specialization towards production of a particular product acquiring a reputation linked with the region. To put it simply, a geographical indication is born when the connection between the place and the product becomes an identifier and is perceived as a point of reference for the common consumer. Some tend to explain GIs by terming them as “a unique opportunity for producers to define the standards of production themselves”.¹

In India, ‘geographical indication’ is defined under section 2 (1) (e) of The Geographical Indications of Goods (Registration and Protection) Act 1999 (hereinafter the Act) and the definition encapsulates the aforementioned components. The “goods” capable of being classified as geographical indications are understood to mean any agricultural, natural or manufactured goods or any goods of handicraft or of industry inclusive of food stuff.² The term “Indication” in the context of geographical indication is defined under Section 2(1)(g) of the Act as any name, geographical or figurative representation or combination of the same which conveys or suggests the geographical origin of goods to which it applies. The registration of GI is valid for a period of 10 years which can be renewed from time to time.

The indication to the country, region or locality may be express or implied. The product might be directly named after the country, region or locality or may indirectly refer to the area as long as the reputation of the product is said to pertain to a specific geographical area. However, it has to be understood that the geographical indication is not a plain reference to the place of origin of the product but the qualitative link between the product and the place of

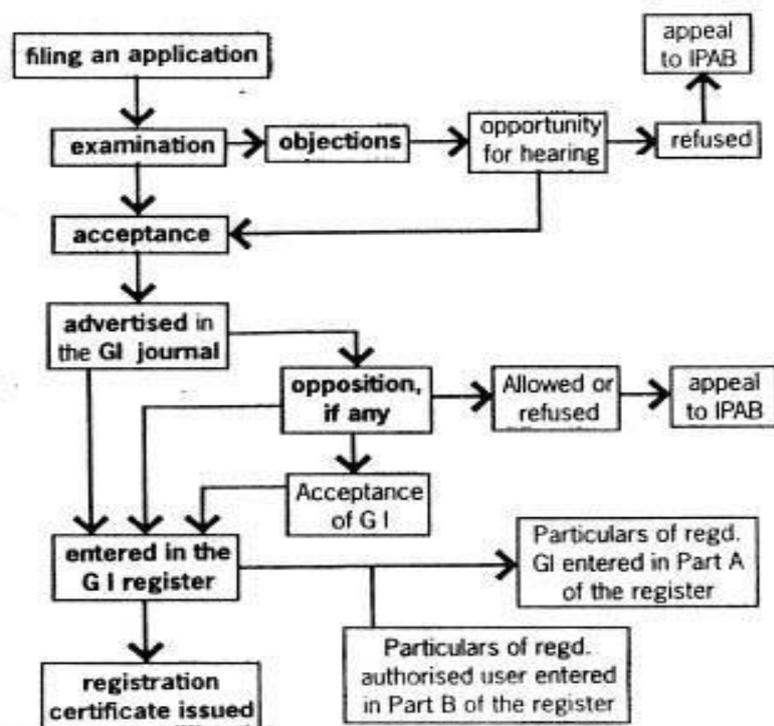
¹ Monique NGO Bagal and Massimo Vittori, *Practical Manual on Geographical Indications for ACP Countries*, Organization for an International Geographical Indications Network (oriGIIn) (2011).

² Section 2 (1)(f), The Geographical Indications of Goods (Registration and Protection) Act 1999

origin. For example ‘made in India’ is a mere indication of source without making any reference to the quality or characteristic of the product; whereas ‘Darjeeling Tea’ is a geographical indication signifying the qualitative link between the product and the place. A consumer buying a GI product is assured of the quality of the product and authenticity provided by the GI.

GIs can have geographical names or any traditional non-geographical names which have acquired geographical significance over time. Darjeeling tea, Kancheepuram Silk, Banaras Brocades and Sarees, Pashmina Shawls, Hyderabad Haleem, Scotch whiskey etc, make a direct reference to the place of origin thus assuring certain quality of the product. However, Nakshi Kantha form of embroidery from the Birbhum district in West Bengal is an indirect geographical indication. Indirect geographical indications are terms which are suggestive of a geographical origin but are not in themselves place names.

Process of GI Registration



Enactment of a law pertaining to protection of geographical indications was an obligation arising out of the broader TRIPS Agreement³ of the new order brought in place by the World Trade Organization set up in 1995. Section 3 of Part II of the TRIPs Agreement defines geographical indications in Article 22.1 as ‘indications which identify a good as originating

³TRIPS: Agreement on Trade-Related Aspects of Intellectual Property Rights, Apr. 15, 1994, Marrakesh Agreement Establishing the World Trade Organization, Annex 1C, THE LEGAL TEXTS: THE RESULTS OF THE URUGUAY ROUND OF MULTILATERAL TRADE NEGOTIATIONS 320 (1999), 1869 U.N.T.S. 299, 33 I.L.M. 1197 (1994) [hereinafter TRIPS Agreement].

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.’⁴ Indian law has provided for strong GI protection in line with the mandate of the TRIPs Agreement by extending the definition beyond just agricultural products to manufactured goods as well.

GIs are valuable intellectual property and cater to the needs of the indigenous and local communities prominently comprising of farmers and artisans. They are based on collective traditions brought about by generations from the geographical area to which they belong. The protection of such GIs is a way of rewarding the traditions and making way for their continued evolution. GIs cannot be assigned from one person to another and reflect the culture, traditions and the human efforts of a particular place thereby making their protection imperative. However, in the Indian context, the community right encapsulated within a geographical indication is made actionable at the level of individuals by providing for registration of ‘authorized users’.⁵ An authorized user is distinct from the registered proprietor of a GI wherein the latter registers the concerned product as a GI in the first place. The GI Registry situated at Chennai having all India jurisdiction deals with applications for both registering a GI and authorised users and the entry into the Register maintained by the Registrar. It is also important to mention that the Register so maintained is divided into Part A and Part B wherein the former contains the information about the registered proprietor and the registered GI, while the latter carries the information about the authorised users after completion of their registration. Once the registration is complete, the authorised user can exercise his exclusive right to use the registered GI and to independently pursue cases of infringement qua Section 21 of the GI Act.⁶

Prior to 1999, there was no law for the protection of such geographical indications which could safeguard the rights of the producers or creators of such products. As mentioned previously, the GI Act was enacted in 1999 and came into force from September 2003 to honour India’s obligations under TRIPS to avail the other benefits extended to WTO members. Internationally, there has been no historic uniformity regarding the approach to protection of GIs. It started with the Paris Convention in 1883 and most recently the TRIPs Agreement which provides a standard definition for GIs and some outlines for protection of the same within the WTO member states. Certain elements of protection of GIs are contained in various international agreements such as 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) and Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement) (1994).⁷ Various multilateral and bilateral agreements have been entered into by

⁴ TRIPS https://www.wto.org/english/docs_e/legal_e/27-TRIPs_04b_e.htm

⁵ Section 17, The Geographical Indications of Goods (Registration and Protection) Act 1999

⁶ Draft Manual of Geographical Indications Practice and Procedure, The Office of Controller General of Patents, Designs and Trade Marks.

⁷ <http://www.inta.org/TrademarkBasics/FactSheets/Pages/GeographicalIndicationsFactSheet.aspx>

different countries to ensure protection of GIs in foreign territories, the best example being that of NAFTA.

The purpose for protection of GIs is to exclude unauthorized persons from gaining wrongful advantage and to protect the consumers by assuring them of the authenticity of the product and making sure they are not deceived by persons passing off goods unrelated to the said geographical area. GIs essentially perform a triumvirate of functions –they authenticate a qualitative link between the product and the place of origin; they assure the consumers that the product comes from a particular place and possess a certain quality which is attributable to that place; and lastly they provide protection of economic rights and commercial benefit to the producer. The producer can enforce his rights and use the GI for promoting his product and cashing the goodwill created by the GI easily if he is registered as an authorised user.

From an economic point of view, GIs create monopoly barriers to anyone who does not qualify for the use of the GI thereby shielding it from competition on the face of it. In the event of infringement, Section 39 of the Act provides for a sentence of imprisonment for a term between six months to six years and a fine between Rs. 50,000 and Rs. 2, 00,000. GIs put in place community oriented rights and are not granted to one specific person but to the community as a whole. It can be used by all the members of the community involved in the production of the good.

Further, GIs contribute to socio-economic development of the area to which they belong. They strategically create employment opportunities for the community as a whole ensuring economic prosperity. They also play an important role in protecting the heritage and culture of the region concerned. They boost tourism and exports as the reputation of the GI precedes the product itself. In an international market, the price fetched by a GI product is much more as they are sold under “exotic” items creating a niche around them. Further, GIs have the inherent potential to advance sustainable development.

The Act read along with the GI Rules 2000 provides for registration of the GIs (section 8), the grounds for refusal of registration (9), the application procedure and the acceptance of the same (section 11), opposition to registration (section 14), registration as an authorized user (section 17), the effects of registration (section 21) and the offences and the penalties of such offences (section 37). Considering that the TRIPs mandate covers GIs, it follows that adequate protection guaranteed at the national level paves the way for the product to achieve similar international status by registering in foreign jurisdictions which in turn ought to result in expansion of business and opening of newer business avenues, eventually accruing greater economic benefit. However, it is seen that it has been difficult to attain the same level of protection internationally.

Protection of Geographical Indications in other Jurisdictions

EU

Before the European Union was established; each individual country had its own unique set of laws, governing GIs. Following its creation, the EU passed a series of regulations which addresses the treatment of GIs. GIs enjoy a double layer of protection in Europe: they are protected by the EU-wide system of GI protection and also by GI laws in individual countries.

1. Commission Directive 70/50/EEC.

This prohibits the use of names that might constitute measures restricting trade between Member States: “measures which reserve exclusively to domestic goods names which are neither designations of origin nor indications of provenance”.

2. 1978 Directive No 79/112.

Article 2(a) (1) lays down that “the labeling and methods used must not be such as could mislead the purchaser to a material degree, particularly as to the characteristics of the foodstuff and, in particular, as to its nature, identity, properties, composition, origin or provenance”.

3. 1988 First Council Directive relating to trade marks.

This prohibits the registration of trademarks liable to mislead the public as to the origin of goods or services.

The institutions involved in the protection of GIs in EU include producers and/or processors, who must form a group in order to be entitled to apply for registration; the competent authority in the country concerned (which may vary depending on the Member State); the European Commission, which registers certificates of specific character once the procedure has been completed; the committee composed of representatives of Member States, which assists and delivers opinions to the Commission; and the inspection structures and authorities set up at the national level.

Further, Member States must ensure that inspection structures are in place to ensure that products carrying a certificate of specific character meet the criteria laid down in the specifications. Each Member State must designate one or more inspection authorities and/or private bodies approved for that purpose. These authorities and bodies must offer adequate guarantees of impartiality and have the resources necessary to carry out inspection.

US

The United States did not enact any new legislation specific to GIs in order to comply with TRIPS, except for one provision applying to wine and spirits GIs i.e. denying trademark

registration to inaccurate wine and spirits GI. This is because the United States has taken the position that TRIPS-level protection already existed for GIs under the Trademark Lanham Act of 1946, accordingly, U.S. does not require the use of new kind of IP protection to maintain the distinctness of region specific products. As a result, the United States uses existing intellectual property protections such as trade-marks for protecting geographical indications.

Following the NAFTA Agreement, the North American Free Trade Agreement Implementation Act was approved in 1993 and came into force in January 1994. It revised Section 2 of the Trademark Act regarding geographical indications prohibiting registration in either the Principal Register or the Supplemental Register of a mark which is primarily geographically deceptively misdescriptive of the goods or services named in the application.⁸

Further, the Lanham Act now authorizes the registration of trademarks (and certification marks) on the basis of intention to use. A certification mark is any word, name, symbol, or device used by a party or parties other than the owner of the mark to certify some aspect of the third parties' goods/services. There are three types of certification marks used to indicate: 1) regional or other origin; 2) material, mode of manufacture, quality, accuracy or other characteristics of the goods/services; or 3) that the work or labour on the goods/services was performed by a member of a union or other organization.

Section 43(a) of the Lanham Act allows a civil action to be brought by any person "who believes that he or she is or is likely to be damaged" by "any false designation of origin" "in connection with any goods or services" or "in commercial advertising or promotion". For a trademark or certification mark to be protected under Section 43(a) it must have been registered at federal level.

In the context of wine, the United States Government in the mid-1970s, via the Bureau of Alcohol, Tobacco and Firearms (BATF), proposed for the first time draft regulations to introduce a system of identification and delimitation of specific wine-growing areas. The purpose of the BATF regulations is to inform consumers about the origins of wine and prevent consumer deception. Section 4.25a of Title 27 of the U.S. Code of Federal Regulations defines the conditions under which wine may qualify to be labelled with an appellation of origin. An American wine is entitled to an appellation of origin (other than a multicounty or multistate appellation, or viticulture area) if at least 75 per cent of the wine derives from grapes grown in the appellation area indicated; there is no legal obligation to provide evidence of the specificity of the area's viticulture features.

The other safeguarding means for GI marks prevalent in US are collective marks. "*Collective mark is not owned by any individual manufacturer or member of the association. It is collectively owned and possessed by the association of persons, which could be in the form of*

⁸ 15 U.S.C. §1052(e)(3)

an incorporated company, a society registered under the Society's Act."⁹They are highly analogous to trademarks, however, unlike trademarks, they cannot be owned by an individual producer; rather they are the collective property of a group or association of producers. However, besides this, collective marks as a protection tool perform the similar function as trademarks perform.

Protection of GIs in International Markets

Since, not every geographical indication is protected and geographical indication rights are territorial. These rights are limited to the country where the protection is granted.¹⁰ Thus, the legal protection of a GI across the globe becomes a pre-requisite for the marketing of GI product, in the absence of which there could be misuse of these marks by producing worthless and imitated products, or by incorporating diluted quality standards in the production of goods. The extent of trade malpractices in case of GI products is alarmingly high in light of the statistical data regarding international trade of GI products. For example, in a WIPO Symposium on Geographical Indications held in San Francisco in 2003, the then President of Organisation for an International Geographical Indications Network revealed that 50 million pound of Antiguan coffee is traded across the world whereas Antigua produces only 6 million pounds. Similar statistical figures exist for the trade of Darjeeling tea, where the corresponding figures were pegged at 40,000 and 10,000 tons respectively.¹¹ Thus, in absence of legal protection to GI, there is a high probability that there would be damage to the goodwill of GI products as it would be difficult to distinguish between the original products and the duplicate ones. This proposition has been reiterated in the landmark case of *Wineworths Group Ltd. v. Comite Inter professionnel du Vin de Champagne*, wherein the judge observed that "*Champagne is a geographical name. [...] goodwill will be damaged if someone else uses the name in relation to a product in such a manner as to deceive purchasers into believing the product has the characteristics of products normally associated with the name when it does not.*"¹²

Conclusively, legal protection of GI ensures 'authenticity' and 'origin' and this legal protection only would promote marketing by ensuring that the negative factor pulling down the market demand (the problem of product duplication, or adulteration of product, or non compliance with quality standards, etc factors accompanied by 'misrepresentation by means of GI') of a product are taken care of.

⁹Amarjit Singh, *The Role Of Collective Marks, Certification Marks And Geographical Indications* 3, www.wipo.int/edocs/mdocs/.../wipo_smes_lhe_07_www_81475.doc , last seen on 25/04/2015.

¹⁰Frequently Asked Questions: Geographical Indications, *World Intellectual Property Organisation (WIPO)*, http://www.wipo.int/geo_indications/en/faq_geographicalindications.html, last seen on 25/04/2015.

¹¹ Dwijen Rangnekar, *The Socio-economics of Geographical Indications: A Review of Empirical Evidence from Europe 1* (Int'l Ctr. for Trade & Sustainable Dev. Project on Intellectual Prop. Rights & Sustainable Dev., Issue Paper No. 8, 2004), available at <http://ictsd.net/downloads/2008/07/a.pdf>

¹²*Comité Interprofessionel du Vin de Champagne v. Wineworths Group, Ltd.*, [1991] 2 N.Z.L.R. 432 (H.C.).

However, the kind of protection extended to GIs is different from that accorded to trademark or brand names. Unlike trademarks where the mark is only indicative of the quality of the product, in case of GI, knowledge regarding unique production methods or techniques is made available in the public domain for products using the GI, making the product a class apart. Moreover, no institution or entity can exercise exclusive monopoly rights over the knowledge imbibed in manufacturing and processing of GI products.

In as much as GIs are covered by the TRIPS Agreement, it is pertinent to elucidate how the agreement treats the same. Being a provision for protection against misleading and incorrect usage, Article 22 of the TRIPS Agreement deals with GIs at a general level. Article 23, however, offers an additional level of protection to wine and spirit GIs. Additional level means that member states are to protect against incorrect usage of the relevant GI even without the requirement of deception and confusion. Article 23 stipulates that negotiations shall be undertaken at the TRIPS Council concerning the establishment of a multilateral system of notification and registration of geographical indications for wines eligible for protection in those Members participating in the system. The Doha Declaration reconfirmed this mandate along with providing scope for negotiations to extend protection of geographical indication to products other than wine and spirits. Accordingly, there is a long history of discussions at the TRIPS Council about the bifurcated protection provided to wines and spirits on one hand and other products on the other. A number of countries want the same level of protection for other products as TRIPs offers no explanation for such bifurcation. The multilateral system of registration, being pressed for by EU, is pending due to various disagreements between member countries. Such a register is not useful for a country like India whose area of expertise is artisanal products and handicrafts. However, given that the Doha Declaration also provides for negotiations to extend protection of geographical indication to products other than wine and spirits, it is of particular importance to India in protecting its special variety of Rice¹³, Mangoes¹⁴, Darjeeling tea and other such products.

It is pertinent to mention that other than the Lisbon agreement, there is no multilateral registration for the GIs in different countries. As India is not a member of the same, this agreement does not apply to it. Generally a GI protected here if used outside India, cannot be protected as GI outside unless it is registered there as well. Though there are some exceptions. If it is a common law country which recognizes reputation and use of the GI, then it will protect Basmati even without a registration, e.g., UK, Australia, Canada, or Singapore. If it is a civil law country which mandates a prior registration in that country, for instance in Denmark, then there is not much hope of such an action. Thus, it appears as if the export potential of Indian GI products, although registered and protected within India, will stay restrained without a mechanism to extend protection beyond India, given the lack of international harmonisation for the enforcement of GIs in a global manner.

¹³Navara, Matta, etc

¹⁴Laxman Bhog, Fazli, Himsagar, Dussehri, etc

Leveraging GI in India

India has a vast social and cultural diversity which encompasses multiple products which essentially qualify for geographical indication registration. A total of 228 products have been registered as geographical indications under the provisions of the Act as on March 2015. Karnataka with 33 registrations, Tamil Nadu with 24, Kerala with 22 and Uttar Pradesh with 20 are the four leading states in terms of number of GIs registered. In terms of the category-wise profile of the registered products, handicrafts lead with 143 registrations with agricultural products at a distant second with 61 registered products in this category. The other products belong to the category of food stuffs, manufactured products and natural goods.

However, the hurdle has been that the people involved in the production of these goods ordinarily do not have the wherewithal to mobilize as an association or a force to reckon for the purpose of registration and beyond. It also needs to be emphasised that the mere registration as a GI does not ensure that the product would enjoy all the benefits which come with the GI tag both in terms of market as well as the prestige. The major concern in India is the absence of post – registration activities. The registration has to be backed by a strong protection mechanism on the domestic as well as international front along with adequate marketing initiatives. Most of these products have associations or boards that do not have the financial resources to fight legal battles whether inside or outside the country in case of infringement. Without government support such protection cannot be afforded by the producers. Another sticking point is quality control and the absence of an inspection mechanism in practice. In the instance of subs-standard products being marketed as GI products, the risk of brand dilution becomes very real. Thus, there ought to be a stringent quality control mechanism in place to assure the consumer of the authenticity and quality for which she pays a premium price.

There has been limited effort by the government to promote and advertise these GI products in either the domestic or international market. Without such promotion, it is unlikely that a GI product will achieve its full potential. Another issue raised by some producers is that the definition of the producer in the Act is not specific to the producer and does not distinguish between the retailer, dealer or the real producer. It has clubbed the entire supply chain in the category of producer amidst which the real producer is left in a vulnerable position and intermediaries take advantage and gain wrongful market access. The benefits of the GI protection in turn do not reach the real weaver, artisan or producer thereby defeating the socio-economic agenda. However a contrarian viewpoint on this is that if the product is properly monitored and all specifications are met, the real producer should get a premium price for the product. The rest of the players in the supply chain come only after the real producer.

It is also to be noted that much analysis of the economic impact of registering a product as a geographical indication has not been done. However some studies have been undertaken in this area in the Indian context, and these are given in Annexure 3.

One of the major issues with GIs is that consumers are not aware how the GI tag is supposed to convey information regarding the special characteristics, quality or reputation of the concerned product. Therefore, it requires government or private effort to advertise, improving communication between the producer and the consumer and filling in the other gaps created by information asymmetry.

Thus, in light of the aforementioned challenges it is pertinent that a streamlined strategy be adopted for tapping the untapped potential of the registered GI products, because unless that is done the previous, ongoing as well as future registrations will have no sustainability.

Chapter -3

Importance of Branding for GI Products

The essence of branding is based on identification and differentiation. The identification comes through the name, term, sign or symbols associated with a product, and the differentiation comes from unique features / characteristics/ benefits of the product. GI is a powerful tool which can be leveraged, both for identification and differentiation.

The protection of geographical indications is important for economic, social as well as cultural reasons. They can create value for local communities through products that are deeply rooted in tradition, culture and geography. They support rural development and promote new job opportunities in production, processing and other related services. Most countries have a range of local products that correspond to the concept of geographical indications but only a few are already known or protected globally. (ec.europa.eu)

Developing a brand based on the GI will help producers and exporters to effectively exploit the commercial potential of their products. A brand helps sellers create a unique identity and thereby give cues to customers on criteria that matter to them like product features, origin, quality, uses, etc. Brands add value for consumers as it gives quality assurance and the benefit of authenticity. They help prevent unfair competition from non-genuine products. Because of better value and assurance the buyers tend to prefer these sellers and buy more from them.

Success stories from the world of GIs demonstrate that GIs, if well managed, are intangible assets with interesting potential for the creation of added value, as well as spin-off effects in areas related to the primary product they represent. Leveraging GI in Branding Strategy can be a powerful tool because it can help in providing a source of differentiation due to quality/product differences attributable to their unique geographical origin. It leads to the creation of brand equity by aiding recognition and increased awareness, establishing quality perceptions, creating desired brand associations and building customer loyalty.

Branding gives a marketing advantage to the individual producers in multiple ways:

- a. **Facilitates Product Differentiation:** Without a specific brand a product becomes just one of similar products in the market and will be sold like a commodity. A common GI branding will enable all producers from the GI region to differentiate their products from the non GI producers. For differentiation, within the GI producers, individual product/company brands can be further created with link to a common identity that of the GI brand name.
- b. **Decreases vulnerability to competition and assures the Sustenance of the Demand:** By differentiating itself through branding the GI product becomes unique

and cannot be easily substituted by other products offering similar physical characteristics. If a customer identifies with a brand and finds value in it, it is likely that the customer will continue to purchase the brand over a period of time. This increases customer stickiness and they are not likely to switch merely on the basis of lower price. In case of new and attractive initiatives by competitors, brand stickiness and loyalty will give the marketer time to react and a chance to retain the customer as switching will not happen overnight and will involve careful evaluation.

- c. **Increases market share and/or price premium:** Branding provides additional value to customers in terms of quality assurance, authenticity, uniqueness, and other aspects like social recognition or emotional satisfaction and enabling marketers to charge a price premium or increase market share.
- d. **Facilitates faster Market Penetration:** A well-recognized brand with a strong reputation can help marketers penetrate new markets more easily. Favourable comments and advocacy by loyal customers also helps in facilitating access to new customers.
- e. **Enables greater trade co-operation:** A brand which is recognized and preferred by customers gets easier access to retail shelves and also helps the producer/marketer negotiate better trade terms.
- f. **Supports sustainable livelihoods and preservation of traditional knowledge:** In the GI context particularly, the economic and commercial advantages which accrue due to branding can be instrumental in sustaining and improving the livelihoods of farmers, artisans, weavers and other producers and also preserve traditional crafts and practices which could otherwise become extinct.

Branding provides value to consumers in the following ways:

- a. **Reduces the Search Cost for Consumers:** A brand gives cues to customers about the quality, features and functional and emotional benefits of the product, thereby helping in the retrieval and processing of information for decision making. Trademarks are called the ‘channel of information’ for the consumers as they lower the search costs of consumers, protect them from fraud and facilitate decision making. It is primarily due to the ‘informational role of the trademarks’ in the prevailing market scenario of ‘information imperfections’ that trademarks are subject to legal protection.
- b. **Provides Self Expressive and/or Emotional benefits** – The associations built by a brand in terms of aspects like heritage, or exclusivity or social relevance or aspirational image, provide additional value to the consumers in the form of greater

psychological satisfaction which could be in terms of enhanced social prestige or acceptance as a socially conscious person.

- c. **Confidence in Purchase Decision and use satisfaction-** Because of the ease of processing information for purchase decision, a high degree of trust and added value delivered by the brand, the customer gains confidence in the purchase decision and this also enhances post purchase satisfaction with the product usage.

Building Strong Brands

The power of a brand lies in what resides in the mind of the customer. The fundamental questions from consumers, which marketers need to provide answers to, are as follows:

- i. Who are you? {brand identity}
- ii. What are you? {brand meaning}
- iii. What do I think or feel about you? (brand responses)
- iv. What kind of association and how much of a connection would I like to have with you? (brand relationships)

The route to answering these questions will provide the building blocks to the branding strategy. This process can be looked at as a series of steps.

(1) Establish the proper brand identity

Achieving the right brand identity requires creating brand salience with customers. Brand awareness refers to the customers' ability to recall and recognize the brand. Building brand awareness means ensuring that customers understand the product or service category where the brand competes and creating clear links to products or services sold under the brand name. Identity consists of a brand name along with its logo. While selecting the name and visual identity elements it needs to be kept in mind that these are capable of being legally protected by the way of registration, that the name of the symbol can be extended to newer product varieties if required, should be meaningful to the consumer and differentiated from competition, should not be offensive in different geographies and cultures (specially for international markets).

(2) Create the appropriate brand meaning

To give meaning to a brand, it's important to create a brand image and establish what the brand is characterized by and should stand for in customers' minds. The brand associations can be formed directly from a customer's own experiences and contact with the brand through advertising or some other source of information provided by the marketer, other customers (word of mouth), or other influencers.

The product is the heart of brand equity. It is the primary influence of what consumers experience, what they hear about, and what the firm tells customers about the brand. To create brand loyalty and resonance, consumers' experiences with the product must meet, if not surpass, their expectations.

In addition to functional values, brands also deliver emotional and/or self-expressive values to customers. Therefore brand meaning also involves the ways the brand attempts to meet customers' more abstract emotional or social needs. For example making the customer feel like a socially responsible citizen, or highlighting that a particular brand caters only to the elite and discerning customer. Establishing the right kind of brand imagery and associations helps give the appropriate cues to customers. (Keller, 2001)

According to Holt (2003), what makes branding so powerful is the collective nature of perceptions formed from stories, images and associations which are strengthened and re-enforced over time by the organization, by its customers, by popular culture and by other influencers. Brand culture acts as a perceptual frame through which customers understand value and experience the product. Brand cultures can have a powerful influence on the emotions felt while consuming and on the remembered satisfaction of the experience.

Holt (2003) has described the value of a brand as the difference between what a consumer will pay for a branded product (a product experienced through the lens of its brand culture) and a physically identical product without the culture. This difference can comprise of the following four dimensions-

- i. Reputation Value- shaping perceived quality
- ii. Relationship value- fostering emotional bonds
- iii. Experiential value- framing customer experiences
- iv. Symbolic Values- expressing values and identities

When symbolic value becomes conventionalized in brand culture, it often exerts a powerful halo effect on other aspects of brand value.

The brand associations making up the brand image and meaning can be profiled according to three key dimensions, outlined by Keller as: (a) strength (how strongly the brand is identified with a brand association); (b) favourability (how important or valuable the brand association is to customers); and (c) uniqueness (how distinctively the brand is identified with the brand association). In order to create brand equity, the brand must have strong, favourable, and unique brand associations.

(3) Elicit the right brand responses

Companies must pay attention to how customers respond to its marketing activities. Customers' brand responses can be classified as brand judgments (what customers think) and

brand feelings (what customers feel). Key criteria which matter in judgemental responses include the following:

- Quality
- Credibility
- Relevance of the brand for inclusion in the consideration set
- Superiority with respect to competing products/ brands

Keller highlights that customers' emotional reactions to the brand relate to the social currency the brand evokes. How does the brand affect customers' feelings about themselves and their relationship with others? Feelings, particularly relevant in the GI context, would include the following-

- Security- The brand produces a feeling of safety, comfort, and self-assurance
- Social approval- Consumers have positive feelings about the reactions of others (i.e., when consumers feel others look favourably on their appearance or behaviour) to the brand.
- Self-respect- This occurs when the brand makes consumers feel better about themselves, creating a sense of pride, accomplishment, or fulfillment.

(4) Forge appropriate brand relationships with customers

Brand relationships involve two dimensions—intensity and activity. Intensity is the strength of the attitudinal attachment and sense of community. Activity refers to how frequently the consumer buys and uses the brand, as well as engages in other activities not related to purchase and consumption on a day-to-day basis. Such relationships cannot be built solely on one way communication from marketers to customers and must involve some level of engagement and interaction of the customer with the brand along with the need to be sustained over time. Once a customer has established a strong relationship with a brand, it will not easily break due to price or competitive pressures.

Objectives of the Branding and Marketing Strategy for GI products

The broad objective of recommending a branding and marketing strategy for the GI products from India is to help exploit the commercial potential of these products. This in turn would also provide enhanced incomes and sustainable livelihoods to producers /artisans and farmers along with protecting the rich heritage and uniqueness of these GI products.

The branding and marketing strategy therefore needs to recommend key steps/activities which can help producers/ traders/exporters of GI products to:-

- Create a distinct identity and awareness for the GI products of India in the domestic/ international markets
- Communicate the unique and superior value of the GI products to customers

- Promote the GI brands through better customer engagement and customer experience
- Provide protection from fake competitors and misuse of GI

Thereby resulting in:-

- Awareness of GI brands amongst target customers and trade
- Protection of market share
- Increased market penetration and/ or access to new markets
- Higher unit value realization and/or higher volumes

In order to develop the appropriate strategy, it is important for each GI group, to address the following questions:

- What is it that you want to brand: your product, your heritage, your culture/geography or all three?
- Which customers do you want to focus on?
- What is the unique value proposition you can offer to them in terms of functional and emotional benefits?
- What quality assurances can you provide?
- What can you do to add value to your product?
- Do you want to expand your customer base or increase margins or both?
- Who are your competitors? How can customers distinguish you from them and why should they prefer you to them?
- How can you strengthen the distribution system? Are there any alternate channels which can be explored?
- How can you communicate with the customers, to tell them about your brand and its uniqueness?
- What are the different ways in which you can engage with customers to shape their perceptions and build desired brand associations?

Chapter -4

Branding and Marketing Initiatives for GI products Globally: **Select Case Studies**

As enunciated previously, geographical indications are distinctive signs/names generally collectively owned, which can be used to differentiate goods on the basis of their unique characteristics and their geographical origin.

GI was initially developed in early 20th-century Europe to protect consumers by offering reliable information about the goods they buy. It was thought that GI could also afford protection to producers, by fighting against reputation theft and unfair competition. The GI concept was subsequently expanded to foster rural development by sustaining and enhancing economic opportunities in rural communities (Ghazoul et al, 2009.) The current concept of GI as adopted and adapted by several developing countries, including India, has extended the concept to the environment and the cultural and biological diversity associated with local production (Bérard and Marchenay, 2006; Garcia et al., 2007).

Protection and promotion of geographical indication products has a critical role to play socially, economically as well as culturally. It helps nurture and strengthen key skills and traditions while at the same time supporting and developing entire communities.

In her book *Geographical Indications: Promoting Local Products in a Global Market*, Sarah Bowen, has highlighted examples of how GI protection has led to increased profits for producers. Italian “Toscana” oil received a 20% premium over commodity oil (Babcock and Clemens 2004.) and a PDO cheese in France got more than 25% premium against average price for all cheeses (Folkeson 2005).

European countries have several successful examples of branding and marketing of GI products. For example: Cognac, Roquefort cheese, Sherry, Parmigiano Reggiano, Teruel and Parma hams, Tuscany olives, etc.

In the EU, Protected Geographical Indication (PGI), Protected Designation of Origin (PDO) and Traditional Specialty Guaranteed (TSG) seals are used to encourage and protect the reputation for quality of agricultural products and food. Parrott et al. (2002)



Figure 1. PDO, PGI and TSG logos in the EU (EC, 2009b).

Protected Designation of Origin (PDO) is given to a product that is produced, processed and prepared in a determined geographical area using recognized know-how. Protected Geographical Indicator (PGI) is used to denote agricultural products and foods closely linked to a geographical area, where they are produced and/or processed and/or prepared. They are regulated by Regulation (EU) No.1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs. The protection for a brand name which contains a geographical name is given under strict conditions that highlight the public and collective nature of a GI label (Barcala et al 2013).

Barcala et al (2013) have proposed that the success of European Geographical Indications (GIs) is to be attributed partly to overcoming particular organizational problems related to the use of geographical names as brands. The problems associated with adoption and implementation of GI are those of free-riding and quality enhancement. Reallocating the geographical names' property rights, which were originally in the public domain, to a governing body which sets quality specifications, performs quality controls and decides on membership mitigates free-riding and coordinates quality enhancement along the vertical chain is worth taking note of. Allowing individual members to differentiate themselves through quality enhancements, and build their own brand names in addition to the GI branding, was seen as encouraging innovation and quality enhancements while ensuring that minimum GI specifications are met.

Case 1- PARMA HAM

Parma Ham is made from Italian pork cured with pure sea salt and is completely natural with no preservatives added. The pig selected for Parma Ham is a “special” pig born and reared in 10 regions of central northern Italy, exclusively of Large White, Landrace and Duroc breed, and fed on quality food such as maize, barley and whey from the production of Parmigiano-Reggiano cheese.

The protected designation of origin “Prosciutto di Parma” was registered on 12 June 1996.

PDO (short for Protected Designation of Origin) is a European Community certification system designed to protect names and traditions of high-quality European foods made according to traditional methods in a defined geographic region.

The name Parma Ham for instance is exclusively reserved to hams produced in Parma according to the strict rules defined by the Consorzio's specifications, which are based on the ancient tradition of its place of origin; in 1996 Parma Ham became one of the first meat products to be awarded the Designation of Protected Origin status. In addition to providing legally binding name protection for these products, the PDO system helps consumers, retailers, chefs, distributors and culinary professionals to distinguish between authentic products and their many imitations.



PDO symbol, (www.prosciuttodiparma.com)

The Consorzio del Prosciutto di Parma was set up in 1963, on the initiative of 23 producers with the objectives of safeguarding the genuine product, its tradition and the image represented by the designation 'Parma'. Since 1970, when the first law on Parma Ham was passed, it is the official body in charge for safeguarding, protecting and promoting the Designation of Origin “Prosciutto di Parma”. Currently the Consortium associates the 150 producers of Parma Ham. (www.prosciuttodiparma.com, 2015).

Tasks and Functions of the Consortium

The brand “Parma Ham” is registered in about ninety Countries. The Consortium protects the use of the denomination “Parma Ham” and the relative brands, stamps and identification seals relating to the marketing of Parma Ham. It also actively provides marketing support to build the awareness and image of Parma Ham in Italy and abroad.

- Management and Safeguard of the Production Regulations
- Management of the Economic Policy (includes formulation of strategies, trends and macro-economic policies for Parma Ham.)
- Definition of Quality Control Schedules
- Supervision, in general terms, concerning the correct observance of provisions laid down by law and by regulations
- Protection of the denomination “Parma Ham” and of the relative brand (Ducal Crown) world-wide
- The Consortium protects the use of the denomination “Parma Ham” and the relative brands, stamps and identification seals, and for the suppression of any illegal use of the same, or any act of unfair competition. To do this, the Consortium can take any suitable measure, including legal measures, in particular in countries where the product is widely marketed. Assistance to associated companies through advisory services and other support is offered to improve production and marketing of Parma Ham Promoting and enhancing the product
- The Consortium of Parma Ham also provides marketing support to enhance the image of Parma Ham worldwide.

Organization Chart

Board

- President
- Board of Directors and Executive Committee
- Board of Auditors
- General Manager

Departments

- Management
- Administration
- Food Safety & Research
- International Marketing
- Legal office
- Marketing Italy
- Press Office
- Reception

Production Process and Quality Control

In 2014, close to nine million hams from 150 producers were branded by Consortium, valued at €750 million, with an export turnover of €250 million (www.prosciuttodiparma.com, July 2015).

The production process is tightly controlled and the vertical chain in Prosciutto di Parma is as follows (Barcala et al 2013)-

1st stage-Pig breeding

This stage is characterised with a large number of small producers (4,781 in 2011) making a more or less similar non differentiated product and with little control over price.

2nd Stage- Pig slaughtering

This is more concentrated (109 abattoirs in 2011)

3rd Stage- Aging of hams.

This stage involves the “prosciuttifici”, the actual producers of aged hams (160 in 2011)

Supervision, regarding adherence to laid down processes, at the breeding farms, slaughterhouses, producers and traders at all levels also fall in the purview of the Consortium. Istituto Parma Qualità (IPQ) is the public body in charge of all quality control activities. Companies in the Prosciutto di Parma supply chain must be authorised and recognized by IPQ. A "restricted" membership system allows membership to be withdrawn for non-compliance with the specifications. Supervision of observance of regulatory provisions takes place at all steps of the chain (Barcala et al 2013). Full time inspectors act as Judiciary Police

Agents and may carry out any type of verification of whoever produces, packages, keeps or sells hams in any type of establishment. Any incorrect procedures are liable for prosecution.

Advisory services and other support is offered to improve production of Parma Ham. This covers technical and production matters in co-operation with the Experimental Station for Food Processing Industries, assistance in trade and health sectors and support in the insurance sector.

There are 10 stages of production followed for Parma Ham. These are defined as follows-

1. Cutting
2. Cooling
3. Trimming
4. Salting
5. Rest
6. Washing and drying
7. Pre-curing
8. Greasing
9. Curing
10. Branding

The product must successfully pass examination in all the production stages to get the final “crowning” with the brand. The entire process takes place in the specified region of the Parma Province, as the climatic conditions that are ideal for the natural curing that will give sweetness and flavour to the Parma Ham, occur only in this area.

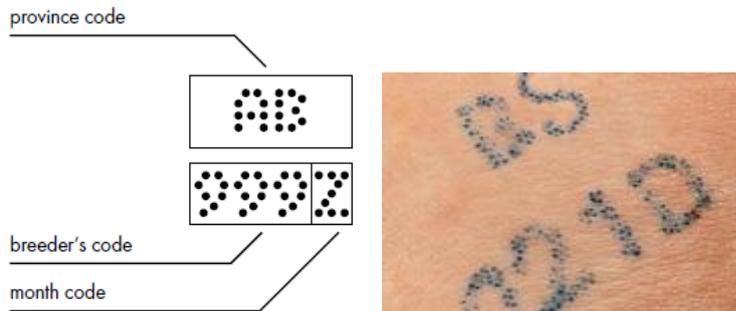
The Consortium has laid down strict specifications for each of these stages of production, to guarantee the unique sweetness of Parma Ham. For example for the 1st step cutting it is specified that- the pig that is to become “Parma Ham” must have precise characteristics with regard to the area of origin, 10 regions in central northern Italy, and the breed. Only when these requirements are met, as certified by the documentation and by the tattoo put by the farmer, can the pig be sent for slaughter, provided it is over 9 months old; weighing on average 160 kg (and in any case not less than 144 kg); is healthy and has not eaten for 15 hours.

At the end of the ageing period, which is a minimum of 12 months, a horse bone needle, which rapidly absorbs the product fragrances, is inserted in different parts of the ham and smelt by experts who can verify the development of the production process. Only then are the hams ready for the official stamp of certification: the fire-branding with the Ducal Crown. Since the fire branding is the final guarantee that all the processing stages have been carried out correctly, the officers of the independent certifying body, the Istituto Parma Qualità (I.P.Q.) arrive. The officers check the ageing period from the registers and the seal on the ham and they ensure that the hams have conformed to all the processing procedures.

Marking and Tracing the Quality Path

The final branding, however, is only the last step of a long identification process that leaves on the ham, at every step, the “signature” of each operator.

It begins with the breeder who puts a special tattoo on both legs of the young pig. This shows the breeder’s identification code and a code indicating the month of the animal’s birth.



It continues with the slaughterhouse where every fresh trimmed leg is checked and branded with a mark permanently identifying it. The mark has the initials PP –Prosciutto di Parma and the slaughterhouse identification.

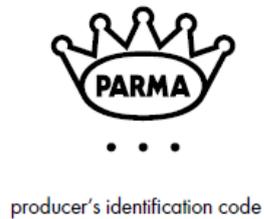


Next there is the metal seal made up of a circular crown showing the C.P.P. - Consorzio Prosciutto di Parma initials and the date curing began.



Finally, the five-point Ducal Crown brand is stamped under a strict control and is the final guarantee of the quality of the ham. The Ducal Crown also shows the identification code of the producer. The Ducal Crown has a high value due to its dual function of identification and

qualification: it identifies the product from all other hams, and assures its authenticity; it guarantees the envisaged production procedure at all stages. The crown mark is what makes the true Parma Ham recognizable to consumers.



“...It is easy to recognize the true Parma Ham, just search for the Ducal Crown...”



Source of pictures- www.prosciuttodiparma.com/

Export of Parma Ham

Key international markets of Parma Ham include the following-

- Africa
- America North
- America Central and South
- Asia
- Australia
- European Union
- Europe non EU countries

Protection in international markets

The brand “Parma Ham” is registered in about ninety Countries (www.prosciuttodiparma.com/pdf, 2013). Prosciutto di Parma is protected and guaranteed as a Protected Designation of Origin in any EU Member State. 63% of Parma Ham export is concentrated within the EU. Germany, France, UK and Benelux are the main markets.

Prosciutto di Parma is officially registered as “Regionally Based Collective Trademark” in Japan. Among Asian countries, Japan is by far the biggest Parma Ham importer. Parma Ham producers and the Consorzio are facing a problem in Canada with respect to the use of its name. While the product can regularly be shipped from Parma to Canada, here the trademark “Parma Ham” belongs to “Maple Leaf”, a Canadian company which has the right to brand its local produces with the name Parma and to prevent Italian companies from labeling and marketing their hams under the name “Parma”. This is why Prosciutto di Parma – the authentic one produced in Parma – has to change its name when exported to Canada and is actually labeled under the name “the original Prosciutto”.

Promotion

1) Parma Ham Websites

Parma Ham Consortium has a website www.prosciuttodiparma.com for promotion of their product.



The key features of this website include the following-

Identification and Differentiation

- The key highlight on the main page is the Parma crown which serves as its visual identity and mark of assurance and authentication. The site clearly highlights that “The Ducal Crown is your guarantee of quality and authenticity. No Crown = No Parma Ham”.
- The key differentiators and unique characteristics of Parma Ham are highlighted. An animated video explains the process of making Parma Ham and how it gets the crown. The introduction to the video states the following:-
Transport yourself into the animated form of Parma and meet our charming King of Hams: Prosciutto di Parma. He'll give you a glimpse into the centuries-old process behind curing and producing Prosciutto di Parma and the meticulous standards that make it the world's most famous ham.
- There are training videos available on the website and on YouTube on various aspects like- recognizing Parma Ham, storing Parma Ham, preparing Parma Ham, etc.
- A Parma Ham leaflet is also available for downloading.

Reaching Out to International Consumers

- The website is available in multiple languages- Italian, English, French and German.
- There are separate websites for USA, Australia, China and Japan customised to that region.
- Visitors to the website can select their region to get information on producers and importers and distributors specific to their region.
- The website also offers a facility for importers to register.

Promotion and Customer Engagement

- The website lists the important upcoming events and trade fairs which buyers can visit.
- There is a separate section for exporters where they can register and access relevant information
- The Press section- gives the press and anyone who is interested a constant update on the world of Parma Ham. It has links to press releases, interesting articles, picture bank for downloading high resolution images, festival information, etc. There is also a provision to register with the "Corriere del Gusto" newsletter.
- There is a section for recipes using Parma Ham.

2) **Parma Ham representatives in the world**

One of the main tasks of the Consorzio del Prosciutto di Parma is to protect, promote and enhance the designation of origin “Prosciutto di Parma”. This service is carried out by means of a closed collaboration with independent agencies in our main markets. The list and contact details of these representatives, for each of the key countries, are given on the website.

3) **Social Media and Apps**

- Parma Ham Consortium has maintained an active presence on social media through the following-
www.youtube.com/ProsciuttodiParmaDOP
www.facebook.com/consorzio.prosciuttodiparma
www.facebook.com/prosciuttodiparma
<https://twitter/prosciuttodiparma>
- A new app called the iParma app was launched in April 2015. The application also contains recipes, and the ingredients required for the selected recipe can be entered in the shopping list section. iParma allows you to discover all the points of sale and Parma Ham loving restaurants, in the cities of Milan and Parma, involved in the initiatives. A map makes it easier to consult the list of restaurants to find the ones nearest to you.

4) **The Annual Parma Ham Festival**

Parma Ham Festival is a major event in and around Parma to get to know and try the very best ham from Parma as well as appreciating the touristic and cultural beauties of the places. **Finestre Aperte** (Open Doors) remains the most exciting moment of the festival thanks to its attractive power on visitors, whether they are experts or just enthusiasts. All the ham factories of the local area of production will be open to the public to give visitors the chance to see the production process and take part in free tastings. The 18th Parma Ham festival will be organized from 5th to 20th September in 2015. A detailed calendar of activities is provided on the website.

The festival also has its own dedicated website www.festivaldelprosciuttodiparma.com. Links to the festival are also available on popular social networking sites given below-
www.facebook.com/consorzio.prosciuttodiparma,
www.youtube.com/ProsciuttodiParmaDOP
and
https://twitter.com/parmaham_usa

5) **Trade Fairs and Exhibitions**

The Consortium participates in key exhibitions and trade fairs in selected countries like the Summer Fancy Food Show in USA.



Close to 600 municipalities in Columbia are involved in coffee growing providing the main source of income to around 4 million people (EUI Country profiles, 200-01). Columbia exports mild washed Arabica beans known for its sharp, full bodied taste and low caffeine content. Due to its tropical mountain climate and soil conditions Columbia could grow coffee all through the year, unlike in most countries like Brazil and Indonesia which were seasonal.

The FNC (Federacion Nacional de cafeteros de Columbia) was founded in 1927 as a not for profit organization by a group of coffee growers with the objective of raising the standard of living of coffee growers. It employs more than 2600 people including many field agricultural advisors. It has an R&D centre for Coffee and has promotional offices in United States of America, Holland, Japan, and China. The FNC had established minimum quality standards for coffee exports, and supported as well as supervised quality control, research and development, logistics and sale and promotion of coffee in international markets.

Federation represents more than 563 thousand families through a complex infrastructure of federated representation that promotes collaboration and joint decisions which address the interests of coffee growers and their families. Every four years during the coffee elections, federated coffee growers elect their representatives to their National Congress of Coffee Growers, as well as to the departmental committees (states) and municipal committees, who define the policies and programs that will be executed within their organization.

Those responsible for representing the Colombian coffee growers at the regional level consist of the Departmental Committees of Coffee Grower. The Departmental Committees are responsible for orienting the Federation and executing its different programs through the assistance of the Municipal Committees of Coffee Growers. In order to comply with these objectives, the Departmental Committees count on the Municipal Committees of Coffee Growers.

One of the key factors of success of the FNC is the unique balance it has found between private sector representation/management and government oversight, which other countries have found difficult to replicate.

The National Coffee Fund is a "parafiscal account" whose contributions are made exclusively by Colombian coffee growers. The Federation, as the legitimate representative of Colombian coffee growers, manages the Fund's resources, which are to be used for the benefit of the coffee growers themselves. The Colombian Government and the Federation

agree through a management contract the basic parameters for the use of National Coffee Fund's resources. The follow-up to the adopted policies and programs is made by the National Coffee Committee, an entity composed of government officials and coffee grower representatives.

Key activities of the FNC-

- Undertaking programs of research and knowledge transfer that are directed towards generating relevant technologies that can be easily implemented by Colombian coffee growers
- Providing more than half a million Colombian coffee producers, access to Purchase Guarantee policy. This service assures Colombian coffee producers that at the moment to sale the coffee, he/she will always find a buyer that is willing to pay a market price without taking advantage of the small coffee grower's condition. The price which is communicated daily by the Federation constitutes a reference point for the market. It is public and is based on criteria of transparency and the current conditions of the international coffee market and the exchange rate. In order to make effective the Purchase Guarantee policy, certain logistical capacity and market presence is required. For this reason the Federation counts on the service of more than 36 coffee cooperatives and a network of over 541 points of purchase, many of them located in the remote and difficult to access coffee regions of Colombia.
- Developing promotion and advertising programs so that consumers recognize and demand Colombian Coffee.
- FNC's ability to develop a presence in new markets by adapting to different trends and product developments are also an important service to Colombian coffee growers and their future.

Promoting Café de Columbia

The history of Café de Columbia can be traced back to 1950s when there was a worldwide oversupply of coffee, the price of Colombian coffee dropped from US\$0.85 to 0.45 per pound. (WIPO952E). 77% of Colombian coffee was exported to US but only 4% US consumers knew that coffee was grown in Columbia.

The FNC drafted a proposal in the early 60's to launch a promotional campaign to deal with this issue. It was felt that in order to ensure better prices and thereby a better standard of living for the Columbian growers, Columbian coffee needed to build a strong brand image globally and also create new markets which would lead to differentiation in the commodity market and increased demand.

The objectives therefore were to increase revenue and profitability by:

- Building a strong global image for Columbian Coffee

- Creating new markets

FNC decided to focus on the brand “Café de Columbia” and to differentiate products represented by this brand, as being of higher value to consumers. The first step was to create a visual identity for the brand. Their ad agency DDB created the character of Juan Valdez based on the archetypal Colombian coffee grower. The name Juan Valdez and several versions of Valdez’s images were registered as trademarks. It was decided that this character would be the face of Colombian coffee and would represent the traditional and labour intensive process of Colombian coffee growing, highlighting the quality of the Colombian beans.

The campaign started in the 1960’s and was consistently carried out through the 1980’s. It focused on creating awareness of Café de Columbia and educating both trade and consumers about the superiority of Colombian Coffee. The positioning of Café de Columbia was reflected in the slogan “the richest coffee in the world”, which was granted trademark status.



During the 1980s, the FNC registered the Juan Valdez logo, and began to license the mark to roasters for use on their own branded products that contained, exclusively, Colombian coffee. In addition, the Republic of Colombia registered the word “Colombian,” in relation to coffee, as a certification mark in the United States of America and Canada. This was followed by intensive advertising campaigns starting in 1982 which focused on advertising 100% café de Columbia primarily to end consumers in order to create pull and indirectly influence the demand from roasters and traders. Many roasters blended Café de Columbia with beans from other regions, while a limited number launched high end brand extensions that consisted exclusively (100%) of café de Columbia. The objective of the campaign was to create awareness about 100% Café de Columbia, provide a guarantee to consumers that these brands consisted exclusively of 100% Colombian Coffee and build a differentiated brand image for Café de Columbia.

The 100% Café de Columbia Programme in USA focused on the following aspects-

- 95% of US marketing investments were spent on consumer targeting
- Advertising campaigns in mass media (TV and print) targeting end consumers, highlighting that looking for Café de Columbia is as simple as looking for Juan Valdez on a coffee can/package
- Incentive programmes were designed for roasters to encourage them to launch 100% Café de Columbia brands.
- Co-op advertising was done for 100%Café de Columbia brands that displayed the logo on the packaging. This increased the reach and impact for FNC and was attractive to the local/ regional roasters unable to invest in local media to support their brands. While bigger brands were initially not too keen on outing the Café de Columbia logo, they started producing 100% café de Columbia brands and using the logo once awareness and demand for Columbian coffee grew.
- The combined spending of the FNC and the 100% retail brands rose from less than 2% in 1980 to 12.6% in 1990.
- Subsequently, FNC also recognized an opportunity in the growing group of young coffee consumers and addressed them through a separate campaign launched in 1994, “grabbing life by the beans”, which highlighted that drinking Café de Columbia was a fun experience for the youth.

While the campaign in USA focused primarily on creating awareness about the superior quality of Columbian coffee, the marketing strategy focus in Europe was very different. Quality consciousness was already established among the European Consumers and the job of marketing coffee quality to the consumers as done by the roasters. So FNC’s marketing efforts in Europe were focused primarily on incentives for the roasters.

Results

The 100% Café de Columbia programme covered a volume of less than half million bags in 1980, which grew to 2.5 million bags in 2000, representing 67% of total Café de Columbia imports by USA and Canada (HBS). Through this programme, FNC was able to establish a differentiation and preference for Café de Columbia which helped it to get a price differential over other mild varieties (about 9 cents/lb) and over the ICO composite price (26.34 cents/lb). A survey indicated that according to roasters 40% of this price differential was due to image while the remaining 60% could be attributed to factors like quality control, commercial support and volume.

Juan Valdez became a popular icon and FNC filed several lawsuits for its use without permission. In 2005, “Café de Colombia” was recognized as an appellation of origin in Colombia. In 2007, it became the first non-European Protected Geographical Indication (PGI) registered in the European Union (EU). As of 2011, two new appellations of origin for coffee from specific regions of Colombia were recognized, namely “Café de Nariño” and “Café del Cauca”.

The FNC’s differentiation strategy has paid off. After more than 50 years of marketing efforts, there is no doubt that “Café de Colombia” enjoys a worldwide reputation and has become one of Colombia’s most valuable brands. They have expanded the market and have attained better pricing. It continued to leverage Juan Valdez and the café de Columbia logo to build on consumer engagement, through various initiatives like social networking sites, etc. Their efforts also positively impacted the community with better per capita incomes. It gained worldwide recognition with the 100% Café de Columbia logo being recognized by 85% of the US consumers.

FNC also started Café de Columbia Cafes in the US to build value addition and provide a closer connect of customers with Café de Columbia.



Protection and Promotion of GI- Key Insights from Other International GI Initiatives

Thailand

Thailand supports greater access of Thai GI in overseas markets, through various initiatives like for example, overseas exhibitions in Japan, Vietnam and Hong Kong and a twinning

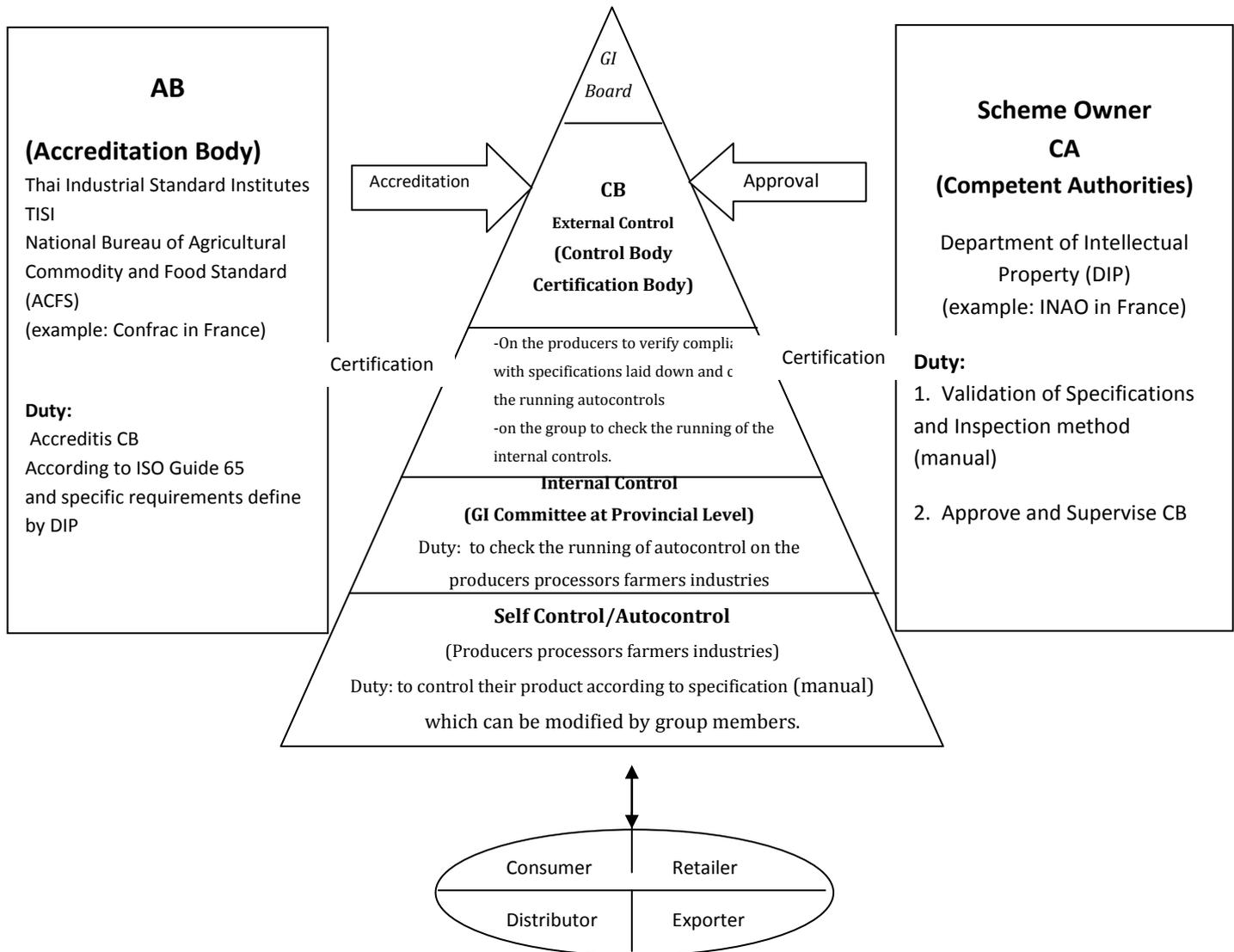
project between Thailand and France for Champagne and Lamphun silk brocade. It means that for special occasions, Champagne will use Lamphun silk brocade for silk ties given to their valued customers (WIPO,NF/4).

Thailand's GI registration system is modeled after the EU's, especially France's and its first overseas application was filed for PGI in EU. In 2014, Thailand also initiated steps to file applications to register a variety of rice called "Khao Sungyod Muang Phattalung" in EU and to register "Thai-Isan Silk Yarn" in Vietnam. Registration of this yarn was not done in EU because EU was considering it as an agricultural product.

Other GIs include a coffee from Doi Chang which has benefited in terms of price differential. The price of coffee cherries increased from 4.50 baht/kg to 15 baht/kg around ten years ago, to 28-32 baht/kg in 2014. For Chiang Rai Phulae Pineapple, the farm price has increased from 8 baht/kg to 23 baht/kg. In 2014 they were sold at 50 baht/kg and moving towards 60 baht/kg. (WIPO,NF/4)

The Geographical System Control System in Thailand can be represented diagrammatically as follows-

Geographical Indication Control System of Thailand



Source-WIPO/GEO/BKK/13/INF/4

Sri Lanka

"Ceylon Tea" is the best known Geographical Indication for Sri Lanka and its 3rd Largest Foreign Exchange earner. It generated an annual income of around USD 1.5 Billion in 2013-14. Sri Lanka is the largest producer and exporter of orthodox black tea in the world. While Sri Lanka is the 4th largest global tea producer after China, Indian & Kenya, it is the second largest tea exporter in the world after Kenya. Almost 45% of all Ceylon tea exports are in small retail packs. (Alwis, HD, WIPO)

Sri Lanka Tea Board identified its 20 most important markets and decided to register Ceylon Tea & Agro-climatic Regional Teas as GIs' or Certification Marks in these markets in a phased manner. The selected markets for registration are as follows-

- | | |
|---------------|------------------|
| 1. Russia | 11. Egypt |
| 2. Ukraine | 12. Tunisia |
| 3. Azerbaijan | 13. Kuwait |
| 4. Iran | 14. Libya |
| 5. Iraq | 15. Japan |
| 6. Syria | 16. USA |
| 7. UAE | 17. EU |
| 8. Turkey | 18. Canada |
| 9. Jordan | 19. Australia |
| 10. Lebanon | 20. Saudi Arabia |

The exercise commenced in the year 2012, but it is a slow and expensive process. As of 2014, the Ceylon Tea GI was registered in Jordan & Lebanon and applications in Canada, Syria, Turkey & Tunisia were initiated. In Egypt, UAE, Iraq, Saudi Arabia, EU, Iran, Libya & Australia, the applications are under process. In Russia, Ukraine & Azerbaijan as well as Japan, Kuwait & USA, the applications have been either rejected or challenged.

In Russia, Ukraine and Azerbaijan the examiner has rejected Sri Lanka Tea Board application due to the fact, that these countries only have a GI protection but the Home Registration of Ceylon Tea is a Certification Mark protection. Sri Lanka is now trying to establish that Ceylon Tea protection in Sri Lanka is equivalent to a GI system in some overseas markets. Further, these countries do not allow 3rd party custodian systems and require that only applicant should undertake commercial business transactions which is different from the practice in Sri Lanka and most other countries. Sri Lanka Tea Board safeguards the name and franchises it out to the private sector, which in turn exports Ceylon Tea to the other countries.

In USA, the application has been suspended on the basis that Ceylon Tea name has become generic. In Japan & Kuwait, the applications have been rejected on the basis that Ceylon Tea name is non-distinctive due to extensive use. In other words, they claim that Ceylon Tea has become generic. Sri Lanka Tea Board is opposing both these rejections.

A cost of close to USD 50,000 has already been incurred though registration is complete only in 2 countries as of 2014.

Table 4- Cost Structure of “Ceylon Tea” Registration

COST STRUCTURE – “CEYLON TEA’ REGISTRATION Country	Cost (US\$)
Jordan	1,160
Lebanon	830
Tunisia	625
Turkey	1,575
Canada	1,100
Syria	1,230
Egypt	700
UAE	4,375
Iraq	1,400
EU	560
Australia	1,025
Russia	Nil
Ukraine	Nil
Azerbaijan	Nil
Kuwait	6,525
Japan	15,050
USA	9,650
Iran	1,165
Libya	765
TOTAL (US\$)	47,735

Source- WIPO/GEO/BKK/13/INF/4

In addition to Ceylon Tea, The Tea Board also commenced registration of 7 agro-climatic regional teas during 2012. Of the five target markets identified, Sri Lanka Tea Board has been successful in Japan and expects the process to come through in USA, while registration is under process in Canada & Australia. The applications submitted to the Intellectual Property Office in EU are under investigations. An amount of USD 53,410 has already been spent as on 2014.

Table5- Cost Structure of Regional Teas Registration

Country	Cost (US\$)
Japan	15,050
USA	9,650
Canada	11,000
Australia	11,900
EU	5,810
TOTAL	53,410

Source- WIPO/GEO/BKK/13/INF/4

Using multiple routes for legal protection

The modes of protection of GIs do not necessarily apply on a mutually exclusive basis. In some jurisdictions, it is possible to combine different means of protection. Thus, a GI can be protected through a sui generis system, for example, as an appellation of origin as well as an individual or collective mark. A mar may be used to protect the product label, which can include a GI and an additional figurative element affixed to the product to indicate to consumers that it complies with the product specifications for the appellation of origin.

Parmigiano Reggiano is recognized as an appellation of origin in Italy and registered as a Protected Designation of Origin (PDO) in the EU for a cheese produced, according to specification, in the provinces of Parma, Reggionmilia, Mantua, Modena and Bologna, initially. At the same time, the name Parmigiano Reggiano is protected by a collective mark for the pin-dot writing printed on the rind of the cheese, where it is commercialised and pre-packaged.

The image shows the words "PARMIGIANO" and "REGGIANO" in a stylized, dotted font, representing the pin-dot writing on the rind of the cheese.

Source- WIPO952(E)

In addition, a label including the name Parmigiano Reggiano is used on the packaging. That label is also protected as a collective mark.



Source- WIPO952(E)

RIOJA is recognised as a qualified appellation of origin in Spain and registered as a PDO in EU for a wine produced in the Rioja region of Spain. The PDO protects the name Rioja as such.



Source- WIPO952(E)

Furthermore, two logos including the name Rioja are registered in order to reinforce protection of the name against misuse. These logos are protected by a collective mark and individual mark as well.

Key factors contributing to success in the cases analyzed include the following-

- 1) Proper organization structure and control
- 2) Well defined and monitored production process
- 3) Strict quality control and tracking
- 4) Creation of a strong brand identity for the GI, in addition to individual brand names
- 5) Well recognized logos and symbols
- 6) Investment in brand building and market expansion
- 7) Focus on building customer engagement and brand associations in addition to awareness
- 8) Steps for legal protection

Chapter -5

Branding and Marketing Initiatives for GI products in India: **Select Case Studies**

Textile related handicraft products and agricultural products account for the majority of GIs registered in India. Based on discussions with experts and literature review, three GI products which have achieved a significant degree of success in marketing were identified. These are-

1. Chanderi Sarees
2. Kota Doria Sarees
3. Darjeeling Tea

The initiatives adopted in these three cases were analyzed based on primary as well as secondary research, including field visits. The insights gained from these cases in terms of successful initiatives and implementation challenges, can be leveraged to help formulate effective marketing strategies for other GI products.

Chanderi

Chanderi is situated near Betwa river in District Ashok Nagar (M.P.), India. The Chanderi district has a population of about 30,000 of which 10,000 to 12,000 are estimated to be involved in weaving of chanderi sarees/ fabrics (local estimates and TOI report 21/6/15)



Source-<http://gaatha.com/>

Weaving is the source of livelihood for more than 60% of its population, while the rest are engaged in agriculture, biri making, stone quarrying and tertiary occupations. About a third of the population of Chanderi, comprises of weavers, of which around 60% are Muslims and the rest Hindus. There are 4,000 looms at work here creating business of Rs 65 crore every year, as per a 2012 industry report (TOI, 21/6/15). About 3 people work on one loom on an average and about 25% of the weavers are women.

Chanderi fabric traces its origin to around 1305 AD when 20,000 people migrated from Lakhnoti, now in Bangladesh, and started producing fine muslins which were very soft, light weight and transparent. Further patronage by rulers of the region led to increase of production and trading of the fabric. This fabric itself saw many changes in its construction with passage of time. Presently Chanderi produces fabric of various constructions and yarn combinations.

The uniqueness of Chanderi lies in the transparency and sheer texture of the fabric, close weaving and individual woven booties – single and double pick (motifs). The unique texture, shine and transparency of the fabric are a result of the non-degummed silk yarn used in the weaving process. The bootis which are hand woven have permanency due to the fine weaving skills of the handloom weavers and softness and fullness of the fabric also adds to its exclusivity. The most popular and traditional kind of booti is Asharfi Booti, which is in shape of Asharfi (woven in gold and silver zari.) The main products of Chanderi are Sarees. Though other items like dupattas, dress material, home furnishing etc. are also becoming increasingly popular.

The Key processes and players involved in producing the Chanderi saree are as follows-

Processes

- Yarn Dyeing
- Winding
- Warping
- Beaming, Drafting and Gaiting
- Weaving

Players

- Traders
- Master Weavers
- Weavers
- Wrappers and designers
- Dyers
- Yarn suppliers

There is a definite cluster based organization of work, with different people catering to specific tasks such as making bobbins, colouring, rolling the warp threads on the wooden beam etc. The raw material is sourced from different places by the master weaver and then distributed to the weavers. For instance the zari is sourced from Surat, cotton from Coimbatore and the silk from Bangalore (though original source for the silk is China). Most of the Chanderi handloom products made these days are silk by cotton.

The Chanderi weavers can be classified into 3 categories-

- 1) Contractual Weavers- Get raw material and design from master weaver, weave the saris/fabric and get paid accordingly. These weavers have their own looms. 70-80% of the weavers fall in this category.
- 2) Entrepreneur Weavers- These weavers have their own looms, are knowledgeable about designs, and have a good understanding of the market. They produce for themselves and sell in the local/ nearby markets.

- 3) Labour- These weavers do not have looms and are hired to work on looms of others-master weavers/traders. They are less than 1% in Chanderi .

The craftsmen need to first create the design on a grid sheet where all the junctions of intersection of the warp and weft threads are clearly set in an organized pattern. The threads are then dyed as per the pattern, wrapped onto bobbins and then onto the wooden beams in the looms.

The genuine Chanderi products faces competition from fake powerloom products made in Varanasi and Surat, which can be priced much cheaper. They are either woven with zari or woven plain and then sent to Jaipur for block printing and have nothing to do with Chanderi . It is very difficult to make out the difference between powerloom and handloom.

GI registration

Chandery was registered as a GI in 2005 by the Chandery Development Foundation. There are about 20 co-operative groups and producer groups in Chandery and all are members of this foundation.

Several initiatives were taken to bring about development of Chandery weavers. These are highlighted below-

1. Awareness and Promotion

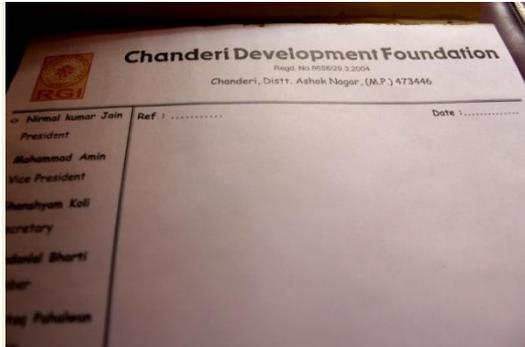
- A GI logo based on the “Asharfi booti” was developed and is to be registered soon as a trademark by the Bunkar Vikas Sansthan.



- Labels with the GI tag distributed free to master weavers by the Chandery development Foundation.



- All weavers and traders were encouraged to use this logo in their bill books, communication, etc. Initially bill books were printed for all and distributed by the Chanderi Development Foundation. However use has not become prevalent. Under terms and conditions in the bill book it is also mentioned that Chanderi Saris sold through this bill are procured under GI.

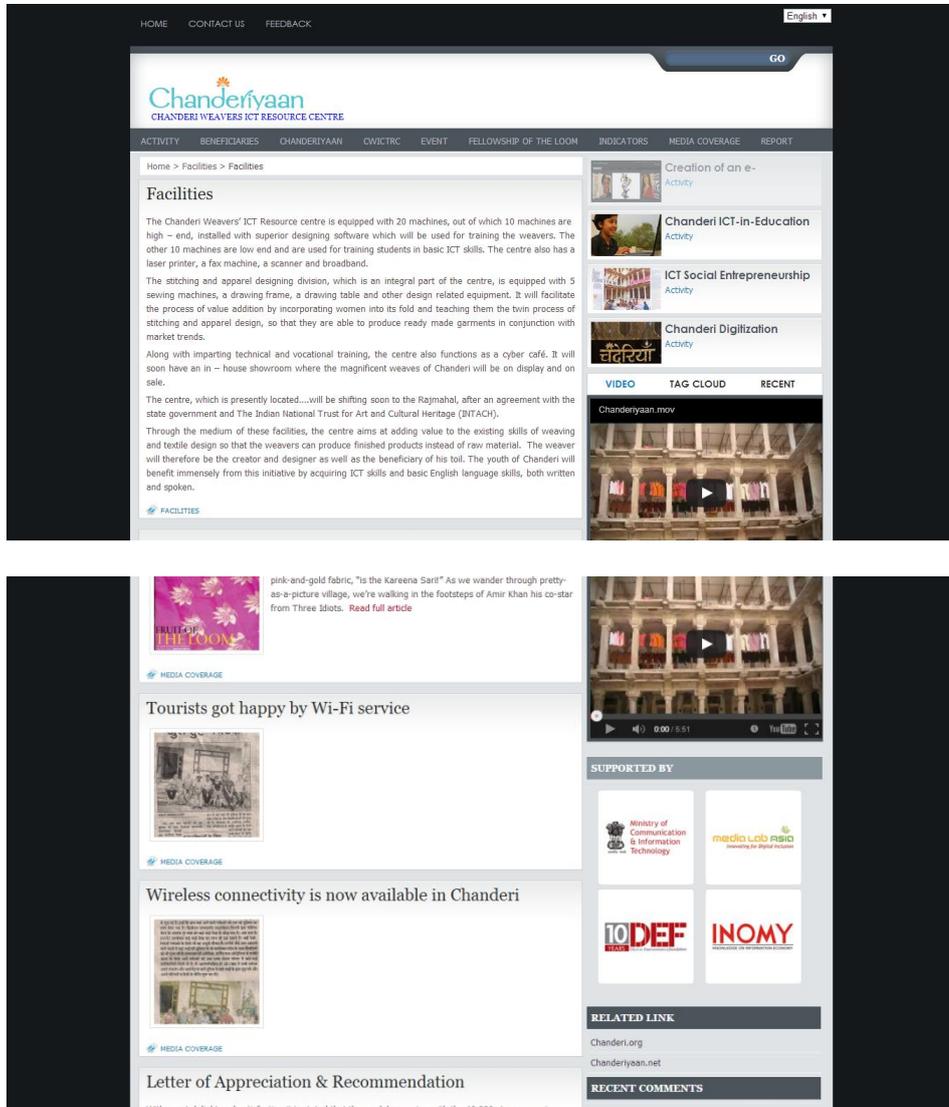


- Letters were sent to retailers and buyers informing them about the GI and the fact products not from Chanderi cannot use GI.
- Financial support was provided to Chanderi weavers for participation in national and international exhibitions
- Sensitization workshops for GI were conducted
- A website was set up by the Chanderi Development Foundation for awareness of Chanderi products and the GI (www.Chanderigi.com). This is a basic website which gives information about the Chanderi products, the GI and the Chanderi development Foundation, along with list of traders and weavers.



- E-commerce portal

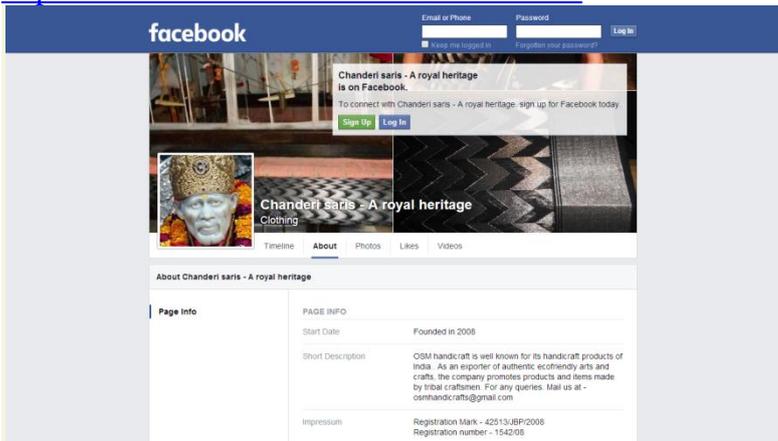
Chanderiyaan.chanderi.org, an e-commerce website, was launched in 2013, as a joint project of Digital Empowerment Foundation (DEF) in collaboration with Media Labs Asia. This a very comprehensive website which provides detailed information on Chanderi, its heritage, the products, the process, the community, activities, etc. It also features a small film on Chanderi and gives links to related sites Chanderi.org and the e-commerce site chanderi.net.



- **Leveraging Social media-** Chanderiyaan has also established a presence on Facebook and Twitter. A private company OSM Handicrafts also started a Facebook page in 2008.



<https://www.facebook.com/chanderisilksaree>



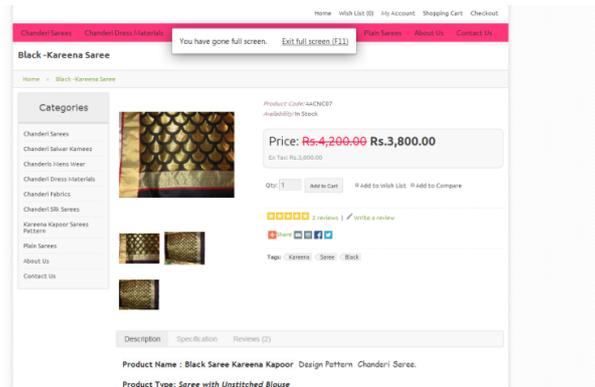
<https://www.facebook.com/chanderisarees>

- Chanderi Stoles ordered for CWG 2010

In the Commonwealth Games of 2010 held in Delhi, medal winners were gifted with an 'angavastram' instead of the traditional bouquet of flowers. The angavastram, complete with the CWG colours, woven logo and a miniature 'Shera'-has been crafted from Chanderi fabric. The CWG Organising Committee ordered 1,375 stoles for athletes and another 10,000 as merchandise on the initiative of the Textiles Ministry resulting in an order value of about Rs. 50 lakhs. This resulted in big volumes and revenue for the weavers and more importantly gave significant publicity for the Chanderi handlooms.

- Kareena Saree -Promotion and PR

A visit by Aamir Khan and Kareena Kapoor to promote their movie 3 Idiots in 2010, saw them visiting weavers in the Chanderi region. They visited the weavers homes and Kareena was gifted a black Chanderi saree with gold motifs on the pallu. She was photographed in this saree during the 3 Idiots press conference and it became famous as the Kareena Saree. Master weavers and traders took advantage of this publicity to highlight and promote the sales of the Kareena Saree. This was highly successful and generated huge demand resulting in higher wages for the weavers. An indirect celebrity endorsement thus led to huge publicity and market demand. Several retailers and online sites also promoted this sari- of which some were genuine and some not.



www.chanderisarees.co.in



www.craftsvilla.com

- Promoting of Chanderi handlooms through Rural Tourism

Pranpur, located 3 kms from Chanderi, was one of the 36 villages selected by the Ministry of Tourism and UNDP's Endogenous Tourism Project for promotion of rural tourism under the 10th Five year plan. In 2009, Pranpur won the National award for rural tourism. (Outlook Traveller June 2012) The Amarae Rural heritage Resort run by the Pranpur Village Tourism development Committee is set among beautiful orchards with a backdrop of the Vindhyaachal mountains. Its cluster of buildings showcases the skill of Pranpur craftsmen from carved stone jaalis to Chanderi curtains. Visitors can also visit weavers' homes to witness the delicate weaving of the Chanderi fabric. Pranpur rural tourism is also promoted through websites like-

- Incredible India (www.incredibleindia.org/eri/Pranpur.php)
- Bundelkhand tourism (<http://www.bundelkhand.in/portal/tourism/pranpur>)
- Travel another India (www.travelanotherindia.com/pranpur.html)
- Trip advisor (www.tripadvisor.com › Asia › India › Madhya Pradesh)



Source- www.incredibleindia.org/eri/Pranpur.php

- Digital Tourism Promotion Program

A digital tourism promotion program is planned, under the Chanderiyaan project with support and assistance from INTACH, linking it to the larger Chanderi community portal. This programme with Mobile based 3D tour for Chanderi historical monuments giving pre and post tour information. Public-private postings, advertisements, tenders will be posted along with tourism related web bill boards and tourist packages.

Also, pre-tour information pertaining to historical monuments and their description will be made available on mobile phones along with information on accessibility, accommodation facilities, climate and terrain.

The Chanderi Virtual Museum will provide a bird's eye view as well as a detailed view of Chanderi and its environs. It will cover nearly 300-500 places of historical importance in and around Chanderi. It will be developed in an interactive manner by using Legacy documents technology developed by Media Labs Asia.



www.chanderi.org

I) Better Wages, Market Exposure, Training and Design Inputs

- Wage fixation

Few years back, when the weavers, did not have proper market access and depended on exploitative traders for their livelihood, earnings were under Rs 100 per sari, a fraction of its sale price. This changed in 2004 and 2005 when the weavers set up as self-help groups such as Bunkar Vikas Sangh and found the collective strength to bargain with traders. (TOI) Wages have improved with fixed rates decided for the kind of design being woven.

- Customer Interaction

Exposure to interaction with demanding customers helped institute the appreciation of quality control. Exposure to market trends and participation in exhibitions helped the bigger weavers became more market savvy over time.

- Tie up with Big Retailer Brands

FabIndia created the first community owned producer company in which the weavers had equity shares. Volume of orders from FabIndia was also large and gave exposure to quality consciousness and new designs. However, subsequently FabIndia asked the weavers to sell their equity and gradually some of the weavers moved away, as most of these orders were related to printed Chanderi. Printed fabric does not give sufficient remuneration especially due to competition with powerloom. Further, the weavers expressed that it was difficult to furnish large orders in tight timelines demanded by the company. However the FabIndia orders did bring in new design sensibilities and wider reach for Chanderi products.

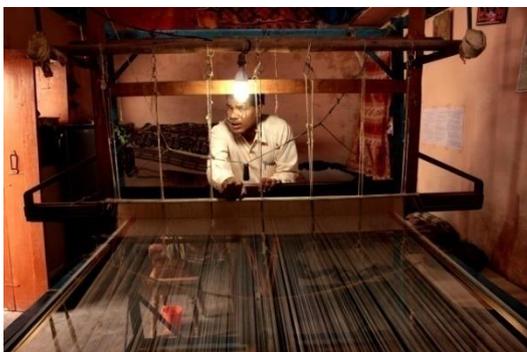
- Design Interventions

Leading designers like Sanjay Garg of Raw Mango, Charna Desai and Sally Holkar, worked with Chanderi weavers to make and sell top end designer clothes and fabrics. This opened new opportunities for weavers and exposed them to fashion trends and new designs.

II) Development of Facilities, Quality Upgradation and Training

- Upgradation of looms

Some of the pit looms converted, Jacquard frames installed and wooden beams upgraded to metal beams





- Product development and innovation
Though traditional designs are still the focus, working with various designers has helped the weavers develop new contemporary designs. They have started making new products like stoles and household items like table cloth etc which can have a wider market. But this is still limited to few initiatives. Under the UNIDO programme, Sally Holkar worked with the weavers to create a line of salwar kameez dupatta sets called Teen Kila- which was a fusion of Chanderi, Maheshwari and Kota. The designs were given to 7 groups comprising 70 weavers and the limited range produced received a good response.
- Technology support
 - 3700 solar lanterns provided for continuous light source required for the fine work
 - Better technology usage in the pre-loom and post loom activities, including dyeing
- Common Facility Centre and Dyeing House-
The Common Facility Centre and Dye House which provides in-house technical support for the weavers on nominal charges, was inaugurated in 2010. It also provides weavers access to a modern high technology Dyeing machine. Four warp-sheds have also been provided to the weavers with full financial assistance from Ministry of Textiles to provide suitable area for making warp drums since street warping is difficult during the hot summer or rainy seasons.
- Museum
The Common Facility Centre also houses a small museum showcasing Chanderi designs and weaving processes over the ages.
- The Chanderi Weavers' ICT resource Centre
The CWICTRC was inaugurated on February 9th, 2009 by Sh. Jyotiraditya Madhavrao Scindia, Union Minister of State for IT and Communications, Government of India. The CWICTRC Resource centre is equipped with 20 machines, out of which 10 machines are high – end, installed with superior designing software which will be used for training the weavers. The other 10 machines are low end and are used for training students in basic ICT skills. This project is primarily focusing on the weavers without looms. The centre also has a laser printer, a fax machine, a scanner and broadband. The stitching and apparel designing division, which is an integral part of the centre, is equipped with 5 sewing machines, a drawing frame, a drawing table and other design related equipment. The centre is located in Rajmahal,

after an agreement with the state government and The Indian National Trust for Art and Cultural Heritage (INTACH). Along with imparting technical and vocational training, the centre also boasts of in – house showroom where the weaves of Chanderi are displayed and sold and a studio where the latest products produced can be photographed for their brochures and ecommerce website.



*Looms at Chanderiyaan
Chanderiyaan*



*Studio and computer at
Chanderiyaan*

Digital Empowerment Foundation (DEF) in collaboration with Media Labs Asia has conceptualized the Chanderi Weavers ICT Resource Centre (CWICTRC) in order to provide technical education to the textile weavers of Chanderi. This initiative, collectively called ‘Chanderiyaan’ aims at fostering community based development and empowerment through the Chanderi Integrated ICT for Development Program (CIIDP). The CIIDP endeavours to empower the people of Chanderi through the application ICT tools and methodologies. In this program, seven key areas will be addressed, which include Education, Healthcare, Entrepreneurship, Natural Resource Management and Tourism.

Digital Empowerment Foundation is a Delhi based non-profit organization. It has been actively involved in linking ICT to the masses, particularly in rural areas. DEF has planned 5 Community Information Resource Centres (CIRCs) for the entire country in various locations. 2 such CIRCs have already been established in Jharkhand and Rajasthan. Media Lab Asia, promoted by Department of Information technology, MCIT, Govt. of India as a not profit organization, endeavours to bring the benefits of ICT to the common man. (chanderiyaan.chanderi.org)

- Digitisation
Digitisation of new designs for easy transfer to the looms is also enabled at the CWICTRC
- Training
The Chanderi development Foundation facilitated the conduct of Training programmes by NIFT, NID, IIT etc for improving quality and production efficiencies.

CWICTRC had the objective of training at least hundred weavers by using ICT tools in textile and apparel design, out of which a core group of five weavers would be trained as master designers. Training was provided to selected weavers in computer-aided design

(CAD) software, which enables weavers to design saris within an hour or so when earlier they used to finish the same in at least two to three days.

- Digital Library

The categorization and organization of traditional and new designs is planned under Chanderiyaan, to make a digital library of all the designs through the process of digital documentation, enabling quick and easy accessibility. The digital library would therefore function as a ready reckoner.

- Digital Fellowship of the Loom

A one year fellowship has been Instituted by CWICRTC for some of the brightest young talents from India and abroad, to come and work with the Chanderi weavers for a year. The fellowship is offered in the following disciplines-

1. Textile, Apparel and Fashion Design
2. Marketing and Global Network Development
3. Community based Tourism and Digital Documentation

- Wi-Fi facility

Chanderi is a Wi-Fi city since 2009. Wi-Fi was introduced under the DEF project was introduced by Sh.Jyotiraditya Scindia when he was the Union Minister of State for Information and Technology. The project was launched with a bandwidth of 2 Mbps and later its capacity was increased to 10 Mbps. (TOI, 2015). Many of the weavers today use Whatsapp to communicate with their buyers and send product photographs.

- For Infrastructure development DIPP sanctioned IIUS for roads, water and handloom park in 2008.



Rajghat Water Supply



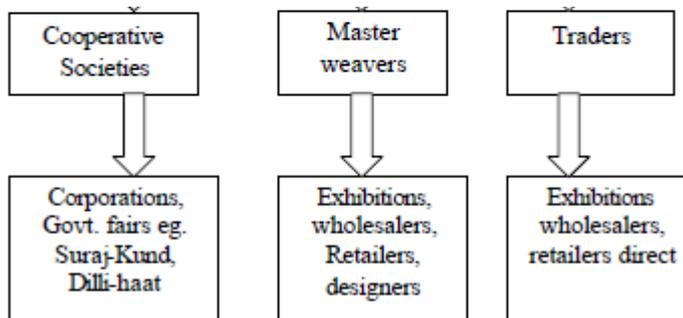
- The Handloom Park

A Common Facility Centre Handloom Park is currently under development in Chanderi. This Rs.30 crore project envisages a park which will provide state of the art equipment

and facilities for pre-loom and post loom processes, along with looms and work spaces for weavers, cooperatives and traders. It will also include an amphitheater which can be used to host events and fashion shows and a guest house for visitors. This park would be a major attraction for tourists as well as buyers and also provide facilities to weavers.

III) Distribution and Sale of Chanderi Sarees

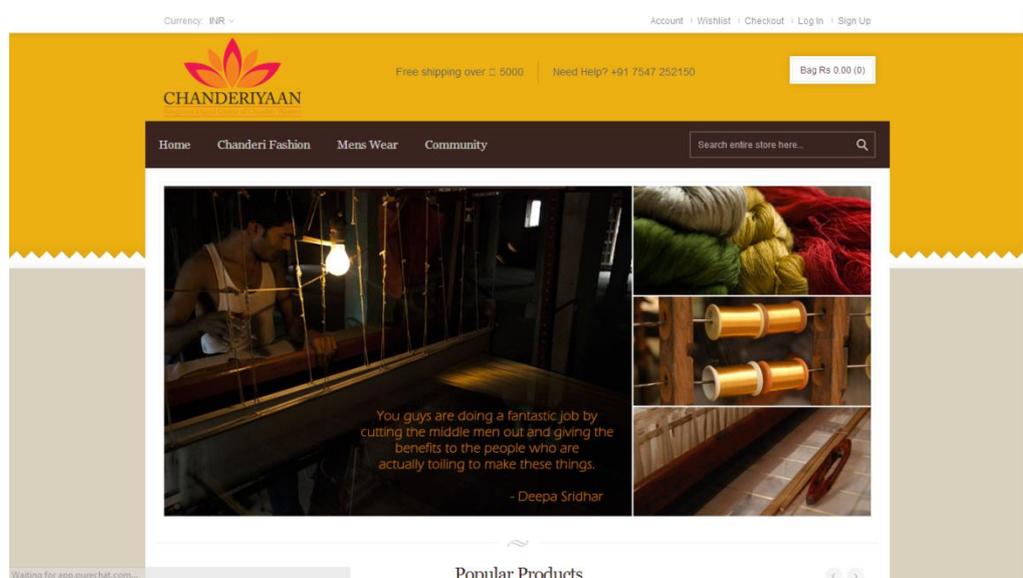
- Most of the sale of Chanderi Sarees is to customers/ retailers outside the state of Madhya Pradesh and is spread all across India, with South India recording higher sales. Most of the sales from Chanderi are in the domestic market although few traders/wholesalers do export limited quantities.
- The sale of Chanderi sarees and fabric takes place primarily through co-operative societies, master weavers and traders, who further sell to wholesalers, retailers, designers or direct to consumers through exhibitions and *haats*.

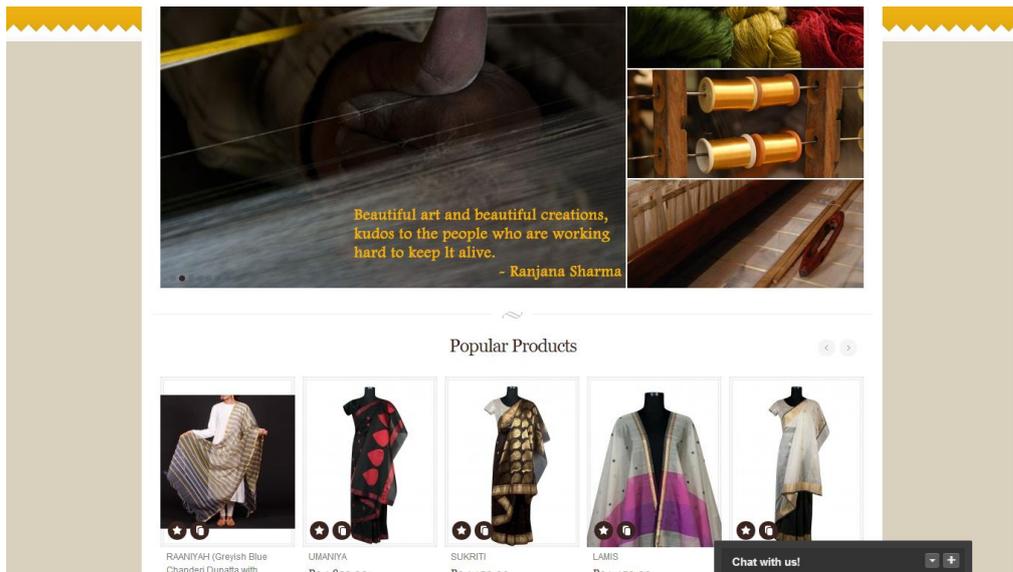


- State Government Emporium Mrignayanee also procures Chanderi saris and fabrics and sells these through its stores. Earlier most of the sale was done through the state government and quality checks and tagging of products were ensured. However this is no longer the case. Mrignayanee website lists Chanderi and Maheshwari sarees but gives very little information about them and has no mention of GI.



- Exhibitions, *haats* and buyer-seller meets are important avenues for sales of Chanderi products. According to a report by the textile ministry (2011), participation in 85 exhibitions across the country and 18 Buyer Seller Meets have resulted into orders worth Rs.2.62 crore for the cluster. (texmin.nic.in)
- Direct selling to big retailers is also done by the bigger traders/ master weavers. Some of the bigger master weavers and traders have long term relationships with stores like Nalli, Sutra, Greenways etc. Various marketing efforts supported by Textile Committee initiatives at different points in time resulted in securing orders for Chanderi weavers with large retailers like Life Style, CCIC, Tahiliani Designs, Raw Mango, Utsav, Kamla, Sutra Marketing Pvt. Ltd. Delhi, Shades of India, Ahilya Creations, Mumbai, Realm Exports, Pantaloons etc. However not all of these are sustained on a regular basis. (texmin.nic.in)
- Creation of an e-Commerce enabled website- Chanderiyaan.net
As mentioned earlier, CWICTRC has created its own e-commerce website to sell apparels directly through internet, connecting the weavers with the world directly without middlemen and middle level agencies. The e – commerce website displays all varieties of woven fabric right from saris, to suit materials, stoles, yardage and utility items including table covers, cushion covers and curtains. The site has facilities for online payment and has tied up with logistics service providers to deliver products online. All products are displayed through high quality photographs taken in their in house studio and regularly updated



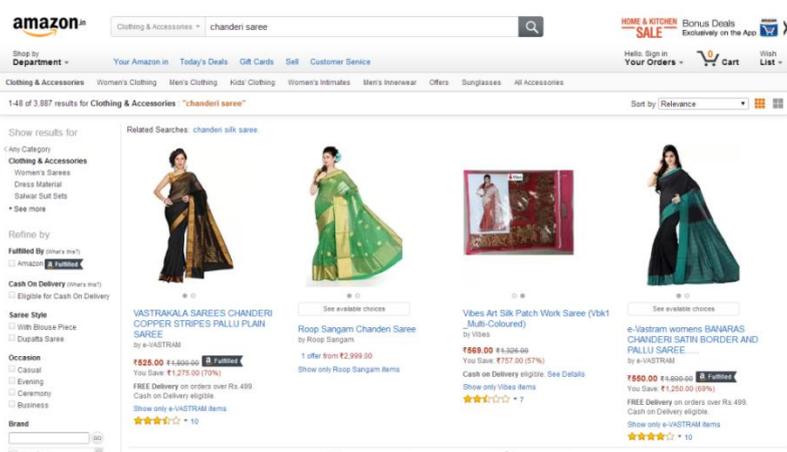


- Some of the traders/exporters have their own websites, and some sell through online platforms like IndiaMart and Amazon. However the authenticity of traders on these platforms is not known and none of these highlight the GI. In fact some of the prices indicated on these sites point to the fact that these products are likely to be powerloom and not genuine Chanderi.

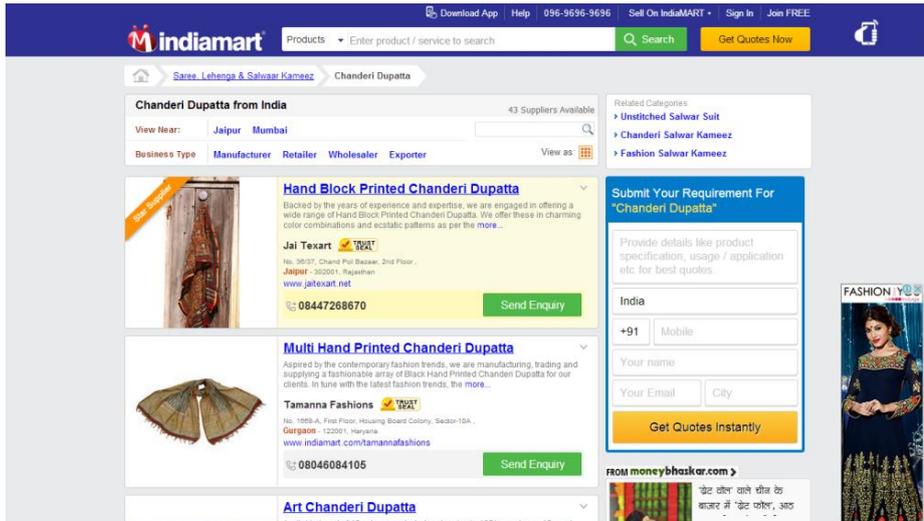
A few designers and traders are also selling through an international online site for handcrafted products called Novica.com. This site covers handcrafted products from 7 regions and India was added to this list in July 2000. For each product full details are provided along with a profile of the artist. Most of the Chanderi products displayed on this website were by young designers and origin of the weavers is not indicated. Nor is there any mention of GI, though NOVICA does certify the quality and the fact that the product is from India.

Chanderi at Amazon (www.amazon.in)

Prices indicate that it cannot be real Chanderi- one of the options displayed even calls it Banarsi Chanderi satin border!



India Mart lists a number of Chanderi suppliers



Page of Motamal Handlooms within India Mart



Chadnerisarees.co.in retails Chanderi Sarees through its website and also has a Facebook page at www.facebook.com/chanderisarees. They list Sutra Handicrafts Pvt L td and FabIndia handicrafts as their customers.



OSM Handicrafts, an exporter, has a website which sells Chanderi products along with some others (www.osmhandicraft.com/). OSM Handicrafts also has a Facebook page for Chanderi (www.facebook.com/chanderisaris). But like in the case of others there is no mention of GI.



Novica.com (www.novica.com) This site covers handcrafted products from 7 regions and India was added to this list in July 2000. For each product full details are provided along with a profile of the artist.

The screenshot displays the Novica website interface. At the top, there's a navigation bar with 'Shop Online', 'Curation', 'Artisan Loans', and 'NOVICA Live'. The main header features the Novica logo and a search bar. The product page for the 'Chanderi Shawl' shows a peach-colored shawl with silver prints on a mannequin. The price is \$79.99, and there's an 'ADD TO CART' button. Below the product, there are sections for 'FIND SIMILAR ITEMS', 'PRODUCT DETAILS' (including weight and measurements), 'ABOUT THIS ARTIST' (featuring Priti), and 'MORE FROM THIS ARTIST'.

- Ministry of textiles has perhaps also initiated a dialogue with Snapdeal.com to explore retailing of handloom and handicraft products online. However the outcome of this discussion is not yet known.

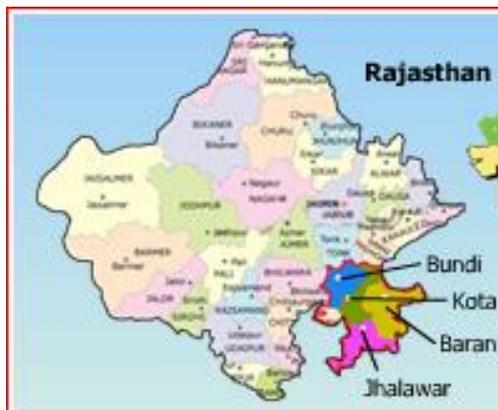
Impact and next steps

As per studies done in the period 2010-2012, efforts to enhance production along with increased marketing efforts, have resulted in increase in the number of looms and in weaver wages. As per estimates of Self-help groups, weavers now earn anywhere between Rs 12,000 and Rs 16,000 a month (TOI). The turnover of Chanderi in 2003 was estimated at Rs.15-20 Crore (UN project survey), which increased to about to more than Rs 60 crore in 2012. (TOI and Chanderiyaan).

The standard of living of the weaver families has improved, with most of them having pucca houses and facilities like cooler they are also able to send their children to school. Market awareness and quality consciousness has increased significantly over the years and some of the smaller weavers have become master weavers after developing their market contacts. However there are still some gaps which need to be plugged and more opportunity areas available which can be tapped. Some of the key action points for the future could include the following, few of these are already in the pipeline:-

- For quality standards as per specification in GI , testing labs to be established to check yarn and colour fastness
- An enforcement committee to be constituted and this shall also work as an “inspection agency”. The committee to include one official of GOMP.
- Bar coding system to be developed to help tracking of the product.
- 2 cases against infringement of GI have been filed as per Mr. Mahesh Gulati. However, as Chanderi products are becoming more popular the fake powerloom products are also on the rise.
- Therefore a survey of selling points and supply chains of duplicate Chanderi in metros and intimation to them regarding violations of GI provisions.
- Intimation should be sent to all dealers regarding importance of GI and implications of selling non genuine GI products.
- Need to register Chanderi logo as trademark.
- Only GI authorised users should be sent for exhibitions, and all products should necessarily carry the GI logo.

Kota Doria



Kota Doria is the name given to sarees woven at Kaithoon a town 15 kms. from Kota City. The origin of Kota Doria is not clearly recorded. It is said that in early 17th century, weavers from Mysore were invited by the rulers, to settle in Kota and they brought with them the art of weaving a fine cloth. The sarees made by them were called Masooria or Kota Masooria and later Kota Doria. Many believe that the word Masooria refers to Mysore from the weavers originated, some think it refers to Mysore silk initially used in the sarees, while according to some textile experts, Kota Masooria sarees are so called because the finest of checks in these sarees, resemble the 'Masoor' lentil. Doria is a variety of weaving two or more

yarns together. The Kota Doria fabric in its present status is mainly made of cotton and silk yarns in different combinations in warp as well as weft.

Kota Doria is made in many villages located in the Baran districts of Rajasthan. The oldest and biggest concentration of weavers is in Kaithoon. Other major places of concentration of weavers of Kota Doria are:-

- Kota, Kotsuwan, Kansuwan, Mandana, Sultanpur & Sangod in Kota District.

-Mangrol, Siswali & Anta in Baran District and Bundi, Keshoraipatan, Kapren & Roteda in Bundi District.

The weaving of Kota Doria is a household activity in these villages – every family has at least one traditional pit loom for weaving. Though all members participate, the weaving process is handled mainly by the women of the house.

The Eastern region of Rajasthan is widely known as Hadauti or the Land of the Hadas. Hadauti comprises the old Hada states of Bundi and Kota, which in modern times means Bundi, Kota, Baran and Jhalawar.

As estimated by Mr.Ansari, there are around five thousand handlooms in the ten villages comprising the Hadauti region of Kota that are into the production of Kota doria sarees and related dress material. In fact, the Kaithoon district of Kota region itself houses two thousand handlooms, which produce around 500- 1000 sarees in a day on an average. The average price of a Kota doria saree is around Rs 15000 /-

Uniqueness of Kota Doria

The recognizing characteristic of Kota Doria is the square check pattern, locally known as the khat, which is present in the base fabric besides any other type of value addition by weaving or any further process such as embroidery, printing, painting, dyeing etc. The ‘KHAT’ is its hallmark and provides Kota Doria a very distinctive and unique look. The Khats are made in the fabric so skillfully that the fabric becomes transparent. This pattern is formed by the cording of threads. For this, cotton is usually put to use as the warp thread, while silk is taken as the weft thread. This difference in the fineness of fibers creates a striped pattern on the fabric, which on close observation, appears like square checks. These can vary in sizes from extremely small to slightly larger. Eight cotton yarns and six silk yarns are traditionally used in the preparation of a single khat. Approximately 300 to 350 khats constitute the width of the fabric that can be woven on the loom. The final fabric prepared is extremely delicate for this reason.

97-98% of Kota Doria fabric is used for production of “Sarees” sold as KOTA DORIA SAREE. This type of Fabric is produced only in a limited area of Hadauti region. It can be made in one of 3 possible combinations

- a) Cotton x Cotton
- b) Cotton x Silk

c) Tussar Silk x Tussar Silk

The cotton is sourced from Coimbatore, silk from Bangalore and zari from Surat.

Kota Doria fabric in this region is produced using traditional pit looms with a throw shuttle technique. The various pre-processes involved in the making of the Kota Doria Saree are as follows-

- a) Winding
- b) Warping
- c) Dyeing
- d) Sizing
- e) Drafting – Denting – Piecing
- f) Weaving

All the processes involved from yarn to fabric are carried out manually.

The process of sizing is unique as practiced in Kota Doria and is done by using the juice of a special wild variety of onion available as natural vegetation in the nearby jungles of the area. This onion juice renders a soft feel to the yarn and it retains a lustre and soft feel even after several washes. Sizing is done by the traditional labourers available for this purpose in Kota and Kaithoon. The process involves painstakingly brushing of the yarns stretched along a stand, using the sizing paste and special brushes for this activity. These brushes are made up of a particular type of leaves.

Threat from Powerloom

During early 70s and onwards this traditional craft started facing tough competition from the fake similar looking Powerloom sarees, largely made in U.P., which were sold at a much cheaper price. Therefore, there was a significant decline in the demand of real Kota Doria from early 80s. The younger generation was moving away from the craft because they could not find proper livelihood and respect for their traditional work. They started switching over to other occupations. The period of '80s and '90s was a period of struggle for the Kota weavers.

GI Registration

UNIDO during its cluster development programme identified Kota Doria, as a suitable case for GI and therefore, initiated Cluster Development and Capacity Building Project for weavers of Kota Doria. This led to the formation of weaver's associations and setting up of a Kota Doria Development Hadauti Federation (KDHF). Kota Doria Development Hadauti Foundation or KDHF is an umbrella organization representing the interests of all the persons of Hadauti region involved directly in the production and marketing of Kota Doria. It is registered under the Rajasthan societies Registration Act, as a non - profit organisation.

KDHF, Kaithoon applied for the GI registration for Kota Doria and the Certificate of Registration was issued to them in July 2005. At the time of registration there were about 150 members in the foundation, representing directly or indirectly the interests of about 1500 weaver families of the region.

The GI application was made for Kota Doria (Saris, suits, dupattas, dress material and furnishings), also called 'Kota Sari' or 'Kota Masuria Sari'.

A logo was developed with the consent of all the weavers to prevent sale of fake Kota Doria. This logo is woven on all the Sarees and fabric to enable the buyer to differentiate Real Kota Doria from Powerloom products.

All weavers in the Hadoti region are authorised users of the GI and all of them use the GI



I) Developing a Differentiated Marketing Strategy

Once the weavers started becoming organized, around the year 2000, they considered ways to tackle the competition from powerloom the trigger being that the cheaper prices of sarees which looked exactly same was threatening to kill the traditional handwoven craft of Kota Doria.

The weavers devised a strategy based on sound marketing principles. They decided not to compete with the powerloom on the strengths of the powerloom but to differentiate genuine Kota Doria on the basis of its strengths which was the art of weaving rich and intricate designs.

- Since plain sarees were much cheaper in powerloom, the weavers decided to stop focusing on these and instead focus only on heavier sarees with rich designs, which could leverage the art of the weaver and justify a premium price. While the cost of a plain handwoven saree would be around Rs 150 per meter, that of the powerloom version worked out to Rs 3-4 per meter. The sarees now produced by the Kota Doria weavers involve intricate work and sell at an average cost of Rs 15,000 with many being priced even higher.
- They have successfully identified a niche target segment limited to the well-off customer willing to invest in a premium saree. This allowed for greater margins and better earnings.
- Further since all designs could be copied by powerloom, the weavers decided to make designs only in weft (bana) and slowly became experts in this process. These days the weavers of Kaithoon can make the best of designs with this technique and in their own words, “even compete with Kancheepuram”.

- Another differentiator with powerloom is that while they use tested zari, genuine Kota Doria weavers use only real zari, which is valued by the premium customers targeted by them. Their weaving process is such as to make eliminate wastage of zari. However, since the powerloom process cannot avoid wastage of zari they cannot afford to use this. Besides the powerloom sarees target the mass market with cheap prices and therefore use only tested zari.
- They also decided to undertake GI registration for Kota Doria which would act as a differentiator as well as authentication of the genuine hand-made product.

Thus through proper selection of target segment , differentiated positioning and GI branding, combined with product innovation, Kota Doria has turned the threat into an opportunity and are able to grow their business, both in volume and value.

II) Awareness and Promotion

- Developing the Kota Doria brand and representing it with a visual symbol of differentiation -the Kota Doria logo.
- Creating awareness and preventing misuse by weaving the logo onto each saree.
- Organization of Fashion shows and design workshops with and international and national level designers, with help of RUDA. Rajasthan Government had invited, Bangladeshi designer, Bibi Russell for interaction with the weavers at Kaithoon. She developed designs for 6 months and allocated these to various weavers. She organised 3 fashion shows in New York, Kolkata and Bangladesh and subsequently one in Jaipur in April 2015.
- Projects and internships of NIFT graduates in Kaithoon enhancing their awareness and understanding of Kota Doria. This also leads to provision of inputs to weavers on various aspects of design and quality.
- Conduct of training programmes for skill upgradation.
- Conduct of GI awareness workshops for the weavers.
- Leveraging market visits and buyer interaction to gain insights into current customer trends. Incorporate new designs based on buyer preferences like temple saree borders.
- Participation in exhibitions, melas, buyer-seller meets organized by State and Central Government from time to time. One of main master weavers and key person in KDHF, Mr. Ansari, highlighted that they participate mostly in exhibitions which are exclusively organized for Kota Doria, like the one organized by Rajasthan Haathkala Vikas Nigam, in collaboration with State and Central Government and FICCI.
- Financial support from state government for participation in exhibitions outside Rajasthan and also for other marketing initiatives.

- According to the master weavers in Kaithoon, they have a good domestic market and no steps have been taken for creating awareness in international markets.

III) Distribution and Sale of Kota Doria Sarees

- 95% of the sales of Kota Doria are to customers/retailers outside the home state of Rajasthan and only 5% is within the state. Customers in south India are a very big segment as they are willing to make heavy investment in sarees.
- As per the master weavers in Kaithoon, they have not focused on international markets except for few individual buyers and most of the material exported as Kota Doria comprises powerloom products.
- Sales are done through traders/ wholesalers. Exhibitions are also a good platform for selling to the end customer.
- Sales are also done directly to big retailers, like Greenways. Generally master weavers identify one or two big retailers each city and supply mainly to these, to avoid flooding market with similar products.
- Selling is primarily through Personal contact. The master weavers make regular visits to customers in key cities and some buyers also visit Kaithoon.
- Generally orders are placed around once a month and in some cases 3-4 times a year.
- Sales to old regular customers constitute the bulk, accounting for about 70% of their sales, as per local estimates.
- The reported sales of Kota Doria sarees is multiple times the actual production of these sarees, indicating the extent of spurious powerloom products in the market.
- There are many stores all across India, both offline and on line, which display and sell Kota sarees or Kota Doria Sarees. Most of these are not genuine and there is no information given to the customer about GI.
- Besides innumerable saree shops all across India, many big and well known on line retailers also sell Kota Sarees without checking or authenticating their GI and in fact are not even aware of the GI rules. The type of products and their prices point to the fact that these are powerloom products.

amazon.in

Shop by Department: Clothing & Accessories

148 of 252 results for Clothing & Accessories - "kota doria sarees"

Related Searches: kota sarees, kota silk sarees.

Refine by:

- Fulfilled By: Amazon **Fulfilled**
- Cash On Delivery: Eligible for Cash On Delivery
- Saree Style: With Blouse Piece, Without Blouse Piece
- Occasion: Casual, Ceremony
- Clothing Material: Synthetic, Cotton
- Brand: Fab Rajasthan, Handweaves & Prints

Product listings:

- Fab Rajasthan Cotton Saree (Bs226_Orange) by Fab Rajasthan. 1 offer from ₹1,050.00
- Kota Saree Kendra Cotton Saree (Kskss/Sa/81214/0470_Yellow) by Kota Saree Kendra. 1 offer from ₹1,280.00
- Yashika Blue Kota Doria Printed Saree Blue-22832 by Yashika. ₹299.00
- Yashika Red Kota Doria Printed Saree Red-SD22850 by Yashika. ₹299.00

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Exclusive Rajasthani Design Pallu Kota Doria Saree
MRP-2999

Item condition: New
Quantity: 1 5 available

Price: **Rs. 2,630.00**

Buy It Now
Add to cart

Free shipping New condition

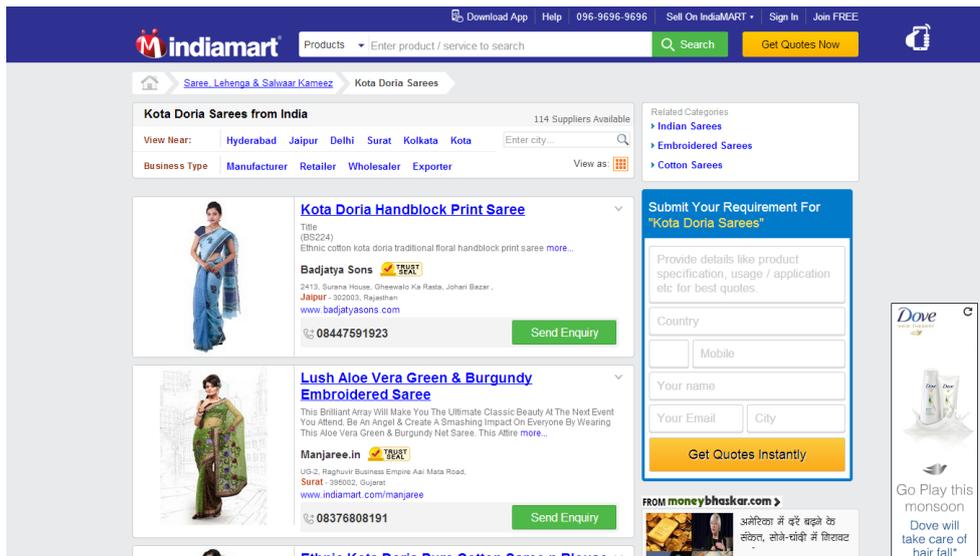
Shipping: FREE Flat Rate Courier - Delivery anywhere in India | [see details](#)
Item location: Jaipur, India
Ships to: India

Payments: **PaySafe** (Credit card, EMI, Debit card, Online Bank Transfer), Cash on Delivery | [see payment information](#)

Returns: Replacement and refund for this product is covered through **EBAY GUARANTEE!** | [Learn more](#)

Seller information: **ufcmartindia (0)**
50% Positive feedback
Follow this seller
See other items
Ask seller a question
Visit shop: [ufcmartindia](#)

Many sellers are listed on platforms like Indiamart.com and again most of these do not appear to be genuine and there is no information about GI.



Other such sites include-

<http://www.utsavfashion.in/saree/kota-doria-type>

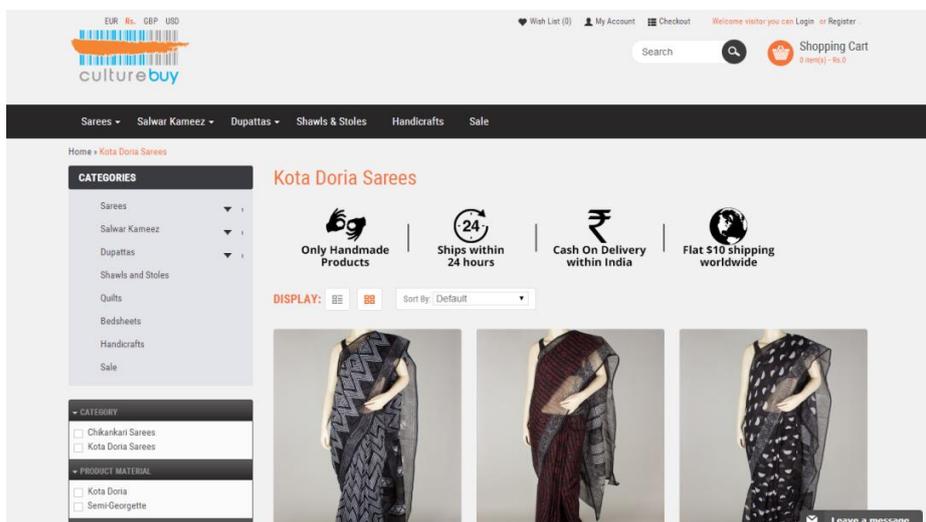
<http://www.mirraw.com/sarees/kota-saree>

<http://www.craftsvilla.com/kotadoria>

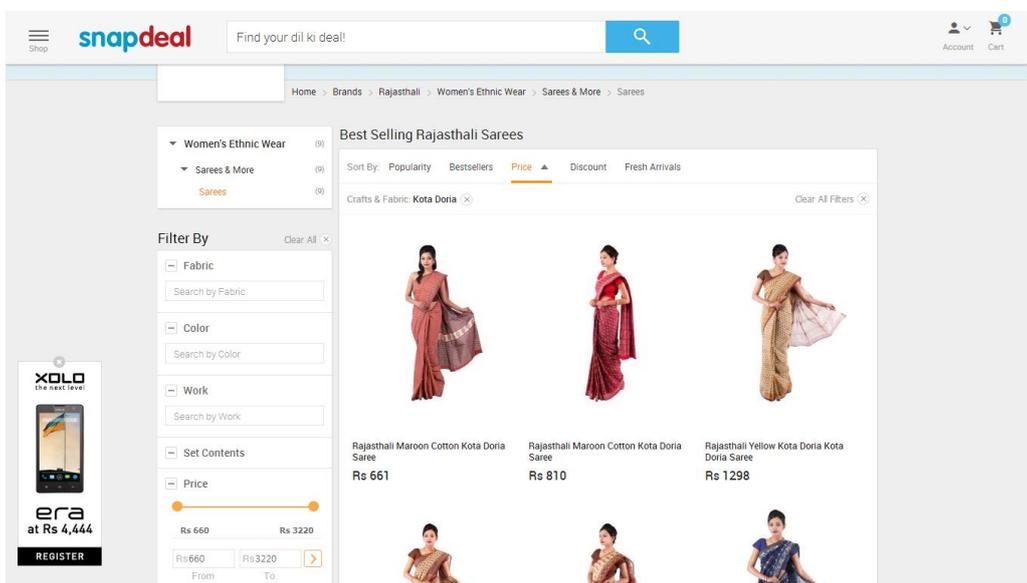
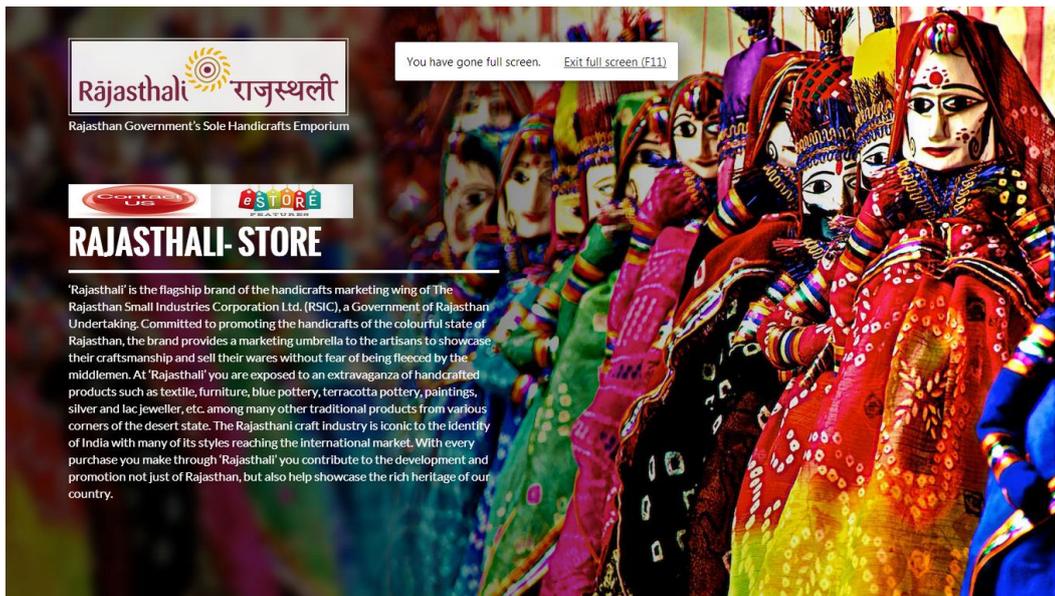
<http://www.unnatisilks.com/sarees-online/by-popular-variety-name-sarees/kota-cotton-sarees.html>

<http://kotasareekendra.com/productcategory/saree/sarees/all-sarees>

Even a website like Culturebuy (www.culturebuy.com) which states that they sell only hand made products, sell Kota sarees on cotton with hand block printing. Though the printing may have been done by hand, the saree is likely to be powerloom yet there is no mention of this.



- The website of the Rajasthan Emporium Rajasthali, has started an e-store on the Snapdeal platform. However this e-store also sells printed cotton Kota Doria sarees, which the master weavers in Kaithoon say they no longer make. There is no mention of GI or of the GI logo which consumers need to look out for.



Impact and next steps

- Because of differentiation and focusing on a niche segment, Master weavers are now able to charge higher prices with an average Kota saree costing around Rs 15,000. The wages for weavers have also increased and have been fixed depending upon the type of work involved.
- Before GI registration, incomes were lower, but now monthly earning for a weaver are around Rs 7000-10,000/-. Though 15 years ago many weavers lived in kuchha houses, now standard of living improved significantly, in terms of type of houses and children's education among other things.
- An impact study done by RCCI in 2008 indicated that 100% of the weavers of Kaithoon and 60% of weavers of other villages categorically agreed and informed that

they are now getting more work.

- As per the RCCI report (208), 70% of the Traders knew about GI and use of Logo to differentiate Real Kota Doria from powerloom sarees. They were also aware that due to G.I. sale of powerloom sarees in the name of Kota Doria is punishable.
- The sale of powerloom sarees in the name of Kota Doria is still very common.

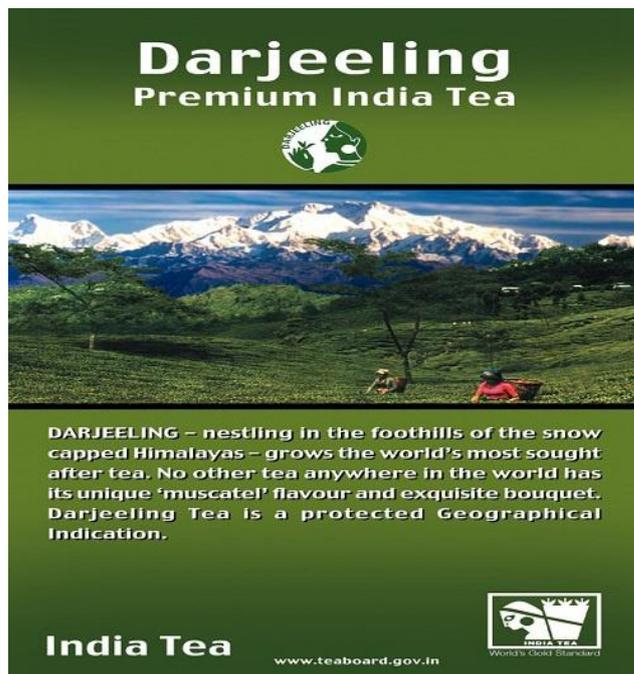
Next steps

- Differentiation and design innovation have been instrumental in the success of Kota Doria and focus has to be maintained on design innovation.
- Though the logo has been leveraged well with existing customers to differentiate the genuine Kota Doria saree from powerloom, there is lack of widespread awareness amongst the general public. This can be done through mass media campaigns.
- There is also a need to create awareness amongst the retailers about the importance and implications of GI and the legal requirements.
- Punitive action needs to be taken in at least in some cases to curb rampant misuse of the name Kota Doria.

Online Initiatives

- There do not seem to be any websites / social network pages for the genuine Kota Doria sarees and there is no information about GI even on government websites. Except for a mention of GI in the website <http://strandofsilk.com>.
- There is no online listing of master weavers / traders of the hadoti region or detailed information about the genuine Kota Doria saree, except for a sparse list given in http://handlooms.us/india-rajasthan-kaithoon-sarees_page1.aspx
- KDHF needs to develop a website where details about the craft, its heritage the master weavers/ traders and GI uniqueness can be highlighted.
- Tie up with DEF could be explored to set up an e-commerce portal on the lines of the one done in Chanderi.
- Though there are a number of websites about tourism in Kota and Hadoti region, there is no focused promotion of Kota Doria Sarees and the heritage it represents. For example the Hadoti Tourism Development Society website <http://www.bundikota.com/>, makes only a small mention of Kota doria sarees and no mention of GI. This needs to be actively promoted and information about the craft and the GI needs to be highlighted.

Darjeeling Tea



First planted in the early 1800s, the unique aroma and flavour of Darjeeling Teas is the result of its geographical climate, soil conditions, altitude and meticulous processing. About 10 million kilograms are grown every year, spread over 17,500 hectares of land. The tea has its own special aroma savoured by connoisseurs all over the world.

According to the Tea Board of India, total tea produced in India in 2014-15 was 1197.18 M. Kgs, of which Darjeeling tea accounted for 8.48 M kgs. Bulk of the Darjeeling tea is exported to International Markets. Total tea exports from India for all teas put together was 180.05 M. Kgs valued at Rs 3485.71 crores. (www.teaboard.gov.in)

The definition of Darjeeling Tea has been formulated to mean tea that:

- is cultivated, grown or produced in the 87 tea gardens in the defined geographic areas and which have been registered with the Tea Board;
- has been cultivated, grown or produced in one of the said 87 tea gardens;
- has been processed and manufactured in a factory located in the defined geographic area; and
- when tested by expert tea tasters, is determined to have the distinctive and naturally occurring organoleptic characteristics of taste, aroma and mouth feel, typical of tea cultivated, grown and produced in the region of Darjeeling, India.

The Tea Board

All teas produced in the tea growing areas of India, including Darjeeling, are administered by the Tea Board, India under the Tea Act, 1953. Since its establishment, the Tea Board has had sole control over the growing and exporting of Darjeeling Tea and it is this which has given rise to the reputation enjoyed by Darjeeling Tea. The Tea Board has been engaged in the protection and preservation of this treasured icon of India's cultural heritage as a Geographical Indication on a worldwide basis.

The present Tea Board is functioning as a statutory body of the Central Government under the Ministry of Commerce. The Board is constituted of 31 members (including Chairman) drawn from Members of Parliament, tea producers, tea traders, tea brokers, consumers, and representatives of Governments from the principal tea producing states, and trade unions . The Board is reconstituted every three years.

The Objectives of the Tea Board are as follows-

1. To increase production, overall productivity and improve quality
2. To increase the domestic consumption of tea and export of Indian tea
3. To have a platform for electronic trading including e-auction of tea
4. Supporting welfare measures for the benefit of tea garden workers
5. To extend support to the Tea Research Institutes, and other Institutions for undertaking focused research and extension
6. To encourage small tea growers in collectivization through formation of SHGs and ensuring remunerative prices
7. To maintain data base/ information on tea and dissemination to various stake holders of the Industry
8. To support tea industry through effective regulatory mechanisms

GI registration

DARJEELING word and logo were the first Geographical Indications to be registered in India in the name of the Tea Board.

Legally speaking, Tea Board is the owner of all intellectual property rights in the Darjeeling word and logo both in common law and under the provisions of the following statutes in India:

- The Trade Marks Act 1999: DARJEELING word and logo are registered certification marks of Tea Board.
- The Geographical Indications of Goods (Registration and Protection) Act, 1999: DARJEELING word and logo were registered in India in the name of the Tea Board (October 27, 2010).
- The Copyright Act, 1957: The DARJEELING logo is copyright protected and registered as an artistic work with the Copyright Office.

The Darjeeling logo plays a key role in authenticating the origin of Darjeeling Tea.



Launched in 1986, the Darjeeling logo has come to represent high quality Darjeeling tea. The logo is a significant landmark in the history of the tea industry. Conceptualized by the Association in Darjeeling and launched in the international and domestic market by the Tea Board, it guarantees genuine Darjeeling tea, tested, and packed for the connoisseurs of tea throughout the world. Only 100% Darjeeling Tea is entitled to carry the DARJEELING logo (except in certain specified conditions).

The certification scheme put in place by the Tea Board covers all stages from the production level to the export stage and meets the dual objective of ensuring that:-

- (1) tea sold as Darjeeling Tea in India and worldwide is genuine Darjeeling Tea produced in the defined regions of the District of Darjeeling and meets the criteria laid down by the Tea Board
- (2) all sellers of genuine Darjeeling Tea are duly licensed.

This licensing program gives the Tea Board the necessary information and control over the Darjeeling Tea industry to ensure that tea sold under the certification marks adheres to the standards for Darjeeling Tea set forth by the Tea Board.

Both the Tea Board and the Darjeeling Planter's Association (DPA) have been involved at various levels in protecting and defending the 'Darjeeling tea' and 'Darjeeling logo'.

Quality Control

The Tea Board has well established processes and quality controls to ensure the supply chain integrity of Darjeeling tea:-

1. The use of Darjeeling tea in multi-origin mixtures made subject to correct labeling requirements to protect the customer against any deception or confusion.
2. The use of the expression "blended Darjeeling tea" or its variants restricted to a blend of Darjeeling teas only drawn from more than one tea garden within the definition of Darjeeling tea.

3. Labeling guidelines formulated and issued to govern and regulate use of Darjeeling name and logo marks as part of trademarks and thus prevent any misuse thereof for teas other than Darjeeling tea.
4. Detailed inspection procedures put in place to ensure the integrity and purity of the supply chain for grant of the Certificate of Origin by the Tea Board.
 - i. Customs Notification dated June 25, 2001 issued making all exports of Darjeeling Tea subject to mandatory proof of such certificate of origin.

While the efforts to obtain statutory protection in the Darjeeling name and logo are an essential part of the strategy to protect the integrity of Darjeeling tea, a major plank of all the initiatives undertaken by the Tea Board has been to prevent dilution of the integrity of Darjeeling tea in the following ways:

1. preventing dealings in tea which is not drawn from any of the 87 gardens or which is a mixture of non-Darjeeling and Darjeeling teas and sold under and by reference to the name DARJEELING and/or DARJEELING logo.
2. action against attempted registration and/or use of Darjeeling not only in respect of tea or related products but other diverse dissimilar products or services as well.

In order to ensure the supply of genuine Darjeeling tea, a compulsory system of certifying the authenticity of exported Darjeeling tea was incorporated into the 1953 Tea Act in February 2000. The system makes it compulsory for all the dealers in Darjeeling tea to enter into a licence agreement with the Tea Board of India on payment of an annual licence fee. The terms and conditions of the agreement provide, *inter alia*, that the licensees must furnish information relating to the production and manufacture of Darjeeling tea and its sale, through auction or otherwise. The Tea Board is thus able to compute and compile the total volume of Darjeeling tea produced and sold in the given period.

No blending with teas of other origin is permitted. Certificates of origin are then issued for export consignments under the Tea (Marketing and Distribution Control) Order, 2000, read with the Tea Act, 1953.

Data is entered from the garden invoices (the first point of movement outside the factory) into a database, and the issue of the certificate of origin authenticates the export of each consignment of Darjeeling tea by cross-checking the details.

The customs authorities in India have instructed, by circular, all customs checkpoints to check for the certificates of origin accompanying the Darjeeling tea consignments and not to allow the export of any tea as 'Darjeeling' without this certificate. This ensures the sale-chain integrity of Darjeeling tea until consignments leave the country (Srivastva, 2015).

International Registration and Protection

- Use of the Darjeeling name and logo are protected as Certification Trade Marks in UK, USA Australia and India.
- Darjeeling name is also registered as a community collective mark in the European Union as well as a Protected Geographical Indication (PGI) under EC Regulation 1151/2012.
- The Darjeeling logo is registered in Belgium, Netherlands, Luxembourg, Germany, Austria, Spain, France, Portugal, Italy, Switzerland, former Yugoslavia, Egypt and Lebanon as a collective mark, in Canada as an official mark, as a trademark in Japan and Russia.
- Tea Board has pending applications for registration of the Darjeeling name as a collective mark in Japan.

International Watch Agency and Legal Action to protect GI

- In order to prevent the misuse of ‘Darjeeling’ and the logo, the Tea Board has since 1998 hired the services of a World Wide Watch agency, which is required to monitor and report to the Tea Board all cases of unauthorized use and attempted registration.
- The Tea Board of India assumed the role of complainant in making and filing opposition or other legal measures whenever cases of unauthorized use or attempted or actual registration of Darjeeling and Darjeeling logo were brought to its notice. Such legal measures are generally taken where negotiation failed.
- An international agency was appointed by Tea Board in 1988 to monitor conflicting marks across the world and several instances of misuse and attempted registrations have been found and challenged by the Tea Board by way of oppositions/invalidation/cancellation actions (22), legal notices (8), court actions (2) and domain name cancellations (2) against third party misuse of Darjeeling (as per tea board website in June 2015).
- These actions covered countries like Bahrain, Belarus, Bangladesh, Canada, Estonia, France, Germany, Israel, Japan, Kuwait, Latvia, Lebanon, Lithuania, Norway, Oman, Russia, Sri Lanka, Taiwan, UK and USA. In India, also several legal notices have been served and a number of oppositions have been filed. (As accessed from tea board website in June 2015).

Some of the major cases won by the Tea Board are as follows:

Name of the	Name of the Court	Details
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Parties		
Tea Board Vs. Dusong	Court of Appeal , Paris Date: Order:22.11.2006	Mr. Jean Luc Dusong was able to get the semi figurative mark (tea pot) containing the name ‘Darjeeling’ registered under class 16, 35 and 41. After initial set back, the Board ultimately was able to get those registrations nullified. The Court of Appeal held that the registration granted to Mr. Dusong violates the Indian Geographical Indication ‘Darjeeling’ and undermines the interest of the Tea Board. Also awarded 200.0 Euro to Tea Board.
Tea Board Vs. The Republic of Tea	Trade Mark Trial Appeal Board, USPTO Date: 12.1.2006	The Board’s opposition against the registration of the mark ‘Darjeeling Nouveau’ was sustained on account of similarity of the mark.
Rajeev Saraf Vs. Tea Board	GI Registry, India Date: 28.9.2012	The application filed by Sri Saraf for removal of the mark ‘Darjeeling’ from the register was rejected being devoid of merit. Sri Saraf was also directed to pay Rs.10000/-.
Tea Board Vs. Tea Resource	Paris Magistrates’ Court Date: 29.3.2013	The Board filed this suit to cancel the registration of the TEAPICKER/MANGOJI logo which was deceptively similar to the ‘Darjeeling’ logo. The Court not only invalidated the registration but also awarded 10000 Euro as damages and 4000 Euro as litigation cost.
Delta Lingerie, S.A. of Cachan Vs. Tea Board	Supreme Administrative Court of Taiwan	The Supreme Administrative Court of Taiwan upheld the decision of the Taiwan Intellectual Property Office and the Intellectual Property Court that although goods designated by the marks are different and the relevant consumers may not be confused, due to the fame of the Darjeeling as a well-known place of tea protection in India, use of a mark containing the word DARJEELING on unrelated goods would dilute and distract the single source indication of the DARJEELING marks and diminish the distinctiveness and fame thereof. Accordingly, Delta Lingerie’s main defense and argument that the fame of Darjeeling does not extend to goods other than tea was rejected as unpersuasive.

Costs of protection and enforcement for the industry and the government

During the last few years the Tea Board of India has spent upwards of US\$200,000 for these purposes. This amount does not include administrative expenses including the relevant personnel working for the Tea Board, the cost of setting up monitoring mechanisms, software development costs and so forth. It is not possible for every geographical indication right holder to incur such expenses for protection.

The assistance of overseas buyers

In order to ensure the supply of genuine Darjeeling tea, the Tea Board has sought the help of all overseas buyers, sellers and Tea Council and Associations in so far as they should insist on certificates of origin to accompany all export consignments of Darjeeling tea.

Table 6:
List of Registrations for DARJEELING word and logo marks

No	Country	Nature and subject matter of registration	Application / Registration No.	Date of Application	Date of Registration	Validity
1.	Australia	Certification Mark for DARJEELING logo	998593	20.04.2004	17.11.2005	20.04.2014
2.	Australia	Certification Mark for DARJEELING word	998592	20.04.2004	02.10.2007	20.04.2014
3.	Benelux Registration – Belgium, Netherlands, Luxembourg	Collective Mark for DARJEELING Logo	444511	11.03.1988	11.03.1988	11.03.2018
4.	Canada	Official Mark for DARJEELING logo	0903697	15.03.1989	15.03.1989	Valid until voluntarily abandoned or expunged pursuant to a court order.
5.	EU member countries	Community Collective Mark for DARJEELING word	004325718	07.03.2005	31.03.2006	07.03.2015
6.	EU member countries	Community Collective Mark for DARJEELING word	008674327	10.11.2009	23.04.2010	10.11.2019

7.	EU member countries	PGI	028913	12.11.2007	09.11.2011	Valid till cancelled.
8.	Egypt	Trademark for DARJEELING Logo	103072	29.09.1996	08.04.1999	28.09.2016
9.	International Registration – Germany, Austria, Spain, France, Portugal, Italy, Switzerland and former Yugoslavia.	Collective Mark for DARJEELING logo	528696	09.09.1988	-	09.09.2018
10.	India	Copyright registration for DARJEELING logo	A-67292/2004	08.08.2003	11.05.2004	Valid Registration
11.	India	Certification Mark for DARJEELING logo	532240	09.10.1986	09.10.1986	09.10.2017
12.	India	Certification Mark for DARJEELING word.	831599	10.12.1998	10.12.1998	10.12.2015
13.	India	DARJEELING word as a geographical indication	1	27.10.2003	27.10.2003	27.10.2013
14.	India	DARJEELING logo as a geographical indication	2	27.10.2003	27.10.2003	27.10.2013
15.	Japan	Trade Mark for DARJEELING logo	2153713	08.07.1986	31.07.1989	31.07.2009
16.	Lebanon	Collective mark for DARJEELING word	102594	13.06.2005	13.06.2005	13.06.2020
17.	Lebanon	Collective mark for DARJEELING Logo	102595	13.06.2005	13.06.2005	13.06.2020
18.	Russia	Trademark for DARJEELING Word	249970	20.04.1999	27.06.2003	20.04.2009

19.	Russia	Trademark for DARJEELING Logo	300276	02.11.1999	16.01.2006	02.11.2009
20.	Russia	Trademark for Darjeeling Logo	289609 & 169877	15.07.1997	25.05.2005	15.07.2017
21.	Taiwan	Certification mark for Darjeeling word	01327971	25.07.2007	01.09.2008	31.08.2018
22.	Taiwan	Certification mark for Darjeeling Logo	01327972	25.07.2007	01.09.2008	31.08.2018
23.	U.S.A.	Certification Mark for DARJEELING logo	1632726	01.07.1988	22.01.1991	22.01.2011
24.	U.S.A.	Certification Trade Mark for DARJEELING word.	2685923	10.01.2002	11.02.2003	01.10.2012
25.	U.K.	Certification Mark for the DARJEELING logo	1307518	16.04.1987	11.10.1996	16.04.2018
26.	U.K.	Certification Mark for DARJEELING word.	2162741	30.03.1998	03.08.2001	30.03.2018

Source- Tea Board, October 2015

Awareness and Promotion

Since most of Darjeeling tea is exported, the promotional activities also focus on the overseas markets. The Tea Board has its foreign offices located in Dubai and Moscow, which conduct various activities specific to these markets. For other countries, promotional activities are undertaken from the Board's Head Office in Kolkata with the help and co-operation of respective Indian Missions abroad.

Activities to promote Darjeeling tea and improve access to markets include-

- a) Generic promotion through Tea Councils to increase overall consumption of tea including activities to communicate the health aspect of tea. India is a member of the Tea Councils of Canada and USA.
- b) Facilitating participation in Fairs and Exhibitions, arranging Buyer-Seller Meets and visits by trade delegations, etc. All exporters holding valid exporters' license are eligible to participate from Tea

Board's booth in exhibitions and financial assistance related to travel etc for these purposes is also provided to exporters. A list of key exhibitions and events is available on the tea board website.

c) Market development activities including market surveys, market analysis and tracking of consumer behaviour and information dissemination to exporters/importers.

d) Market Promotion Schemes aimed at increasing India's market share in the foreign markets and maintaining it on a sustained basis as well as to encourage exporters to try out newer markets.

e) Sustaining a Domestic generic campaign through various media- electronic, press, radio and below the line activities to create a young and happening image of India Tea.

f) Tea tourism is currently being promoted in India. The tourists are encouraged to stay in tea garden bungalows with all amenities during which apart from enjoying serene atmosphere of tea garden they can also see the tea manufacturing process.

g) The Tea Board also organizes tea promotion events from time to time in different countries. Example of one such event was the Day of Indian Tea celebrated in Kazakhstan.

Day of India Tea in Kazakhstan (www.teaboard.gov.in)



India Tea on display during Nawruz celebrations in Almaty, Kazakhstan, on 22nd and 23rd Mar'13



Kazakh girls displaying Indian Tea during Nawruz celebrations in Almaty, Kazakhstan on 22nd and 23rd Mar'13.

Chapter 6

Marketing Issues and Challenges for GI products in India

The status of GI registration, authorised user status, GI logo registration and GI logo usage varies widely across India. There are 228 registered GI products in India as of March 2015, and of these less than 50% have registered GI logos.

However, although GI registration has been a success, there have been issues and lapses with respect to the follow up actions to the initial registration. Based on the in depth interviews conducted during field visits and the stakeholder workshops combined with the data from the survey administered to GI applicants and authorised users, the following insights were obtained into the key challenges and issues faced by them:

1) **GI status not exploited commercially**- While some of the products like Kota Doria, Darjeeling tea, Coir handicrafts, etc have witnessed increase in sales after GI registration, the registration has not been leveraged commercially in many cases and even where it has been leveraged; it has not yet been exploited to its full potential. There are a number of reasons for this.

- In many cases where GI has been leveraged somewhat and where market development initiatives have been taken, it has largely been lead by individual initiative and in a few cases by formal organizations like the Tea Board, Coffee Board, Spice Board, EPCH, etc. Some of the organizations which were created under the UNIDO programme for cluster development and which took up the registration of GI, have either become defunct or have had a change of leadership and members. So the GI advocacy and awareness has not been carried on with the same vigor as shown while undertaking registration.
- Although GI status has been granted to the registered proprietors for more than 200 products listed in annexure 1, authorised users have not been registered in most of the cases. One common factor in the successful Chanderi and Kota cases, discussed earlier, has been the fact that the collective ownership of GI has been followed in letter and in spirit and the entire community has managed to acquire the authorised user status. However, in some cases the registered proprietor has, for various reasons, not encouraged authorised user registration, surprisingly even in cases where the registered proprietor is a government body or government organization. In many cases it is lack of awareness and clarity on eligibility and process of applying for authorized users and in others it is lack of initiative or both. For example the Patent Information Centre under DST in West Bengal is the original applicant for many GI products of West Bengal. They are willing to give NOC for authorized users to the producers but again nobody has approached them probably due to lack of awareness about benefits of authorised user status as well as the process for it. In few cases like that of KSIDC,

the registered proprietor has not given authorised user status to the weaver community at large and restricted the use of GI in Mysore Silk only to their organization. In some cases in Karnataka and West Bengal, producers state that the process of registration is too long and it takes several months for the authorized user status to be sanctioned. In few instances like in Bagru and to some extent in Lucknow there also seems to be an issue of why legitimate producer/ producer groups should have to ask the registered proprietor to give them an NOC, for authorised user status. Most do not know that if the registered proprietor denies the NOC, the GI registry may still grant the authorised user status, if the justification and facts are presented to the satisfaction of the GI Registrar by the applicants. Better awareness about the process along with support in terms of financial and documentary assistance will go a long way in quicker registration of authorised users. Such assistance has been provided by organizations like AIACA (All India Artisans and Craftworkers Welfare Association), which helped register 75 authorised users for Banarasi sarees, in addition to the 18 already existing users. Similar support has been provided by NABARD in registration of 1st applicants for 5 products along with registration of authorised users.

Encumbrances like making a joint application with the registered proprietor or attaching a certificate with the application for authorised user ought to be simplified. The problem is magnified when there are multiple registered proprietors for a product and the authorised user has to get certificates from all such registered proprietors. However, the process is said to have been simplified now, with insistence on only one registered proprietor per product.

- As far as the issue of limited use of the GI name and logo is concerned, it is magnified by the fact that producers do not see any benefit in using it. Thus, as long as the GI awareness is not spread to the trade channel and to the customer, it is unlikely that producers will have any incentive to use this. Once there is widespread awareness and people come to recognize the GI and start checking for it, the producer will automatically be incentivized. Moreover, once the producers start using this and are able to differentiate themselves and justify their higher price as compared to non GI products, they will continue to use and promote the GI name and logo.
- Another issue preventing broader use of the GI logo is the fact that many traders sell both genuine GI as well as similar non-genuine products which are passed off as the real thing. Therefore for obvious reasons, they are not keen to introduce a differentiation between the two.

2) **Lack of initiatives in building brands and visibility-** In addition to lack of awareness amongst consumer and trade circles about GI, there is also lack of awareness about the benefits and uniqueness of many of the GI products. There is very little publicity or advertising done. There has been no effort to build brands except a few minor initiatives in small pockets. Of course there are some exceptions like the Darjeeling Tea which have done an excellent job of branding and promoting Indian teas in international markets. The

producers point out that branding of their products and marketing of their geographical area should be supported by other initiatives as well.

At the individual level, or even at the level of a producer group/ co-operative, there may not be sufficient resources to undertake brand building and promotional activities. Branding efforts in an isolated manner with meager resources are not likely to have much impact.

Particularly in International markets, there is a need to invest in building the GI brands and the awareness of the benefits of buying authentic products. Without branding efforts and enhanced visibility, India will be exporting the products as commodities and not as value added branded products. Examples of Cafe de Columbia and California Almonds illustrate how commodities can be successfully branded and differentiated internationally based on their place of origin. In each of these cases, a lot of investment has gone into the market development and branding activities in the international markets.

- 3) **Misuse of GI name** – Kota Doria Sarees and Darjeeling tea have sales numbers far exceeding their production, this is indicative of the extent of misuse of the GI name and certification. Rough estimates by industry sources indicate that even though production of Darjeeling tea in India is only about 10 million, close to 60 million is sold across the world. Powerloom Kota Doria Sarees openly sell in India through physical and online stores and 100% Darjeeling tea packed and exported from India has to face competition from blended tea packed in other countries like Sri Lanka and sold as Darjeeling Tea in International markets. Jaggery in Kerala faces competition from low quality jaggery coming from Tamil Nadu which is mixed and sold as original GI by traders. Similar mixing with other varieties is also found in the case of Bayadagi chilly powder, although the spice board has introduced strict quality checks for export consignments to ensure that only genuine product is shipped out. In Aranmula Mirror- 60% of the products sold in the market are not the genuine handcrafted GI product, but a machine made product which is made from a different mix of metals and using a process different from the traditional one.
- 4) **Lack of formal organization structures and/or control mechanisms-** Many of the producer groups and co-operatives have an informal structure. Accordingly, control systems are not formalised or alternately there are multiple small groups in informal contact of each other. This makes it difficult for collective strategic decision making, and at times, strict enforcement of norms. There needs to be some kind of umbrella organization or a co-coordinating body which looks after the strategic decisions, management and implementation of key initiatives and adherence to norms. In many clusters the producers- farmers/ artisans are related and so sometimes violations are overlooked. It was noticed that channeling of marketing efforts has been easier wherever there were are more formal structures such as Coir Board, Spice Board, Tea Board etc.

- 5) **Lack of producer database-** There is a lack of database of producers/farmers/ artisans. A listing of these for each of the GI products would be an important step towards better co-ordination and control.
- 6) **Value chain and low share for producer-** In many cases, the share of value received by the producer is amongst the lowest in the value chain. In the Chikan industry, the share of total value received by artisans is as low as 10% while 70-80% of the value goes to channel members. Further people involved in some of the pre processes and post processes, like stitching, get paid more than the artisans who do the painstaking embroidery for which chikan is famous. The value chain needs stronger linkages both at the front end and the back end. The challenge is in improving the linkages for the unorganized producers with the organized sector for improved access to markets.
- 7) **Identification of markets and information on market trends-** Many producers/artisans need support to identify and develop new markets. They also need training and information on how to contact international buyers and exporting. Pine Screw Crafts have an Institute to develop new products, but need help for market identification and access, especially for reaching markets outside Kerala/India. Insights on latest market trends and requirements along with buyer sensibilities are also very important. Those producers who regularly participate in exhibitions and *haats* gain some insights from their interaction with the customer, yet they lack the capability to discern upcoming trends and requirements. Accordingly, market studies could be conducted by relevant government bodies to analyse and share such inputs. As per the Office of DC Handicrafts, state marketing centres have been set up, in addition to regional offices all across India. They also state that these centres have export facilitation desks. However, there does not seem to be any awareness of these in many of the clusters, nor is information about this available on their website.
- 8) **Lack of Online Presence and e-marketing** – Many of the producers/producer groups/organizations do not have any online presence, not even a basic website. Some may have websites, but these only provide basic features and are sometimes not updated, moreover in most cases GI is not mentioned. Further, websites based on Government, craft, textile or agriculture product category featuring some of these products, make no mention of their GI status. The online and digital media have also not been exploited to reach out to more consumers and create brand awareness. While some products like handicraft and handloom are selling through selected online sites, there is no cohesive strategy behind leveraging e-commerce platform for reaching out to customers and again these are not sold as differentiated GI products on most of these sites.
- 9) **Financial support for marketing-** Farmers and artisans do not have either the funds or the expertise to undertake marketing activities and need active support from the government for these activities, both in terms of financing and implementation. Widespread awareness campaigns would need significant investment and this ought to be done by the government. As an ongoing activity, financial assistance is required for

participation in national and international exhibitions. Again from the responses it is clear that while such schemes exist and producers of some GI products have extensively availed of these schemes, many others are not aware of these and have not accessed any such support in the absence of comprehensive guidelines for participation.

- 10) **Price assurance and risk reduction**- A key area of concern for the farmers and producers of agricultural products is the uncertainty and price risk faced by the perishable commodities. They require support in terms of minimum procurement price fixation and/or other measures to protect them from marketplace volatility. Arrangements should be made for common procurement directly from farmers, preferably under one roof. Having a *haat* of common space for farmers to sell their produce will also help enhance visibility.
- 11) **Monitoring Quality and Compliance**- Adherence to quality norms and regular monitoring is still missing in many cases. Most of the export products channelized through government bodies like Spice Board and Tea Board have strict quality checks and certifications, but for many other products, there is lack of a formal mechanism for quality compliance. There are myriad issues linked to this. One, the appreciation of the need for good finish and timely delivery is still not widely established amongst the farmers/artisans and other producers. Those who have direct dealing with customers, like in cases of job work or direct orders, have realized over time the importance of these factors, but for many others, such understanding needs to be developed. Two, because of familial or community linkages, complaints are not made against producers/ artisans who are making and selling products that infringe upon GI products. Third, it has been a practice that the same traders and producers sell both varieties and this is one of the key reasons that they do not adopt or promote the GI tag or other existing tags like Handloom mark, Craftsmark, etc. In Sanganer, for example, the same community of artisans makes the block printed GI fabric, as well as the screen printed fabric. Though t both varieties are handmade, the GI is only for the block printing which is more time consuming and artistic, but both are sold side by side without any differentiation. In the survey conducted for this study some of the respondents stated that quality control processes are in place, while some said it is not required. But even in cases where quality control processes were defined, these were not followed most of the time.
- 12) **Limited production capacity** - While initiatives can be taken to expand markets for the GI products, many producers are constrained by limited production capability. At present many farmers sell in local markets only and need support to access further markets. There is demand from other parts of India but to enter into tie ups and contracts, the producers need to guarantee steady supply of the genuine product. However, it is difficult to assure steady supply. In many of the agricultural GIs, the land holding are small and some are shrinking further, like in the case of Pokkady rice, the cultivation area has shrunk significantly because the land is used for rice cultivation for only half the months and for cultivating prawns in the rest of the year. This is because of low economic incentive.

Even though organic rice has high medicinal value and requires higher investment, it suffers from low productivity and gets same price as other paddy- Rs19/kg.

Even for products with promising potential for export, expanding markets is difficult given the limited production. For example Malabar Pepper has high demand and commands a premium of about \$2 to \$2.5 /kg in the international markets but is not able to supply the required quantity to meet the said demand. Production of another promising export product –cardamom is also much less compared to its demand and production of competing countries like Guatemala. Santipore sarees also have a problem of falling numbers because they face stiff competition from counterfeit sarees made in nearby places and new generation is not entering the weaving profession due to lack of good earning prospects. If this trend is not reversed, there is a fear that Santipore sarees will be wiped out. Production of Shantiniketan leather goods is suffering due to erratic and insufficient labour force which largely comprises tribal women. Low remuneration further compounds this problem. In case of Kasaragod sarees, there is sufficient demand for the product, but lack of employees/skilled weavers to increase production.

13) **Common Facility Centre [CFC]** – Common Facility Centres need to be set up in all village clusters where there are a certain minimum number of GI producers with requirements of tools, machinery or technical assistance in different pre/post processes. There are existing schemes meant specifically for setting up of CFCs, like those offered by the Office of the Development Commissioner, Handicrafts. In many clusters CFCs or similar facility centres have been set up or are in the process of being set up (for example in Chanderi, Bagru and Banaras). However, in Sanganer which is close to Bagru, producer cooperatives say there is an urgent need to set up common facilities like waste treatment facility, which requires a huge investment. Such investments need to be made by the government or with government assistance but can be maintained by the producers. Vazhakulam Pineapple farmers in Kerala, use the Pineapple-Pack house funded by APEDA which offers facilities like cooling chamber, sorting and storage. However they state that now some of the machines need upgrading. A typical CFC will house prototypes, tools and instruments and machines for pre-processing and post-processing. It could also be a design centre for handicrafts and textile products. Some producer organizations recommend that CFC composition could comprise 60% producer group, 10-15% Professionals and remaining volunteers. (Producer groups will also include master craftsmen). These ratios and composition may vary, however it is important to involve some professionals.

14) **R&D, Technical and design inputs-** While some of the GI products receive support in terms of technical upgradation or design inputs, in many cases the producers need help. Regular upgradation and inputs in terms of technology, design, etc become essential to improve productivity, to upgrade quality, introduce product innovations, etc. Further, support is needed to develop value added products in case of agricultural products. Wherever such value addition has been done, like in case of Navara rice, producers have benefited. Design interventions in Chanderi and Kota have also yielded good results.

Kerala University provides technical assistance to 7 agricultural GIs of the state and the farmers say that they adhere to the guidelines and processes defined by the University experts. CCRI (Central Coir Research Institute) registered many patents and developed new technologies and new products for the coir industry. The mobile fibre extraction machine made by them, costs Rs 1.5 lakhs but reduces extraction cost to Rs 10 only. CCRI has also developed upgraded looms like a pneumatic loom called Anupama and another loom called Anugraha for making coir geo-textiles. CCRI has also helped in launching innovative products from coir, like an umbrella to obstruct UV rays, jackets, cocolawn, etc. Producers of Coir products report that they have witnessed 15-20% increase in sales after GI registration and aforementioned assistance has played a key role in the process. The Office of Development Commissioner Handicrafts is in the process of setting up a Hastkala Academy this year to provide institutional training and prevent traditional arts and crafts from getting extinct.

- 15) **Proper primary and secondary packaging** also need to be developed for agricultural products to ensure freshness and help identification as authentic GI. This is also important to help them extend shelf life and access other markets. For handicraft products, it is important to develop packaging which is economical, attractive and prevents the products from damage. For example banana fibre bags develop fungus when packed in containers for export and a simple packaging solution can help resolve this problem. Similarly, jasmine producers want a packaging which helps keep the flowers fresh for a longer time which in turn would help in expanding the market.
- 16) **Access to raw materials**- One common area of concern across many GIs is the access to assured supply of good quality raw materials at a fair price. Just to name a few examples, there is considerable difficulty in sourcing good quality tin and copper for Aranmula mirrors. Travancore jaggery producers say that due to decrease in cultivated area of sugarcane, raw material sourcing has become a problem. Sometimes there is restricted access to raw materials due to government regulations like in case of sandalwood oil or due to private control like in the case of clay used for black pottery in U.P. For wooden lacquerware, wood was earlier sourced from Bihar but this has been stopped now due to government restrictions, as a result quality of the products suffers.
- 17) **Lack of funding for working capital requirements**- One of major issues highlighted almost universally across all GI products was lack of access to low cost for funds for meeting working capital requirements. There is a need for support from government organizations on this front and if schemes already exist in this area, then these need to be communicated to the concerned producers/artisans. There is also a suggestion that an Artisan credit card should be launched on lines of the Kisan Credit card.
- 18) **Warehousing facilities**- Another area where producers seek support is in setting up of warehousing and storage facilities for their products. While for agricultural products controlled atmosphere storage facilities will help reduce wastage and extend shelf life, for others like handicraft /handloom producers it helps them tap bigger orders.

19) Infrastructure and logistical support- There is a need for supply chain innovation to enable cheaper transport over long distances. For agricultural products, farmers need facilities like procurement centres, special transport vehicles, cold supply chain etc. There is lack of container facility at place of cultivation (for example Kochi). Basic infrastructural support like access to good roads, water and electricity supply and space for worksheds is also issues in some areas.

20) Health and safety issues –Artisans, farmers and weavers across different GI products, raised concerns about health and safety issues connected with their profession. For example the fine and painstaking weaving on handlooms is a strain on eyes, particularly for those who work for long hours over many years. Harvesting of water hyacinth, is hazardous to the health of artisans involved in making craft items from this plant.

Other Insights gained from the Survey include the following-

- About 45% of the respondents indicate that producer awareness of GI is moderate to high, however less than 30% feel that there is some level of customer awareness of GI.
- More than half of their total sales occur within the home state for 42% of the respondents, outside their home state for 21% of the respondents and outside India for 5% of the respondents.
- Only about a third of the respondents indicated that they had some amount of information on marketing trends.
- Only 13% respondents indicated that a significant percentage of their sales comes from new customers, for others established, regular customers accounted for more than 50% of the total sales.
- 42% of the respondents had attended 3-5 Exhibitions within their state, 26% had attended 3-5 exhibitions outside their state and only 5% had attended 3-5 exhibitions outside India, in the last 2 years.
- Less than a third of the respondents indicated that marketing efforts had been made by the government for their product.
- Only 24% of the respondents, indicated that they had received partial funding from the government for marketing support funds and 21% indicated that they had received very little funding.
- About 34% of the respondents had undertaken GI related marketing activity.

- 40% indicated that quality checks were carried out for their GI products.
- Majority of the respondents (64%) had received zero or low support and 21% had received medium support for marketing activities.
- 30% of the respondents had received high to medium support for skill training and only 10% for marketing training.
- Medium to high support was received from state governments for access to new technology for 21% of respondents, for quality control process for 5% of respondents and for access to low cost funds for close to 11% of respondents

Chapter 7

Recommendations for Branding and Marketing Initiatives for GI Products

Creating a brand consists, first of all, of drafting the brand's platform - the invisible basis of its long term identity. This involves answering the question "Why must this brand exist?" or "What will the consumers miss if this brand did not exist?" This question has been dealt with extensively in Chapter 3, where it was highlighted that developing a brand based on the GI will help producers and exporters to effectively exploit the commercial potential of their products. A brand helps sellers create a unique identity and thereby give cues to customers on criteria that matter to them like product features, origin, quality, utility, etc. Further, brands add value to consumers by giving quality assurance and the benefit of authenticity. They help prevent unfair competition from non-genuine products. Due to better value and assurance the buyers tend to prefer these sellers and buy more from them.

WIPO has described GIs as distinctive signs/names generally collectively owned, which can be used to differentiate goods on the basis of their unique characteristics and their geographical origin. However, branding products based on GIs can pose certain problems, one of which being that by definition these are generally "collectively owned", but except in a few cases these are usually not collectively marketed. Thus, if a brand has to be developed which can be used by all authorised users of a particular GI product, there needs to be a common identity and common associations. Barcala et al (2013) have highlighted that the problems associated with adoption and implementation of a GI based brand are those of free-riding and quality enhancement.

Without some level of standardization, a uniform branding strategy cannot be implemented. But on the other hand, absolute standardization and rigid controls on all aspects, besides being difficult to implement in a scenario of community ownership, can kill incentives to innovate. Therefore, a middle path needs to be followed which allows all authorised users of a particular GI product to leverage a common identity for all authorised users with a flexibility to differentiate within this common identity. For a common identity to be developed and to have some meaning, it is imperative that certain key aspects related to the uniqueness and quality of the GI product ought to be standardized and strictly adhered to. However, as seen from several international examples, allowing individual members to differentiate themselves through quality enhancements, and build their own brand names in addition to the GI branding, encourages innovation and quality enhancements along with ensuring that minimum GI specifications are met (Barcala et al , 2013).

The branding strategy which is recommended in such a scenario is to develop the GI brand as an *endorser brand* for the individual product brands developed by each of the authorised users. An endorser brand is one which provides credibility & substance to the main brand. Endorser brands are usually corporate brands or organization brands. For example, Tata is an endorser for the watch brand Sonata, giving consumers an assurance of quality, reliability and value for money. Other kinds of brands can also act as endorser brands. For example Intel,

also worked as an endorser brand for many of the smaller computer brands. The well recognized Intel logo on a computer or in an advertisement of a computer of say brand X, helped place brand X in the consideration set of a customer, even if the customer was not familiar with X, because recognition and familiarity came from the Intel logo. Moreover, the desired associations of computing ability, speed, advanced technology and reliability are also related to Intel. But this awareness and associations had to be built by Intel, through product innovation, adherence to quality and investments in marketing activities.

For this strategy to work, it is important that the GI brand be established as a credible and preferred brand for the concerned product category with unique and differentiated positioning, as has been done by Darjeeling Tea and Kota Doria. First, a clear target segment and the key value proposition of the GI brand needs to be defined. Next, the name and visual identity of the brand needs to be developed and systems need to be put in place to ensure that minimum specified standards are met by all products endorsed by this brand. The differentiated positioning of this GI brand, then needs to be communicated to customers and investments made in creating awareness for its visual identity and meaning. This is important because if the GI brand is not well known or desirable, then it cannot have any positive impact on the individual brands of that product.

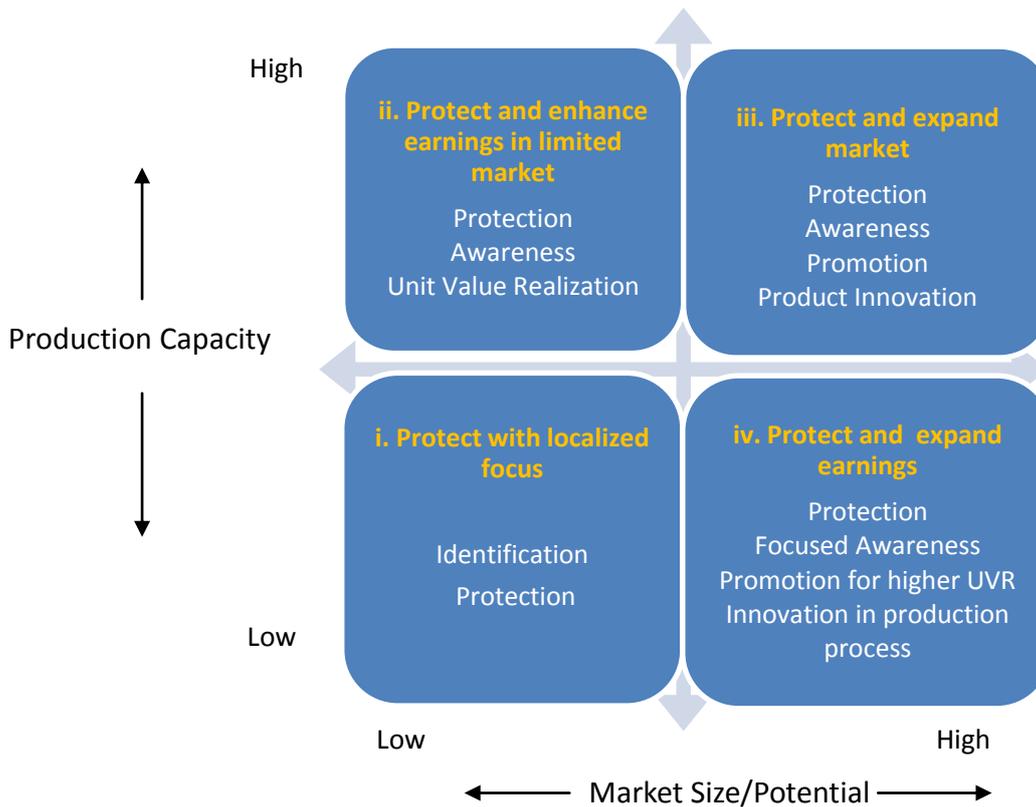
Endorser brands play a critical role for relatively new or unknown brands because the recognition and key associations which consumers have for the endorser brand rubs off on these product brands. Since an endorser GI brand will be promoted collectively or through a coordinating agency, it allows smaller producers to reap benefits even if they do not have the ability to invest in marketing their own brands. Endorser brand strategy can also be effective in case of well-established product brands, because it adds another dimension to its existing associations. So for example in the case of Darjeeling tea, several well-known brands of tea also use the Darjeeling tea brand as an endorser.

While it is true that an endorser brand can have positive rub off effects on the individual brands of the authorized users, an area of concern is that if some of these brands deviate from acceptable minimum specifications, then it can damage the reputation of the endorser brand. Therefore, for implementation of such a strategy it is very important to have well established controls and mechanisms to ensure compliance to defined norms.

Focus of Marketing Strategy – A Grid for GI Products

Given that the range of GI products in India varies widely in terms of usage/appeal of products, size of markets, and production capacities, a classification of GI products has been proposed to determine the focus of marketing strategy. GI products can be classified into 4 quadrants based on the production capacity for a particular GI product and its market size and potential. The amount of resources and efforts and the direction of marketing strategy ought to be customized for each quadrant as the requirements of different GI products vary.

Marketing Strategy Planning Grid for GI Products



i. Protect with localized focus

Based on the above grid, it can be seen that for products like Chendamangalam Dhoties & Set Mundu, Maddalam of Palakkad or Joynagarer Moa, the market is largely localized and use limited to a particular region. The production capacity is also limited, therefore the key focus of marketing strategy in these cases has to be to ensure that GI registration is leveraged to protect the product from cheaper substitutes and that its market share is protected. Customer should be able to identify a genuine GI product and action needs to be taken to stop other products from using the GI name.

ii. Protect and enhance earnings in limited market

For products which have sufficient production capability but limited scope for expansion, either due to limited/specialized usage (e.g- Chengalikodan Nendran Bananas, Aranmula Kannadi Mirrors) or due to difficulty in accessing far off markets due to perishability (e.g- Mysore/Udupi and Hadagalli Jasmine), in addition to ensuring protection and preventing misuse of GI name, the focus of marketing strategy should be to increase unit

value realization though creating awareness about these products and their uniqueness, in the relevant target segment.

iii. Protect and expand market

For products which have sufficient production capacity like Assam Tea, Assam Karbi Anglong Ginger, Vazhakulam pineapple, Chanderi Sarees, Bagru prints, Muga silk, Monsooned Robusta Malabar Coffee, Chennapatna toys, Navalgund durries, screw pine crafts, and many more, the focus of marketing strategy should be on creating awareness in existing and new markets. Targeted promotion activities need to be undertaken and product innovation should be encouraged to reach out to a larger market. For example Kota Doria has started taking into account the design preferences of their customers from South India, pine screw crafts have added to the range of items they make based on tastes and preferences of the contemporary customer.

iv. Protect and expand earnings

Similarly, for products like Navarra rice which have high market potential in local and international markets, but limited land for cultivation, or limited access to skilled labour/raw materials like Black pottery, the focus of marketing strategy should be on innovation in production process or product design and packaging to provide higher value to customers to ensure growth in profitable market segments. Accordingly, Navarra rice, which has recognized medicinal properties but limited production in 8 districts of Kerala, has focused on seed development for better yields, organic farming methods, special packaging for international markets, value addition through product innovation like rice powder and promotion through exhibitions and e-marketing targeted at health conscious consumers in International Markets.

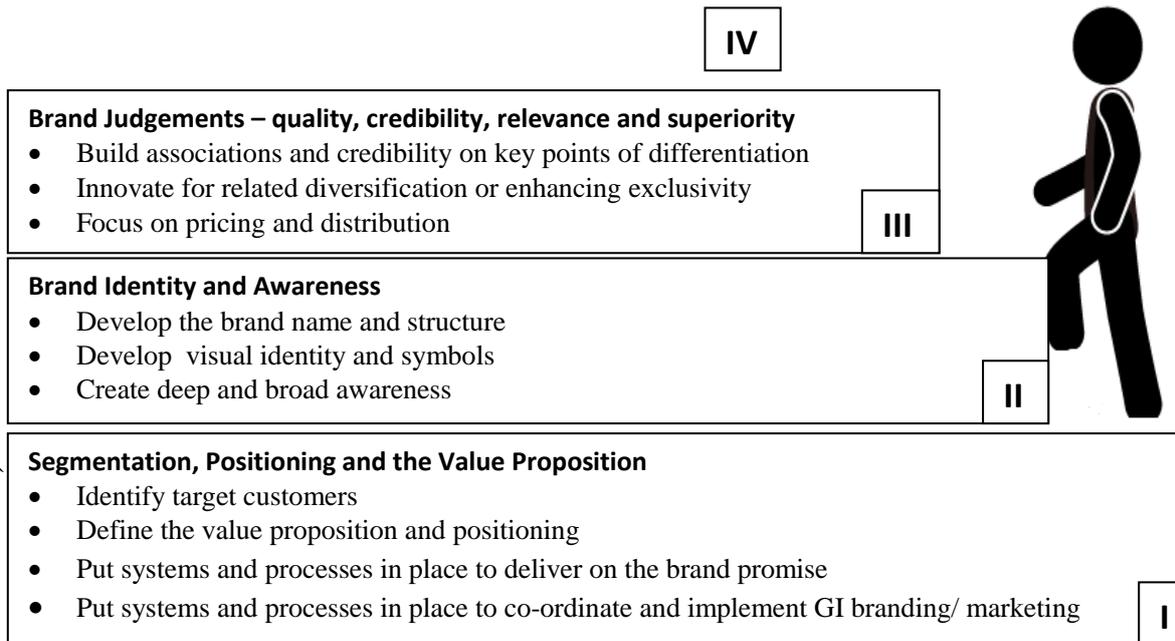
So the first step for developing the marketing strategy for any GI product should be to decide which quadrant in the GI Product Marketing Grid fits it well and then accordingly decide resources, effort and type of marketing activities to focus on.

The design of the branding or marketing strategy can be looked at a series of blocks or steps, with each step outlining specific marketing activities which are built on by the next step.

Steps to building brands and exploiting market potential for GI products:

Emotional Connect and Relationship with Customers

- Tell stories that feed and nourish the brand
- Engage the customer and create activity platforms
- Leverage Customer Inputs



1) Identify the Target Consumers

- Who are they?
- Where are they?
- Why would they buy?

2) Define the value proposition and positioning based on

- Strength and Uniqueness of the GI
- Competitor's strength
- Consumer needs and motivation

3) Put systems and processes in place to deliver on the brand promise

• Product Features / Design

It is essential to keep up with changing technology, customer tastes and market requirements without losing the heritage or traditions associated with specific GI products. Therefore, exposure to market trends and inputs from design/technological experts becomes very critical.

- For agricultural products young agricultural scientists should be invited to visit the relevant GI clusters and share their inputs. Agricultural universities can work with the farmer clusters to help improve yield, reduce crop damage, enhance longevity of produce, etc Value addition to basic agricultural products can also be explored.
- DC- Handicrafts and state level organizations to be more pro-active in promoting the tie ups with various empanelled designers/ design institutes like

NIFT, NID, FDDI, etc. List of empanelled designers to be widely shared. This can be facilitated by Ministry of Textiles.

- In addition to existing programmes where artisans are invited to attend workshops by designers in major cities, young designers should be encouraged to work as interns in CFCs and village clusters where they can work with the artisans and give them tips on current design sensibilities and also help them create a database of designs. In some of the GI products like Jute and Chikan products, Chanderi, Kota Doria, Chenapatna etc, NIFT students/ alumni are already involved. This can be facilitated by DC Handicrafts and/or DC Handlooms with the help of institutes like NIFT and NID.
- A course/project on relevant GI products should be introduced in select Institutes/ Universities. For example for agricultural and related GI products can be part of the curriculum in Agricultural universities and food technology institutes and rural management institutes like IRMA, handloom and handicraft products can be part of the curriculum in institutes related to design, fashion technology, engineering, IT, retail management, etc. These can be taken up by NAARM, ICAR, Dept. of Agriculture and institutes like NIFT, IRMA etc.
- Exposure to exhibitions and direct interaction with customers through *haats*, etc should be organized periodically as it is very important for producers themselves to get a first-hand feel of customer preferences. This can be facilitated by Department of Commerce/ Textiles Ministry/APEDA, etc
- **Packaging**
 - Technical inputs and innovation in packaging design are very important particularly for agricultural, food related and craft GI's. Technical inputs are important to ensure freshness and longevity as in the case of fresh fruits, or bags made from banana fibres or other such perishable products. These are also important from point of view of safe transport at low cost particularly for delicate handicraft items. This can be facilitated by DIPP and Dept. of Commerce in unison with Indian Institute of Packaging.
 - Aesthetic and design inputs are also important as the package is a key marketing tool for attracting customers and giving them information which helps in their purchase information. The shape, colour scheme, placement of brand name and certification marks etc need to be done in a professional manner. The Ministry of Textiles and DIPP may take help of institutes like NIFT and NID.
 - Workshops/visits by packaging experts to GI clusters of the above mentioned categories should be organized. This could be undertaken by

DC Handicrafts, Coffee Board, Spices board, the various export promotion councils like APEDA, EPCH, etc which can be facilitated by Dept. of Commerce and/or Ministry of Textiles.



*Product and Packaging innovations by Spice board
(Source -Spice Board website)*

- **Provision of requisite infrastructure and raw material supply**
 - Common Facilities Centres in each of the hubs for identified GI products
 - CFCs to have space and provision for pre/post processes linked to production - for example processing and packing of fruits, printing designs and fabric stitching for chikankari, dyeing facilities for weavers of Chanderi, Kota Doriya, etc, cutting facilities for wooden toys and crafts,. This can be facilitated by Ministry of Textiles /Department of Horticulture and/or DIPP.
 - Some of the pre/post processes could be mechanized (upto 30%) to ensure better efficiency and consistency. Expensive machines required for certain processes can be provided at CFCs to be used on chargeable basis. This can be facilitated by Ministry of Textiles Department of Horticulture and/or DIPP.
 - Space or workshed for artisans should also be provided where required.
 - It is not essential that each CFC be set up with a huge capital investment. Both cost and time can be saved if existing buildings can be used for this purpose. Some of the Krishi Vigyan Kendras may be converted to CFCs.
 - CFC should also have computers with internet access- so that producers can access relevant information and also update their information as required. This can be facilitated by Ministry of Textiles and/or DIPP.
 - Provision of subsidized electricity to artisans of GI products as is done in the case of weavers and farmers.

- Packing and sorting centres can be set up in the region of the GI tagged crops.
- Chemical / waste treatment plants, where required (e.g Sanganer) - to be set up by government. Maintenance and running expenses can be borne by producers on contributory basis. A common effluent treatment plant has been set up in Jaipur Integrated Textile Park Private Limited, Bagru, under the Sustex project- Sustainable Textiles for Sustainable Development under European Commission's SWITCH-Asia Programme implemented by AIACA. Such initiatives can be facilitated by Ministry of Textiles.
- Access to ready supply of raw materials.
 - Government policy to look into issues where certain GIs like Mysore sandal soap and oil, Black Pottery from UP, etc have restricted access to the key ingredients or raw materials for their products. This can be facilitated by State Governments and/or Ministry of Textiles.
 - Raw Material bank- Most GI producers are small artisans/ producers with limited buying power and limited storage. Therefore, raw material banks can be set up for selected GI products which have requisite scale and number. This will ensure a steady supply and fair prices. These can operate from same premises as the CFC. These can be managed at the cluster level.
- Technology and equipment upgrading with inputs from technical and design institutes (as has been done in Chanderi for weavers and in Kerala for artisans making Coir products). This can be facilitated by DIPP and/or Ministry of Textiles/Department of Agriculture, along with assistance from Agricultural universities, IITs, NIFT and NID.
- Facilities for producers/artisans and farmers-
 - Health and insurance cover should be provided by Central/state government for GI producers and their families
 - In addition to unskilled work, skills like craft, weaving etc should also be linked to MNREGA
- **Quality**
 - GI mark should be used only for those who conform to stipulated quality standards and the characteristics laid out in the GI approval.
 - Ensuring Quality- While marketing any product, it is of utmost importance that the quality and authenticity of the products is adhered to. Efforts need

to be made by producer associations, state level organizations and government to do the following-

- Provide technical and other expert assistance to producer groups to improve efficiency, productivity and quality of products. Examples of cases where such interventions have been effectively implemented upgradation in loom designs with introduction of metal beams at Chanderi, mechanization of pre-processes at Chennapatna, mobile fibre extraction machine for coir, improved variety of organic Navarra rice seeds. This can be undertaken by the Dept. of Commerce and DIPP in unison with the state governments.
 - Sensitize producers to areas of quality issues and their implications (for example running colour in fabrics, uneven stitching, poor packaging of fresh fruits, etc)
 - Put in place mechanisms to check and audit quality of production. This is best done in the form of self audit by producer groups but in addition a further layer of sample checks should also be added by designated quality team- which could be a body of representatives from producer groups and government and technical experts or only government or 3rd party certification agencies. This can be facilitated by the Dept. of Commerce and DIPP in unison with the state governments.
 - The quality checks need not be 100% and could be conducted on a random sample basis but if discrepancies are found, repeat offenders should stand to lose their authorised user status. Any producers found to make false claims or pass off other products as GI should also be stripped of authorised user status. For example in case of chilly traders mixing cheap imported chilly in genuine Byadagi chilly consignment, or master weavers selling non GI powerloom fabrics as GI handloom.
- Quality checking process as a pre-requisite- In future the government could look at making a well established quality control process s a pre-requisite to filing the GI application.

Additional International Focus- Following steps maybe taken by the Dept. of Commerce and Export Promotion Councils.

- Product designs should evolve keeping in mind taste and preferences and usage behaviour of customers in international markets. For example, rice in powder form which can be used in other preparations, craft based gift items based on their festive occasions, western garments or stoles made from traditional Indian weaves, etc.

- Efforts should be made to identify resource persons/ organizations like Dastkaar and AIACA, who can work with exporters to develop samples for international buyers.
- Packaging improvements need to incorporate economic as well aesthetic aspects for shipment to overseas markets. The focus should on keeping the packaging attractive and the product safe, easy and economical to export. Conformity with laws and packaging requirements of the target country also need to be taken into account.
- Marketing training workshops should be conducted for those GI products which have the potential to tap new markets.
- For all exports, quality checks should be made mandatory. This has been effectively implemented in many cases, for example, the Spice Board conducts mandatory checks at shipment ports for specific products like chilly and pepper. Vazhakulam Pineapple is tested in government pesticide laboratory and certified free from pesticide residues. Carpet exporters get three types of certification for quality and other aspects.
- For small and individual exporters, channeling of export marketing efforts can be done through agencies /organizations like Dastkar. They help buyers in getting samples developed and charge them for it. Once order is placed they co-ordinate with the artisans, they also have an export license and undertake packaging and export for artisans who don't have export license.
- Another programme which can be adapted to provide assistance to exporters is PROEX -an export support programme carried out by Empretec Uruguay in collaboration with UNCTAD, the Inter-American Development Bank (IDB) and Banco de la República Oriental del Uruguay. The objective of the programme is to assist participating companies not only by making them export-ready but also by engineering a permanent change in their corporate perspective and strategy. Each company relies on the assistance of a foreign trade expert. The whole process lasts 18 to 24 months and comprises three phases. The success of the PROEX programme is reflected in the facts that of the 83 participating enterprises, 73% of the companies started exporting, 82% of the companies produced a new catalogue, website or electronic catalogue and 74% of the companies created an export department.

4) **Put systems and processes in place to co-ordinate and implement GI branding/ marketing**

The quality of the final product is highly sensitive to how each step of the supply chain is governed and how quality-related problems are tackled. Various studies have indicated that the type of vertical organization is a critical factor explaining the success of any quality signalling tool like the GI (Raynaud et al., 2005; Skilton and Wu, 2013; Wever et al., 2010).

- GI Enablers- It is recommended that GI enablers be identified/established for each GI. The GI enablers could be a government body/ NGO if they are the registered proprietor, or an association comprising representatives from producer groups, traders, government and NGOs. NGOs/ institutions may be included in the panel in

specific cases if they have played a critical role and development of the GI. This maybe done by the Dept. of Commerce in concert with the state governments.

- GI Enabler cell can be an existing set up with formal structure like Spice Board and Tea Board, or a new body/association can be created with multiple representatives. But the important fact is that such a body should be set up as a corporate structure with formal management systems.
 - The GI Enabler cell should appoint 2-3 employees on full time / part time basis to do the co-ordination, documentation, updation of information, record keeping etc.
 - The GI Enabler cell should function as a coordinating body, channeling all marketing efforts, monitoring quality compliance, helping the community avail relevant government schemes, etc. Ensuring speedy registration of all genuine producers/artisans/ farmers under authorised users should also be the responsibility of GI enablers. It should also look into regulatory structure pertaining to sales tax etc.
- Market Development Funds- Funds for the activities of the GI enablers should initially come from the government and later can be supplemented by contributions from producers. There should be clear allocation of funds towards market development and building brand awareness. Bulk of the funding for advertising campaigns should come from the State/Central government. Once awareness and consumer pull has been established, producers can also be motivated to contribute to this fund. This can be taken up by the Dept. of Commerce along with the state governments.
 - Faster registration of authorised users- While almost entire communities in places like Chanderi and Kota and Sanganer have been given authorised user status, in many cases, particularly in south India and to some extent in the east (with the exception of Darjeeling tea), there is lack of clarity about authorised users and many registered proprietors including government bodies have kept tight control over the GI registration not letting it percolate to the larger body of producers. In some cases this is because of unwillingness on part of the registered proprietor, in others because of lack of a champion for the cause and in some lack effort due to no significant perceived benefit. In some cases, the time taken for the registration of authorised users has been too long. Awareness and clarity needs to be given to producers and artisans along with support in completing the process. Key role maybe played by the DIPP and the GI Registry in this regard.

Additional International Focus- The following steps can be undertaken by the Dept. of Commerce.

- Export Promotion Councils need to play a key role in setting up Market Development Funds and implementation of marketing activities.

- Compilation and communication of relevant government schemes should also be taken up by the EPCs.
- Separate HS Code (Harmonised System) for selected GI products – It is suggested to have separate HS code for selected GI products with export potential, to enable special focus in promotional activities and market protection for GI products. The example of Rose Onions being a case in point. Rose Onion grown in Karnataka caters primarily to export markets with not much domestic consumption. In 2014-15 was approx. 60% of production was exported mainly to Malaysia, Singapore and Brunei, apart from other Countries. There is no separate HS-CODE for rose Onions and is included in Generic onion product which is hindering exports as all regulations/restrictions/bans imposed by the government on export of onion is also applicable to Rose onions. A separate HS code will help in distinguishing these from the other onion varieties and allow selective application of policy.

5) Develop the brand name and structure along with visual identity and symbols:

Recognition, Differentiation, and Protection

- **Creation of a common GI seal across all GI products**

DIPP/GI Registry can be involved in the creation of a common seal keeping in mind the following points:

- A small seal which says “**original**” and gives the GI number can be introduced as an easy identification and assurance mark common to all GI products.
- The GI number on the seal would be the unique number of each authorized user so the product can be traced to its origin. This will also make counterfeiting difficult.
- A single mark would be easy to communicate at a broader level to educate consumers.

- **Create and register GI logos for selected GI products with moderate to large potential**

- To be done by the registered proprietors for each of the GIs and given to all authorised users along with help from the producer groups of such GI products with moderate to large potential.
- The development of GI logos should be a consultative process involving large number of producers.
- The logo should be unique, not similar to any existing mark, should be easy to reproduce in small sizes, and across different media- print on paper or cloth, weaving on cloth, hologram, carving on wood, etc. Logos can be

pictorial/graphical icons or can simply be the name of the GI in a selected font written in a particular unique way. DC Handicrafts has developed a logo for handicrafts of India this can be extended further to include the GI as a sub brand.

- While designing the logo and finalizing the process of application or logos/tags, the processes followed by existing labels like Handloom mark and Craftsmark need to be looked at. The process for awarding use of Craftsmark and its monitoring is very well laid out and robust. Certain steps in the process may be made common so that synergies across such marks can be leveraged and duplication minimized. For example, a product with a GI tag should automatically become eligible for handloom mark and/or crafts mark.

- **Develop Guidelines for use of GI logo**

The GI enabler cell/ registered proprietors need to develop the guidelines, keeping in mind the following:

- Permitted size of GI logo needs to be defined for each GI (Logo can be standardized for products of uniform dimensions like sarees, but for handicraft products of varying sizes and or different pack sizes for agricultural products, minimum size should be specified.)
- Placement of GI logo on the product and /or pack need to be specified by the GI enablers so that all authorized users use it in a standard form leading to uniformity and easy identification. Wherever possible the GI logo should be placed on the product itself either by weaving it in the design for woven products ;as holograms and/or engraving in some craft products like those made of wood/ metal; or stickers/tags on other products. The position of the logo on the product / pack should be standardized. (for example in the end of the saree, on the bottom of a handicraft item, in the top right corner of a pack/ carton, etc)

In Kota Doria Sarees the logo is woven at one end of the saree. In Arnamura Kannady mirrors, a hologram for the logo is placed at the bottom. In Kashmir Pashmina also the logo is placed on the product itself. Kashmir Pashmina uses special type of SECURE AUTHENTICATION FUSION LABELS attached to the product which ensures authenticity of the product.

- Permitted colour for logo representation needs to be specified (against dark/ light backgrounds, for 4 colour or single colour applications).
- GI enablers also need to lay out guidelines on how the logo can be used in communication.

- **Database and tracking system**

- There should be an online database accessible to all, where authorised user details for all GI products can be accessed and checked. The database should be created by GI Registry in Chennai and the respective GI enablers or registered proprietors can be responsible for maintaining it and updating contact details to in this list.
- The database presentation should be user friendly, wherein interested buyers can enter the name of the product and get the list of authorised users, or enter the GI number on a particular product and get the details of the seller/producer.
- The same database should be accessible through links on all GI related websites at central government/ state government/ producer association level.
- One of the most advanced protection systems in India have been set up for the Kashmir Pashmina, which has a secure authentication and tracking system with each product carrying the GI number. The authentication services include the following:
 - Online Authentication Website
 - SMS Authentication Mobile
 - Label Authentication IIR Pen
 - Label Authentication 2UV Reader

Additional International Focus- The Dept. of Commerce can be involved in the following manner:-

- The GI brand name and logo needs to be registered in key international markets
- Database on exporters and producers for specific product categories need to be accessible to international buyers. The tracking system for checking GI holder/authorised user details should be highlighted for international buyers.

6) Create awareness about the GI concept

DIPP, Dept. of Commerce, State Governments and Ministry of Textiles can take this up in the following manner:-

- The focus here is not to get consumers to start using the GI name but to convey that they can find out if the product they are buying is authentic and from the original source.
- Small advertisements could be placed in print and digital media highlighting the need to check for the GI seal. Advertisement messages could focus around the theme of “*How do you know if the Bayadagi chilly you buy is from Bayadagi?*” or “*How do you know if the Chanderi saree you are looking at is genuine Chanderi?*” ... *Look for the original seal with the GI number.*

7) Create awareness about specific GI Products

This can be done by respective state governments along with GI enablers.

a) For the category of products classified under **Recognition and Protection-**

- Focus should only be on ensuring the GI seal and use of the GI logo (if registered) in the specified format.
- It need not be necessary for all products in this category to register a logo. The GI seal can in itself serve as a mark of differentiation and authentication.
- The GI general awareness campaign around the GI seal will be sufficient to a large extent to create a differentiation and to protect these products
- Repeated use of the GI logo on products/ packs by all authorized users plus prominent displays in exhibitions and brochures will create awareness about their specific product.

b) For the category of products classified under **Awareness & Promotion and Expansion & Diversification-**

- **Mass Media Campaigns**

DIPP, Dept. of Commerce, State Governments and Ministry of Textiles can take this up in the following manner:-

- Specific campaigns creating awareness of the GI logo and communicating the uniqueness and positioning of the product should be created.
- Mass media campaigns should be designed to reach the target segment in identified markets where the GI products have significant and / or growing sales. A judicious combination of Print, Outdoor, digital and TV can be used, with major emphasis on Digital and outdoor for the International Markets.
- The State government should identify 1 or 2 GI products as the focus GI products for a two year period. The bulk of the mass media spends should be on these focus products for one year. In the next year another 1 or 2 GI

products can be identified for major coverage in mass media across all key markets for those products.

- The key deliverables for the communication campaign would be widespread awareness about the specific GI being advertised and recognition of its logo in the markets covered by the campaign. It should also result in creating widespread understanding that only products with this logo are genuine for that GI, besides creating interest and desire for the product concerned. The budget required for such a campaign would be at least Rs 25 crores (This is similar to the amount spent on media campaigns by MP tourism and about half of that spent by “Khushboo Gujarat Ki Campaign”, 2012-13). Outlay required would be much higher if international markets are the key focus.
- In addition to the use of mass media, other communication tools should be leveraged for the focus GI products as well as all other GI products in the above mentioned two quadrants.

- **Websites**

The onus would be on DIPP, Dept. of Commerce along with the Ministry of Textiles to take this up at war-footing in the manner outlined below:-

- There should be an Umbrella GI Portal which links to all individual GI websites. This Umbrella portal will need to be set up and managed by a body under the Central Government.
- The most important step and one that can be initiated immediately, would be the creation of a website for each specific GI product category. Cost of creation of such websites would be in the range of Rs 30,000 to 1,00,000/- depending on the level and type of functionality required. For developing an e-commerce enabled website the costs could go up to Rs 3 to 5 lakhs. Cost of hosting and maintenance of the website would be around Rs 5000 to Rs 10,000 per month. At the cluster level basic websites may be developed and e-commerce facilities should be introduced at central level portal to which all the individual GI websites can be linked.
- CFCs should have computers with internet access, so that producers can access relevant information and also update their information as required. Summer interns can be hired to set up websites and train local operators to update information.
- These websites need to be created and managed by the GI enablers. NABARD is taking some steps for development of these websites and the GI enablers can work with them for creation of the website. Once created

the responsibility for maintenance and updation of the website will rest with the GI enabler.

- Each GI website should give links to the central GI database.
 - If some producers/authorized users have their own individual websites, these can be linked to the main website for the GI category.
 - In addition to providing information on sellers, GI enablers should maintain a section on their websites where interested buyers can register or post sales inquiries or solicit quotes.
 - The websites should also list retailers (city wise) where consumers can get genuine GI products.
- **Promoting Direct Buyer seller interaction-Meets, Exhibitions and *Haats* to be organized by Dept. of Commerce and State Governments in tandem**
 - Each state should organize one big GI focused exhibition for all GI products in their state. For example such an initiative can be undertaken by VTTC in Bangalore for the 33 registered GIs.
 - State as well as Central Government need to ensure adequate participation of existing GI producers/ authorised users in key National Exhibitions.
 - A listing of key National exhibitions related to the product category/ market of the concerned GI should be provided on the website of the GI enablers and updated regularly.
 - In exhibitions organized by the government or government bodies like ITPO, and EPCH, it should be ensured that exhibitionists who claim to be selling handloom/ handicraft/ GI products should be verified and documents / certifications checked. Especially for GI products, authorised user / original applicant certification needs to be checked. The organizers also need to ensure that for the product categories covered by the GI no other producer can set up a stall with the name of the GI product. In case there is sufficient number of stalls for GI products, then a separate area could be set up in the Exhibitions highlighting these products. The registration form for these exhibitions should have a column asking if the producer/ trader is representing a GI product and of yes he should be required to provide his authorised user number and copy of the certificate.

- Interactive screens/ hoardings/ display boards giving information on GI products could be set up near the entrance to exhibitions which are funded / supported by the government.
 - *Haats*/ craft bazaars for direct selling to consumers should be set up in key cities in each state by respective state governments.
 - In case of already existing *haats*, special GI theme events should be organized. There should also be a permanent display for creating awareness of GI products at these venues.
 - Checking of GI certification should be a must for enabling participation in such events.
 - The *haats* in each state should periodically organize theme based events with GIs from other states.
 - Crafts Parks can be set up for selected GIs which involve significant number of producers and also have good market potential. These crafts parks could have space for production as well as retail. For example the park in Chennapatna and the one planned in Chanderi.
 - Focused buyer-seller meets for Institutional buyers and Organized retailers (both online and offline) can be organized by state governments in each state once a year.
 - GI enablers should compile and make available list of various platforms available for retailing / showcasing their products directly to consumers. Details for participation, cost and contact person details should also be provided. For example- Dastkar craft melas, online retail and promotion sites for handicrafts like gaatha.com, theme events at Delhi Haat, Surajkund mela, etc
 - In addition to providing information on sellers, GI enablers should maintain a section on their websites where interested buyers can register or post sales inquiries or solicit quotes.
- **Other Promotional Activities for building Awareness**
 - Targeted outdoor advertising in key spots like entrance to state/ GI area – Inter-state bus stops for luxury buses, airports, railway stations, road entry points into the state / district of the GI maybe taken up by the State Governments. These should highlight the GI products of the region.

- Announcements in aircrafts and trains like Shatabdi about the GI products when approaching the respective cities/ towns can be rolled out by the Ministry of Railways and Ministry of Civil Aviation.
- Flyers/ brochures in seat pockets of aircrafts / trains/tourist buses going to the region of the GI can be facilitated by Ministry of Railways and Ministry of Civil Aviation along with help from the State Governments.
- **Providing information on and access to support schemes and promotional schemes of government-**
 - Regular workshops need to be organized for artisans/ producers/farmers/merchants where government officials dealing in implementation of such schemes are invited to share details and answer queries. This can be facilitated by DIPP and Dept. Commerce along with assistance from Ministry of Textiles wherever required.
 - A number of State and Central Government agencies like the Directorate of Handlooms, MPHSVN, MPKVIB, Central Silk Board, the Development Commissioners, Govt. of India, and others in the Handlooms and Handicrafts sectors operate different schemes. Each one of them works in a standalone mode. There is a need to have better synergy and coordination amongst them so that returns and effectiveness can be maximized at the cluster level for GI products. The Dept. of Commerce and DIPP can undertake such a task with help from Ministry of Textiles where required.
 - Funds under schemes like ARYA (attracting rural youth to agriculture), Agri Clinics and Agri Business Centre schemes can be leveraged specifically for the GI related to agricultural products.
 - A mapping of schemes and benefits availed by each cluster of GI products should also be carried out to ensure a more widespread benefits of the schemes. The Dept. of Commerce and DIPP can ensure that this is done with help from Ministry of Textiles where required.

Additional International Focus- The Dept. of Commerce/Export Promotion Councils can take this up in the following manner:-

- Awareness campaigns in international markets will need to be undertaken by respective EPCs in coordination with other government bodies. These will need to focus more on the unique characteristics of the GI product and the visual symbol which can help them identify it. Priority markets will need to be identified for this purpose.

- The websites for GI products from India should have multiple language options especially if some key markets are non-English speaking markets. The websites should be designed to provide key information which the international buyer could be interested in. For example, the Spice Board Website gives details of products, different varieties, exporter lists, promotional schemes, different logos, value added products, spice parks, quality certification, assistance for sampling, list of national and international exhibitions, etc. However though spice categories are given specific varieties in demand internationally are not mentioned separately like Malabar pepper or Byadagi chilly. Further there is no mention of GI on the website or in the promotional brochures.
- International campaigns for awareness of specific GI brands should leverage digital and online media along with selected outdoor media.
- Some of the GI products with significant potential in International markets can be linked to popular tourist circuits and covered in the Incredible India campaign and other state tourism campaigns.
- For GI products with significant export potential, participation in key international exhibitions should also be ensured.
- Financial support should be provided to exporters to access and develop international markets. There are already some existing schemes such support for expenses of 110% for slotting/listing fee and promotional measures and 50% of the cost of product development subject to a maximum of Rs 1 crore per market. An exporter can avail the assistance for promoting the given brand in a maximum of five countries in the plan period. There are two components under the programme, viz., (a) Product and Packaging Development & Bar Coding and (b) Brand Promotion. Awareness needs to be created for such schemes and their utilization monitored. Other schemes such as export merchandising schemes and Market Access Initiative (MAI) can also provide special focus to GI products. In addition funds under schemes for credit facilities and working capital loans and ASIDE (Assistance to states for infrastructure development for exports) may be developed.
- A listing of key International exhibitions related to the product category/ market of the concerned GI should be provided on the website of the GI enablers and updated regularly. For example IHGF which is Asia's largest gifts & handicrafts fair, held biannually (Spring & Autumn edition) and is organised by Export Promotion Council for Handicrafts.
- Financial assistance for participation in International Exhibitions involving any of the GI product categories should be given only to GI holders and authorised users for those products.

- At least one big international exhibition/buyer-seller meet should be organized in India for each category of GIs with export potential.
- Air India flights to India from different destinations across the world can make announcements and distribute flyers about specific GI products on a rotational basis.

8) Brand Judgements- Build desired associations and credibility, Highlight Heritage and Uniqueness

- **Brochures/catalogues (printed and digital) can be designed by GI Enablers in the following manner:-**
 - The GI enabler cell needs to develop a catalogue or brochure for showcasing the range of GI products, giving information about the process and quality and unique features, sharing its legacy and giving information about the website where producer /trader details can be found.
 - Brochures should be good quality with professional photographs of products.
 - Brochures/ catalogues should be prepared in online as well as hard printed copies.
 - Online catalogues can give links to brochures of different producers and should also enable suppliers to send queries about specific products.
 - In addition to printing brochures for the GI product as a whole, the GI enabler cell also needs to act as a facilitator to help individual producers/ producer companies prepare their own brochures if required. So for example services like professional photographers/brochure design /printers can be sourced through the GI enabler cell with standard package rates. Additional rates may apply for extra services or customised requirements.
 - Financial assistance for brochures can be availed of through different government schemes available for this purpose.
 - The online catalogues should be updated at least 2-3 times a year.
- **Leveraging the website can also be ensured by the GI Enablers**
 - The website should highlight the unique heritage and the key differentiators for the GI brand

- It should display any certification or compliances it has with respect to product quality, authenticity, purity, etc.
 - Customer reviews and testimonials can be shared
 - Interesting information related to the category can be provided to build desired associations for example anecdotes about the royal patronage of certain handicraft GIs or useful information on health benefits of organic foods for relevant agricultural GIs, etc
- **Public relations to be strengthened by the State Governments**
 - State Governments should hire PR agencies/agents to promote the GIs of their state, in India and if applicable in international markets as well.
 - News reports should be published about any new innovation or development pertaining to the GI.
 - Key influencers for different categories can be identified like chefs for agricultural/ food items, top fashion designers/ models/ film stars for handlooms and garments, well-known names for handicrafts sector or big buyers or NGOs or famous artistes of that state could be leveraged to promote the cause of different types of artisans and their craft. This will have a significant impact on the aspirational as well as quality and credibility associations of the GI brand.
 - Popular bloggers on themes related to that of the GI product, or themes related to specialized travel stories or history and legacy, should also be tapped and fed interesting information and facts which they can use in their blogs.
 - Adequate press coverage should be provided to events like fashion shows, special theme *haats* (like mango promotion done in Dilli Haat) etc. The PR team needs to work with the organizers in the planning stage itself to ensure that there is scope for creating an interest in the coverage.
 - Travel and tourism shows/ magazines and sites should also be tapped to attract public towards GI tourism.
 - Tie ups and association could be explored with big ticket events like Asian Games, Miss India or Film festivals, or other sports events. These events may like to gain CSR advantage by promoting one specific artisan group/ GI product. The promotion could be overt with a section devoted to that GI

or in the form of indirect support given through the anchors or guests dresses, or the kind of mementos and awards given which could be made of GI products.

Additional International Focus- To be taken up by the Dept. of Commerce

- A few Key influencers and opinion leaders need to be identified for international markets, in order to carry greater acceptability and credibility. Endorsements by famous personalities can also go a long way in generating awareness and acceptance.
- Success stories in international markets need to be highlighted in domestic as well as international media.
- Tie ups with known international brands/ retailers to be publicized.
- In case of International markets events like Cannes film festival, Miss World, etc could be explored, for direct and indirect promotion of selected GI products.
- Travel and tourism shows/ magazines and sites popular with the target segment in International markets should also be tapped to feature stories about our GI products.
- A listing of key activities conducted by Spice Board to promote and support exports of spices is given in Annexure 8

9) Strengthen Pricing and Distribution

- Once a GI brand is created and promoted, it will lead to high levels of consumer awareness about the brand and its differentiated benefits, which in itself will add to the value of the products, thereby enabling producers to side step the price pressure exerted by cheap substitutes or fake products.
- Improvements in product/packaging and quality through R&D or interaction with experts will also lead to better pricing for the producers.
- Well defined organizations and co-ordination systems amongst the GI producers/traders, will enable better interaction between the groups and better negotiating power of the producers.
- Pricing guidelines or minimum acceptable pricing rates need to be reviewed periodically. As demand and preference for the GI products increase it will also help pull up the wages/prices for the farmers, artisans etc.
- Earnings/margins can also be enhanced by ensuring that some percentage of the total production is sold directly to consumers through exhibitions and *haats* and

through the e-commerce portal for their GI. Spice Board has introduced electronic auction (E-auction) system for cardamom (small) by replacing the manual system in the major producing states of Kerala and Tamil Nadu, which contribute upto 80 per cent of the production of cardamom (small) in the country. E-auction has provided increased transparency in transactions and ensured competitive price to the growers. The system has functioned successfully to the satisfaction of all stakeholders. Such a system may be put in place by the concerned State Governments and/or producer groups.

- In addition to the regular distribution channels, alternate channels need to be created/strengthened. These could include-
 - **Exhibitions and Haats** need to be leveraged as detailed in point 7b. Exhibitions like the Indian Handicraft and Gift Fair (IHGF), organized biannually, by EPCH, provide a big platform to exporters of handicraft items and a huge sourcing opportunity to international buyers and agents. The IHGF Delhi Autumn Fair 2015 is expected to have the involvement about 2500 exporters from India and 5000 buyers from across the world. Highlighting GI products in such exhibitions and ensuring that GI name is not misused by other participating exporters, can create a significant impact both in domestic and international markets. The Dept. of Commerce along with Ministry of Textiles can facilitate this.
 - **Centralized Market Place**
Government should establish clusters for trading of Agricultural GI Products which will bring uniformity, transparency and improvement in prices
 - **Buyer-Seller meets** need to be organized by the EPCs and State Governments with assistance from Dept. of Commerce, as highlighted in 7b.
 - **State Emporia** to be leveraged better and marketing of GI products to be given special emphasis with better product display and information display both in the physical stores as well as their websites by concerned State Governments. At present most Emporia do not highlight GI at all or make only a passing mention.
 - **E-commerce** provides huge potential to enhance reach and reduce the layers of middlemen. E-commerce can be leveraged in the following ways:
 - a) Central GI Portal- Building one central GI portal linking each of the individual GI websites is important to give a one stop access for all GI products of India. Such a central GI Portal may be maintained by the DIPP with assistance from Dept. of Commerce and/or Ministry of Textiles.

- b) Individual GI Portals- The producers in select cases could sell directly through their own portals, developed and managed by the GI enablers with support from the government, non-profit organizations or development agencies. For example the Chanderiyaan portal was developed by Digital Empowerment Foundation (DEF) in collaboration with Media Labs Asia. NABARD is planning to create dedicated websites and ecommerce portal for GI products along with a mobile app. AIACA is working on designing and launching an e-commerce site for Banarsi sarees (DFID PACS project). The producer groups may be tasked to maintain such GI Portals. However this can be done only for selected GIs with large market potential and enough resources to tie up the back end logistics and payment processing.
- c) State Emporia websites- Improvement in design and functionality of State Emporia websites is required, with special sections for GI products and links to the main websites of specific GIs. At present most of these websites do not highlight the GI products or even if they do, there are not presented in an attractive manner. State Emporia can either have their own sites ecommerce enabled or give links to a specific GI portal or the central GI portal for processing the sale. This can be facilitated by the concerned State Governments. They can also tie up with other ecommerce players as Rajasthali has done with Snapdeal. But in such a case certain conditions need to be fulfilled for protection of GI.
- d) Online retail platforms- GI producers and State emporia could also tie up with online retail platforms like Flipkart, Amazon, Snapdeal and eBay, to expand market access. However care needs to be taken to ensure that these retailers differentiate and protect the GI products. Before such tie ups are finalised, it would be necessary to ensure production of sufficient inventory which can be a big challenge due to limited production capacity and working capital. Talks of Kerala government with Flipkart faced problems as Flipkart needed ready stock of 500-1000 units of each item but producers do not have so much stock as they don't have working capital. Accordingly, the Ministry of Textiles, Dept. of Commerce and concerned State Governments may work together towards creation and maintenance of online retail platforms.
- e) Trade portals and Industry specific portals- Tie ups and listings could be initiated for trade portals and industry specific portals like fibre2fashion.com which is a B2B marketplace for garments,

textiles and fashion. This may be facilitated by DIPP, Dept. of Commerce and Ministry of Textiles.

- f) Special focus websites- Websites focusing on handmade, handloom, organic and sustainable products or handicraft products should be tapped. For example, the Gaatha store retails products as well as shares stories about the traditions and process associated with the craft. CULTUREBUY also states that they sell only hand made products though this needs to be cross checked as some others are also featured. Sutra Handicrafts website set up in association with Foundation for MSME clusters, features handicraft products from different categories and also works with artisan clusters. India1001.com is an online marketplace with the stated aim of bringing, unique, and quality products that represent the emerging culture and traditional arts of India to buyers of the world. Other website like those for gifts and mementos could also be explored as additional sales avenues.
- **Tie up with offline retail shops-** Producers and authorised users can also tie up with offline retail shops, designers and organic brands to launch special lines, as was done with Raw Mango. Khadi Gram Udyog and Dastkaar could be leveraged. Brands like Ethicus and Bhusatva create and sell traditional sarees and garments made from natural organic fibres and colours. They can tie up with weavers and artisans to prepare designs in the materials supplied by them. Outlets of state owned agencies like HortiCorp, VFPC, Milma Green etc should sell and promote agricultural GI products like Vazhakulam Pineapple. Several organic brands and stores for food products have come up which could be tapped for products like spices, rice, etc. Tie ups with bigger companies like Dabur could be an issue because of inability to guarantee large volumes. Farmers in Kerala could not take up the Dabur order due to small land holding. Therefore it is better to focus on niche and specialized organizations. These efforts need to be made by the producer groups themselves.
- **Shop in Shop:** “Traditional Treasures of India”- The State Governments could also look at introducing special *shop in shop* concepts for GI products called “Traditional Treasures of India - Genuine GI”, sold under the GI seal. These could be developed as part of the State Emporia and called “Traditional Treasures of Orissa” or “Traditional Treasures of Kerala” for example, and as standalone outlets in other places like airports, Indian Embassies or places of major tourist attractions in India as well as select countries abroad. Setting up an entirely new store could be very expensive and may duplicate other efforts. Therefore it would be best to promote this concept as shop in shop, leveraging existing infrastructure

and resources. Where no such option exists a mini showroom can be created with limited product displays and interactive screens allowing the customer to explore other options online and place the order online as well. The West Bengal government has started *Vishwa Bengal* stores, to showcase the traditional products of Bengal. However these outlets again do not have any mention of GI, though GI products are included. The shop in shop concept could be introduced here as well. A word of caution needs to be added at this point. Creating too many brands and types of retail outlets, can lead to dilution of resources and impact. Therefore it is better to focus on one key retail chain like the State Emporia and upgrade and professionalize the management and marketing of these outlets.

- **Training for sales staff** of outlets selling GI products is very important, as they are the customer touch points, and unless they understand the concept of Genuine GI they will not be able to communicate the same to the customer.

Additional International Focus- To be taken up by the Dept. of Commerce

- **Accessing International Markets-** Dept. of Commerce can assist by enabling ecommerce through multiple touch points like portals for Indian GI products, online retailers, industry sites and special focus websites also helps in reaching out to International buyers and facilitating purchases by them.
- **Online International Retailers Tie up-**Additional efforts can also be made to identify and tie up with suitable online retailers operating in the buyer countries or those with international reach. Novica is one such site set up in 1999 with the goal of facilitating export/import processes for artisans and providing them a better way to sell their products the world. At present they have sourcing operations across seven regions in the world including India, Brazil, Central America, Thailand, and West Africa among others. Their website displays all the products along with a detailed description of each item and a profile of the artist. On the supply side, artists deliver products to the nearest Novica centre. There it is inspected for quality, photographed, packed and shipped to the customer. Novica provides a certification seal to the customer but this seal only certifies quality and country or origin. There is no mention of GI.
- **Key influencers and opinion leaders** need to be identified for international markets, in order to carry greater acceptability and credibility. Endorsements by famous personalities can also go a long way in generating awareness and acceptance.

10) Establish emotional connect and build relationships with customers

- **Tell stories that feed and nourish the brand**
 - The mandate given to the PR team should be to work closely with the GI Enabler cell and get articles published about different GI products. This may be facilitated by the State Governments and producer groups in the following manner:-
 - The articles could be in the form of human interest stories about few producers/ farmers and how they are carrying tradition forward, or how the GI awareness and marketing is impacting their life
 - The articles could also feature trends like women or girls being empowered/ trained, or evolution in the lifestyle or outlook
 - A GI Museum with the name “Traditional Treasures of India” could be set up by DIPP showcasing the rich heritage of these products and their evolution.
 - A catalogue of gift items of GI products should be drawn up and circulated to MEA and PMO and other relevant departments so that gifts to foreign dignitaries could be selected from these products. Each product should have attached a small write up highlighting its uniqueness. This will help spread awareness and also create human interest stories which can be pushed in national and international media by the PR team. The DIPP, Dept. of Commerce along with the Ministry of Textiles may be involved in this exercise.
 - The GI websites and portals should share personal stories of artisans and their families- these could range from human interest stories of overcoming hardships, or stories around the tradition or community.
 - Tags with artisan names and photos can also be added to each product to create interest beyond the functional appeal.
- **Celebrity endorsement –Arranged by producer groups and facilitated by the State Governments**
 - Tie-ups could be made with different celebrities for selected GIs and their interviews, photo-ops, tweets, etc can be leveraged for PR.

- Special promotional collections can be made featuring the celebrity endorsing that GI.
- Tie ups can be explored in with popular movies for product placement or merchandising promotions wherever synergy exists. For example the hero/ heroine could be shown wearing certain kinds of outfits from any selected handloom GIs, or if the story is based in a village it could be one of the villages of GI producers of any of the handicraft or agricultural products.
- **DIPP and Ministry of Textiles along with the Dept. of Commerce can ensure that the customer is engaged and activity platforms are created as suggested below :-**
 - Crafts parks can be used for organizing theme based events/ shows/ exhibitions/ workshops and can also be leveraged for tourism.
 - For textile /handloom products designer fashion shows need to be organised highlighting the use of GI fabric/ material.
 - 7th August, declared as the National Handloom Day by the Prime Minister may be broadened to include handicrafts and then be leveraged to organize activities for the benefit of artisans associated with these.
 - Crafts parks can be leveraged to provide experience based tour programmes for domestic/ international tourists to live with weavers/ farmers and learn about their art. Even if a crafts park does not exist or does not have guest house facilities in a certain area, tie ups can be made with local resorts.
 - These customized GI tours should be packaged and marketed through state tourism promotion boards as well as through private tour operators and on line travel portals.
 - Tie ups with Reality TV shows may be explored for limited products like Master Chef for agricultural and food products.
 - Online events featured around themes of create your own designs can also be created.
 - Export Promotion Councils can organize theme based events like a fitness event focusing on natural foods or a GI food festival, or craft workshops abroad where visitors are invited to work with master craftsmen.
 - Festivals on the theme of “Celebrating Traditional Treasures of India” can be planned and conducted in key international markets.

- A customer database should be maintained and regularly updated.
- Customers should also be asked for inputs and suggestions on improvements.

11) Sensitization and Enforcement

It is extremely critical that all kinds of retailers/ wholesalers/ exporters be sensitized to the concept of GI registration and informed about the list of products which have GI. They need to be explained why it is important to ensure that GI tags/marks are present for the list of products provided to them and what are the legal implications of selling fake products under the same name. While many are unaware of the concept and the rules regarding use of common GI names, few retailers have a vague understanding but do not think it is important or needs to be strictly followed. Some retailers of course knowingly try to free ride on the products' reputation and sell their products under the GI name. Rajasthan Governments Emporium, "Rajasthali" has a tie up to sell its products on the Snapdeal platform, but a review of the site reveals that there does not seem to be any authentication as the same site is also selling cheap printed Kota Doria sarees which are likely to be powerloom products.

Steps for Sensitization of Trade and channel members

- **Retailer Workshops** -Mass media promotional campaigns for GI awareness will automatically create a pull effect, when customers ask for GI seal. Additionally, small localized workshops need to be conducted with retailers as well. Outdoor media can also be leveraged in areas where there is a concentration of shops selling particular kinds of products. The producer groups can be facilitated to do this by the State Governments.
- **Leaflets and flyers** can also be distributed to trade channel members by producer groups.
- **Government Circular-** It may be more effective to get a circular issued from the concerned State Government informing trader and retailers that punitive legal action will be taken against them if they are found to keep and sell any ineligible product under the GI name of the product.

Steps for Enforcement of GI protection and penalty for misuse

In order for GI to be used as an effective marketing tool it is very pertinent to have a relook at the enforcement of the GI law as it stands today. The very fact that there exists a legal protection mechanism for GIs rather than a mere government scheme or program gives it the teeth required for enforcement. However, the practical implementation of

those enforcement provisions laid down in the law has remained disparate in a post-GI registration scenario.

Legal protection and Enforcement may be taken up by the DIPP with assistance from the Dept. of Commerce and Ministry of Textiles. Steps which can be taken in this regard include the following:

- **Conducting Raids-** For effective enforcement, raids need to be conducted so that offenders are caught and warned or notices served on them. Only then will the seriousness of the issue be realized by the channel members. Information about retailers wholesalers, exporters misusing the GI name, needs to be collected and sent to a Nodal cell set up by the respective State Governments, after which it should be the responsibility of this central cell to track and take legal action.
- **Legal Cell -**It is recommended that a legal cell be set up at nodal levels, to take up issues of infringements and protect the rights of the producers. The authorised users would be required to only bring forward instances of infringement with some supporting evidence and the responsibility of pursuing the case could be shouldered by the legal cell.

Setting up of a legal cell could be done in one of the following ways-

- Legal cell set up under DIPP.
- An IPR cell exists in each state and its mandate can be expanded to include enforcement of GI protection.
- A watch dog agency called the National GI Board could be set up as a quasi judicial body to monitor post GI activities and ensure legal protection by tracking and ensuring legal action against fake GI products.

The Way Forward

If a step by step approach is adopted with clear allocation of responsibilities and timelines, it will not take long to create awareness for GI brands and put in place the desired systems to tap the market potential for these products. As many recommendations require coordination among, and joint action by, the State Governments, Dept. of Commerce, DIPP and Ministry of Textiles, the Ministry of Agriculture, DC Handicrafts/Handlooms and Export Promotion Councils, the Central Government could consider establishing a GI Nodal officer/ co-coordinator in each of these bodies.

The Central Government may consider establishing a GI Development and Promotion Body for coordinating GI related activities among different Ministries/ Departments of Central and State Governments. It may, however, be required that 2/3rd of the membership of such a body shall comprise of representatives from already existing bodies working in the field of GIs in order to avoid overlaps and duplication of efforts. It may be better to strengthen existing mechanisms to provide special focus on GI marketing.

Chapter 8

Key Recommendations – Overview and Phase wise Implementation

A number of steps need to be taken by Central and State governments, Export Promotion Councils, Producer bodies etc to ensure proper implementation of the proposed marketing initiatives. It would not be possible to initiate all activities at the same time and nor is that required. A phased approach needs to be adopted to ensure proper prioritization and implementation of the marketing initiatives.

While detailed recommendations have been given in Chapter 6, a phased wise plan listing a summary of the key recommendations is given below-

Phase 1

1. **Classification of GI products based on market potential and production capability**
 - The proposed classification grid can be used to determine the amount of resources and efforts and the direction of marketing strategy for different GI products.
2. **Setting up GI enabler cell for each GI**
 - The GI enablers could be an association comprising representatives from producer groups, traders, government and NGOs or a government body (like tea board) / NGO if they are the registered proprietor.
 - Should be set up as a corporate structure with formal management systems
 - Appoint 2-3 employees on full time / part time basis to do the co-ordination, documentation, updation of information, record keeping etc.
 - Key functions of GI enabler cell-
 - Ensuring speedy registration of all genuine producers/artisans/ farmers as authorised users
 - Channeling all marketing efforts,
 - Monitoring quality compliance
 - Helping the community avail relevant government schemes
 - Managing regulatory structure pertaining to sales tax etc

Action by- Producer groups with support of Dept. of Commerce /State Governments

3. **Faster registration of authorised users**
 - Create awareness and provide clarity to producers and artisans
 - Provide support in completing the process
 - Regional Language brochures explaining why and how GIs should be leveraged
 -

Action by- GI enabler cell, DIPP and the GI Registry

4. **Creation of a common GI seal across all GI products**
 - An easy identification and assurance mark common to all GI products
 - A small seal which identifies the product as “original “and gives the GI number

Action by- DIPP/ GI Registry

5. Product specific GI logos for selected GI products with moderate to high potential

1. To be initiated by Registered proprietor through consultative process
2. Process of awarding use of logo should be robust.
3. Develop Guidelines for use of GI logo- size, placement etc

Action by- GI enablers/ 1st applicants

6. Setting up of Market Development Fund

- Funds should be earmarked towards market development and building brand awareness
- Major contribution initially from the State/Central government.
- Producers can also be motivated to contribute to this fund, once awareness and consumer pull has been established

Action by- DIPP/Dept. of Commerce along with the State Governments

7. Mass Awareness campaign for consumers explaining why they need to look for GI seal/logo

- GI as assurance of authenticity and original source
- GI seal -easy way to check

Action by- State Governments/ EPC

8. Creation of a website for each GI product category with following features

- Product range
- Highlight the unique heritage and the key differentiators for the GI brand
- Display of certification or compliances
- Customer reviews and testimonials
- Interesting information related to the category
- Links to GI database, individual producer websites
- Section where interested buyers can register or post sales inquiries or solicit quotes.
- A listing of key National exhibitions related to the product category/ market
- List retailers (city wise) where consumers can get genuine GI products

Action by-GI enablers with support from DIPP/NABARD

9. Celebration of 7th August,

- 7th August declared as the National Handloom Day by the Prime Minister may be broadened to include handicrafts and then be leveraged to organize activities for the benefit of artisans associated with these.

10. Gift Catalogue for MEA/PMO and others for visitors

- A catalogue of gift items of GI products should be drawn up and circulated to MEA and PMO and other relevant departments so that gifts to foreign dignitaries could be selected from these products. Each product should have attached a small write up highlighting its uniqueness.

11. Verification of GI for exhibition participation-

- In exhibitions organized by the government or government bodies like ITPO, and EPCH, exhibitionists who claim to be selling handloom/ handcraft/ GI products should be verified and the GI documents / certifications checked.
- Financial assistance for participation in International Exhibitions involving any of the GI product categories, should be given only to registered and authorised users

12. Sensitization and Enforcement-

- Government Circular- issued from the concerned State Government informing trader and retailers that punitive legal action will be taken against them if they are found to keep and sell any ineligible product under the GI name of the product.
- Retailer Workshops -small localized workshops need to be conducted with retailers
- Leaflets and flyers- can be distributed to trade channel members by producer groups

Action by-GI enabler cell with state governments

Phase II

II a. Ensuring Product Quality and Value Addition

13. Quality Checks and Compliance

- Self audit by producer groups + sample checks by designated quality team
- Repeat offenders on quality standards should stand to lose their authorised user status.
- Producers/ traders passing off other products as GI should also be stripped of authorised user status.

Action by-Dept. of Commerce and DIPP in unison with the state governments

14. Quality Enhancement

- Technology and equipment upgrading with inputs from technical and design institutes
- Visit by agricultural scientists and packaging experts to relevant GI clusters for sharing their inputs.
- Pro-active promotion of tie ups with empanelled designers/ design institutes-NID, NIFT, FDDI etc.
- Internship programmes in village clusters and CFCs.

Action by-DC- Handicrafts and state level organizations, NAARM, Dept. of Agriculture, NIFT, IRMA, Food Technology Institutes, etc

15. Interaction with Customers

- Understanding customer preferences- Exposure to exhibitions and direct interaction with customers through haats, etc.
- Product innovations/designs to suits requirements of international customers.
- Channeling of sample development and export marketing efforts for small producers through agencies /organizations like Dastkaar and AIACA.

Action by-Dept. of Commerce and/or Ministry of Textiles.

16. Technical inputs and innovation in packaging design

- Packaging design development for aesthetics, protection, freshness , longevity and cost optimization.
- Workshops/visits by packaging experts to GI clusters.

Action by-DC Handicrafts, Coffee Board, Spices board, the various export promotion councils like APEDA, EPCH, etc - facilitated by Dept. of Commerce and/or Ministry of Textiles, DIPP, Ministry of Textiles, Dept. of Commerce in unison with Indian Institute of Packaging /NID

17. Common Facilities Centres in each of the hubs for identified GI products

- Space and provision for pre/post processes linked to production.
- Space or workshed for artisans.
- Expensive machines /equipment to be provided at CFC for common usage on chargeable basis.
- Mechanization of pre/post processes (upto 30%).
- Computers with internet access.

Action by- Ministry of Textiles and DIPP

II b. Building awareness, associations and customer engagement

18. Mass media campaign for building awareness for specific GI Products with moderate to large market potential

- Specific mass media campaigns creating awareness of the GI logo and communicating the uniqueness and positioning of the product.
- The State government should identify 1 or 2 GI products as the focus GI products for a two year period. The bulk of the mass media spends should be on these focus products for this period and different products can be taken up in the next 2 year period.

Action by-State Governments/ EPC

19. Developing Brochures/catalogues for each GI (printed and digital)

- Showcasing product range for that GI , giving information about the process and quality and unique features, sharing its legacy and giving information about the website where producer /trader details can be found.
- Online catalogues can give links to brochures of different producers and should also enable suppliers to send queries about specific products.
- Financial assistance for brochures can be availed of through different government schemes available for this purpose.

Action by-GI enabler cell

20. Setting up of an Umbrella GI Portal which links to all individual GI portals

Action by-DIPP

21. Creation of a Database and Tracking System

- Creation of online database with registered/ authorised user details for all GI products.
- Should be accessible through links on all GI related websites at central government/ state government/ producer association level.
- Interested buyers can enter the name of the product and get the list of authorised users, or enter the GI number on a particular product and get the details of the seller/producer.

Action by- GI Registry/ DIPP and GI enablers

22. Promotional Activities for Building Awareness

- Targeted outdoor advertising in key spots like entrance to state/ GI area – Inter-state bus stops for luxury buses, airports, railway stations, road entry points into the region.
- Announcements in aircrafts and trains like Shatabdi about the GI products when approaching the respective cities/ towns.
- Flyers/ brochures in seat pockets of aircrafts / trains/tourist buses going to the region of the GI.

Action by-State Governments in Co-ordination with Ministry of Railways and Ministry of Civil Aviation

- At least one big international exhibition/buyer-seller meet should be organized in India for each category of GIs with export potential.
- Air India flights to India from different destinations across the world can make announcements and distribute flyers about specific GI products on a rotational basis.

Action by-Export Promotion Councils/ State Governments/Department of Commerce

23. Leveraging Public relations

- State Governments should hire PR agencies/agents.
- Share news on new innovation or development pertaining to the GI.
- Identify key influencers for different categories and tap popular bloggers on themes related to that of the GI product, or specialized travel stories or history and legacy.
- Press coverage for events like fashion shows, special theme haats etc.
- Travel and tourism shows/ magazines and sites should also be tapped.
- Tie ups and association could be explored with big ticket events like Asian Games, Miss India or Film festivals, or other sports events or Cannes film festival, Miss World, etc for international markets.
- Success stories in international markets need to be highlighted.
- Tie ups with known international brands/ retailers to be publicized.

Action by-State Government/ EPC/ DC handicraft

- Get articles published about different GI products like human interest stories about few producers/ farmers or feature trends like women being empowered/ trained.
- Tags with artisan names and photos can also be added to each product to create interest beyond the functional appeal.
- The GI websites and portals should share personal stories of artisans and their families

- Leverage Celebrity endorsement for selected GIs, through special collections, social media activity, movie tie ups, etc.
- Leveraging tourism to promote GI- Integrating GI clusters in tourist circuits for domestic and international travelers will help create awareness. Hoardings near entry and exit points of the state, at railway stations and airports can also be leveraged.

24. Promoting Direct Buyer seller interaction

- Each state should organize one big GI focused exhibition per year.
- Ensure adequate participation of existing GI producers/ authorised users in key National Exhibitions.
- Haats/ craft bazaars for direct selling to consumers should be set up in key cities in each state by respective state governments.
- In case of already existing haats, special GI theme events should be organized for GIs from their own state and once a year for GIs from other states.
- Crafts Parks can be set up for selected GIs which involve significant number of producers and also have good market potential.
- Focused buyer-seller meets for Institutional buyers and Organized retailers (both online and offline) can be organized by state governments in each state once a year.
- GI enablers should compile and make available list of various platforms /venues available for retailing / showcasing their products directly to consumers.

Action by-State Governments

25. Developing Alternate Retail Channels

- Tie up with offline retail shops, designers and organic brands to launch special lines. Example, Khadi Gram Udyog, Dastkaar, Raw Mango, HortiCorp, VFPC, Milma Green etc
- Training for sales staff of outlets selling GI products.

Action by-DIPP /Dept. of Commerce /Ministry of Textiles

26. Leveraging E-commerce

- Leveraging E-commerce- Ecommerce provides huge potential to enhance reach and reduce the layers of middlemen. The producers could sell directly through their own portals, developed and managed by the GI enablers with support from the government, non-profit organizations or development agencies. They could leverage State Emporia websites and tie up with other online retailers.
- Trade portals and Industry specific portals- Tie ups and listings could be initiated for trade portals and industry specific portals.
- Tie up with suitable online retailers operating in the buyer countries or those with international reach, like Novica.

Action by-DIPP /Dept. of Commerce /Ministry of Textiles

27. Enforcement

- Raids need to be conducted so that offenders are caught and warned or notices served on them.

- Legal Cell- a legal cell needs to be set up at the central level, to take up issues of infringements.

Action by-DIPP with assistance from the Dept. of Commerce and Ministry of Textiles

Phase III

28. Expanding Reach in National and International Markets

- Shop- in- shop concepts for GI products called “Traditional Treasures of India” could be set up as part of the State Emporia and as standalone outlets in other places like airports, Indian Embassies or places of major tourist attractions in India as well as abroad.
- Marketing training workshops should be conducted for those GI products which have the potential to tap new markets.
- The GI brand name and logo needs to be registered in key international markets for products with high export potential.
- The tracking system for checking GI holder/authorised user details should be highlighted for international buyers.
- Assign Foreign Trade experts to traders/ producer organizations for 18-24 months to make them export-ready.
- Crafts parks can be used for organizing theme based events/ shows/ exhibitions/ workshops and can also be leveraged for tourism.
- Crafts parks can be leveraged to provide experience based tour programmes for domestic/ international tourists to live with weavers/ farmers and learn about their art.
- Tie ups with Reality TV shows may be explored for limited products.
- A course/project on relevant GI products should be introduced in selected Institutes/ Universities.

*Action by- GI enablers, Department of Commerce and Export Promotion Councils
For GI related courses- NAARM, Dept. of Agriculture, NIFT, IRMA,
FoodTechnology Institutes, etc*

Planning and Implementation

As many recommendations require coordination among, and joint action by, the State Governments, Dept. of Commerce, DIPP and Ministry of Textiles, the Ministry of Agriculture, DC Handicrafts/Handlooms and Export Promotion Councils, the Central Government could consider establishing a GI Nodal officer/ co-coordinator in each of these bodies. These nodal officers can play a significant role in supporting the efforts of the GI enablers at the community level.

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Chapter 7

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Annexure 1

List of GI Registrations in India

As on 31st March, 2015

No	Appl icati on No.	Geographica l Indications	Goods (As per Sec 2 (f) of GI Act 1999)	Period of Reg.	State	Registered Proprietor	Regist ered Logo
1	143	Guntur Sannam Chilli	Agricultural	APRIL 2010- MARCH 2011	Andhra Pradesh	Spices Board (Ministry of Commerce & Industry) Government of India, Sugandha Bhavan, N.H. By-Pass, PB No. 2277 Palarivattom P.O Cochin - 682 025	No
2	25	Kangra Tea	Agricultural	APRIL 2005 - MARCH 2006	Himachal Pradesh	H.P. Patent Information Centre, State Council for Science, Technology & Environment, B-34, SDA Complex, Kasumpti, Shimla – 171009, India.	No
3	33	Coorg Orange	Agricultural	APRIL 2005 - MARCH 2006	Karnataka	Department of Horticulture, Govt. of Karnataka, Biotechnology Centre, Hulimavu, PB No.7648, Bangalore – 560 076	No
4	34	Mysore Betel leaf	Agricultural	APRIL 2006 - MARCH 2007	Karnataka	Department of Horticulture, Govt. of Karnataka, Biotechnology Centre,	No
5	35	Nanjanagud Banana	Agricultural	APRIL 2006 - MARCH 2007	Karnataka	Department of Horticulture, Govt. of Karnataka, Biotechnology Centre,	No
6	69	Mysore Jasmine	Agricultural	APRIL 2007 - MARCH 2008	Karnataka	Director of Horticulture, Govt. of Karnataka	No
7	70	Udupi Jasmine	Agricultural	APRIL 2007 - MARCH 2008	Karnataka	Director of Horticulture, Department of Horticulture, Govt. of Karnataka, Biotechnology Centre,	No

8	71	Hadagali Jasmine	Agricultural	APRIL 2007 - MARCH 2008	Karnataka	Director of Horticulture, Department of Horticulture, Govt. of Karnataka, Biotechnology Center,	No
9	85	Monsooned Malabar Arabica Coffee	Agricultural	APRIL 2007 - MARCH 2008	Karnataka	Coffee Board, No. 1, Dr. Ambedkar Veedhi, Bangalore - 560 001, Karnataka, India.	No
10	78	Coorg Green Cardamom	Agricultural	APRIL 2007 - MARCH 2008	Karnataka	Spice Board	No
11	131	Devanahalli Pomello	Agricultural	APRIL 2009 - MARCH 2010	Karnataka	Director of Horticulture, Govt. of Karnataka	No
12	132	Appemidi Mango	Agricultural	APRIL 2009 - MARCH 2010	Karnataka	Director of Horticulture, Department of Horticulture, Government of Karnataka, Biotechnology Centre,	No
13	133	Kamalapur Red Banana	Agricultural	APRIL 2009 - MARCH 2010	Karnataka	Director of Horticulture, Government of Karnataka,	No
14	17	Navara Rice	Agricultural	APRIL 2007 - MARCH 2008	Kerala	Navara Eco Farm, Karukamani Kalast, Chittur College, P.O., Palakkad - 678 104, Kerala	No
15	36	Palakkadan Matta Rice	Agricultural	APRIL 2007 - MARCH 2008	Kerala	Palakkadan Matta Farmers Producer Company Limited, Karukamanikalam, Chittur College P.O., Palakkad - 678104	No
16	49 & 56	Malabar Pepper	Agricultural	APRIL 2007 - MARCH 2008	Kerala	Spice Board	No
17	72	Alleppey Green Cardamom	Agricultural	APRIL 2007 - MARCH 2008	Kerala	Spice Board	No
18	130 & 141	Vazhakulam Pineapple	Agricultural	APRIL 2009 - MARCH 2010	Kerala	Nadukkara Agro Processing Company Ltd., (NAPCL), Nadukkara, Avoly, P.O. Muvattupuzha	No

						- 686 677, Kerala, India.	
19	154	Mahabaleshwar Strawberry	Agricultural	APRIL 2010- MARCH 2011	Maharashtra	Shriram Fruit Processing Co-operative Society Limited., Bhilar, Satara, Mahabaleshwar.	No
20	165	Nashik Grapes	Agricultural	APRIL 2010- MARCH 2011	Maharashtra	Nashik Grapes Farmer's Society, Shiv Prasad, Charvak Chowk, Indira Nagar, Off: Mumbai Agra Road, Nashik - 422 009.	No
21	240	Kolhapur Jaggery	Agricultural	APRIL 2013 - MARCH 2014	Maharashtra	Kolhapur Agricultural Produce Market, The Agricultural Produce Market Committee, Dist. Kolhapur, Maharashtra State, Shri Kolhapur 416005. Shahu Market Yard,	No
22	109	Naga Mircha	Agricultural	APRIL 2008 - MARCH 2009	Nagaland	The Secretary, Department of Horticulture & Agriculture, Government of Nagaland, Police Station - Kohima (South), District - Kohima, Nagaland.	No
23	142	Bikaneri Bhujia	Agricultural	APRIL 2010- MARCH 2011	Rajasthan	Bikaner Bhujia Udhog Sangh, 71A, RICCO Residential Colony, Bichwal, Bikaner - 334 006	No
24	110	Eathomozhy Tall Coconut	Agricultural	APRIL 2008 - MARCH 2009	Tamil Nadu	Centre for Innovation and Transfer of Technology, 48 / 2, Gnana Muthagam, Ramanputhoor, Nagercoil - 2, Kanyakumari Dist, Tamil Nadu.	No
25	124	Virupakshi Hill Banana	Agricultural	APRIL 2008 - MARCH 2009	Tamil Nadu	Tamil Nadu Hill Banana Growers Federation, 6-3-17, main Road, Pattiveeranpatti, Dindigul District, Tamil Nadu, Pin Code - 624211.	No
26	126	Sirumalai Hill Banana	Agricultural	APRIL 2008 - MARCH 2009	Tamil Nadu	Tamil Nadu Hill Banana Growers Federation,	No

27	50	Allahabad Surkha	Agricultural	APRIL 2007 - MARCH 2008	Uttar Pradesh	Allahabad Surkha (Amrood Utpadak Welfare Association - Allahabad), Bankarabad, Bamrolijanpath, Allahabad	No
28	125	Mango Malihabadi Dusseheri	Agricultural	APRIL 2009 - MARCH 2010	Uttar Pradesh	National Horticulture Board, No.85, Institutional Area, Sector-18, Gurgaon - 122 015, Haryana.	No
29	111	Laxman Bhog Mango	Agricultural	APRIL 2008 - MARCH 2009	West Bengal	Patent Information Centre, West Bengal	No
30	112	Khirsapati (Himsagar) Mango	Agricultural	APRIL 2008 - MARCH 2009	West Bengal	Patent Information Centre, West Bengal, State Council of Science & Technology, Department of Science & Technology (DST),	No
31	113	Fazli Mango grown in the district of Malda	Agricultural	APRIL 2008 - MARCH 2009	West Bengal	Patent Information Centre, West Bengal	No
32	375	Arunachal Orange	Agricultural	APRIL 2014 - MARCH 2015	Arunachal Pradesh	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC) 9 Rajbari path, Ganeshguri, GS Road, Guwahati - 781 005, India.	Yes
33	115 & 118	Assam (Orthodox) Logo	Agricultural	APRIL 2008 - MARCH 2009	Assam	Tea Board, 14, B.T.M. Sarani (Brabourne Road), P.O. Box No.2172, Kolkata - 700 001, India	Yes
34	435	Assam Karbi Anglong Ginger	Agricultural	APRIL 2014 - MARCH 2015	Assam	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC),	Yes
35	438	Tezpur Litchi	Agricultural	APRIL 2014 - MARCH 2015	Assam	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC),	Yes
36	185	Gir Kesar Mango	Agricultural	APRIL 2011 - MARCH 2012	Gujarat	Gujarat Agro Industries Corporation Limited, An undertaking of Government of Gujarat, Khet Udhyog Bhavan, opp. Old High Court, Near Railway Crossing,	Yes

						Navrangpura, Ahmedabad - 380014, Gujarat, India.	
37	192	Bhalia Wheat	Agricultural	APRIL 2011 - MARCH 2012	Gujarat	Anand Agricultural University, At. Anand, Dist. - Anand, Gujarat, India.	Yes
38	114	Monsooned Malabar Robusta Coffee	Agricultural	APRIL 2007 - MARCH 2008	Karnataka	Coffee Board (Ministry of Commerce & Industry), Govt. of India, No. 1, Dr. Ambedkar Veedhi, Bangalore - 560 001, Karnataka, India.	Yes
39	129	Byadagi Chilli	Agricultural	APRIL 2010- MARCH 2011	Karnataka	Spice Board	Yes
40	199	Udupi Mattu Gulla Brinjal	Agricultural	APRIL 2011 - MARCH 2012	Karnataka	Director of Horticulture, Department of Horticulture	Yes
41	211	Bangalore Blue Grapes	Agricultural	APRIL 2012 - MARCH 2013	Karnataka	Director of Horticulture, Govt. of Karnataka	Yes
42	212	Bangalore Rose Onion	Agricultural	APRIL 2014 - MARCH 2015	Karnataka	Director of Horticulture, Govt. of Karnataka	Yes
43	81	Pokkali Rice	Agricultural	APRIL 2008 - MARCH 2009	Kerala	Kerala Agricultural University, K.A.U. P.O. Thrissur District, Kerala - 680 656	Yes
44	163	Central Travancore Jaggery	Agricultural	APRIL 2010- MARCH 2011	Kerala	The Director of Research, Kerala Agricultural University, Directorate of Research,	Yes
45	186	Wayanad Jeerakasala Rice	Agricultural	APRIL 2010- MARCH 2011	Kerala	Kerala Agricultural University	Yes
46	187	Wayanad Gandhakasala Rice	Agricultural	APRIL 2010- MARCH 2011	Kerala	Kerala Agricultural University	Yes

47	242	Kaipad Rice	Agricultural	APRIL 2013 - MARCH 2014	Kerala	Malabar Kaipad Farmers' Society, Registration No:249 /10, Ezhome Grama Panchayat, Ezhome P.O, Kannur - 670 334, Kerala, India.	Yes
48	479	Chengalikoda n Nendran Banana	Agricultural	APRIL 2014 - MARCH 2015	Kerala	Chengalikodan Banana Growers Association, Erumapetty, C/o Krishibhavan Erumapetty, Erumapetty P.O., Thrissur, Kerala, INDIA, 680584	Yes
49	385	Nagpur Orange	Agricultural	APRIL 2013 - MARCH 2014	Maharashtra	Dr. Panjabrao Deshmukh Kirshi Vidyapeeth, Dept of Horticulture, P.O. Kirshi Nagar, Akola - 444 104, Maharashtra, India.	Yes
50	466	Kachai Lemon	Agricultural	APRIL 2014 - MARCH 2015	Manipur	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC), 9 Rajbari Path, Ganeshguri, GS Road, Guwahati, Assam, India, 781 005.	Yes
51	465	Khasi Mandarin	Agricultural	APRIL 2014 - MARCH 2015	Meghalaya	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC),	Yes
52	377	Mizo Chilli	Agricultural	APRIL 2014 - MARCH 2015	Mizoram	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC)	Yes
53	374	Naga Tree Tomato	Agricultural	APRIL 2014 - MARCH 2015	Nagaland	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC)	Yes
54	228	Ganjam Kewda Rooh	Agricultural	APRIL 2011 - MARCH 2012	Odisha	Ganjam Kewda Development Trust, C/o Reddy House, Hillpatna, Berhampur, Ganjam, Odisha - 760 005.	Yes
55	229	Ganjam Kewda Flower	Agricultural	APRIL 2011 - MARCH 2012	Odisha	Ganjam Kewda Development Trust,	Yes

56	376	Sikkim Large Cardamom	Agricultural	APRIL 2014 - MARCH 2015	Sikkim	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC)	Yes
57	116 & 117	Nilgiri(Orthodox) Logo	Agricultural	APRIL 2008 - MARCH 2009	Tamil Nadu	Tea Board	Yes
58	238	Madurai Malli	Agricultural	APRIL 2012 - MARCH 2013	Tamil Nadu	Madurai Malli Farmers Association (Regn no. 23/201, Regd. Under the Tamil Nadu Societies Registration Act, 1975), Kurinji Vattara Kalanjyam, Door no.166, AEO Office Back side, Palamedu Main Road, Alanganallur, Madurai District - 625 501.	Yes
59	436	Tripura Queen Pineapple	Agricultural	APRIL 2014 - MARCH 2015	Tripura	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC),	Yes
60	205	Kalanamak Rice	Agricultural	APRIL 2013 - MARCH 2014	Uttar Pradesh	Shohratgarh Environmental Society, 09 Adarsh Colony, Shohratgarh, District - Siddarthnagar, Uttar Pradesh.	Yes
61	1 & 2	Darjeeling Tea (word & logo)	Agricultural	APRIL 2004 - MARCH 2005	West Bengal	Tea Board	Yes
62	193	Hyderabad Haleem	Food Stuff	APRIL 2010- MARCH 2011	Telangana	Haleem Makers Association, 20-4-140/128, Plot No.129, Shahalibanda, Hyderabad - 500 065, Andhra Pradesh, India.	No
63	164	Prosciutto di Parma	Food Stuff	APRIL 2010- MARCH 2011	Italy	Consorzio del Prosciutto di Parma Via Marco dell' Arpa 8/b, 43100 Parma PR-Italy	Yes
64	434	Ratlami Sev	Food Stuff	APRIL 2014 - MARCH 2015	Madhya Pradesh	Ratlami Sev Evam Namkeen Mandal, 35, Gopal Nagar, Opp. Teacher's Colony, Sagod Road, Ratlam - 457001, Madhya Pradesh, India.	Yes

65	382	Joynagar Moa	Food Stuff	APRIL 2014 - MARCH 2015	West Bengal	Joynagar Moa Nirbankari Society, Radhaballavtala Road, Joynagar - 743337, South 24 Parganas, West Bengal, India.	Yes
66	121	Tirupathi Laddu	Foodstuff	APRIL 2009 - MARCH 2010	Andhra Pradesh	Tirumala Tirupati Devasthanam, TTD Administrative Building, K.T. Road, Tirupathi - 517 501, Andhra Pradesh.	No
67	80	Dharwad Pedha	Foodstuff	APRIL 2008 - MARCH 2009	Karnataka	Thakur's Dharwad Pedha Manufacturers' Welfare Trust, #482, Thakur's Building, (Near Sri Rama Temple), Line Bazar, Dharwad - 580 001.	No
68	4	Pochampalli Ikat	Handicraft	APRIL 2004 - MARCH 2005	Andhra Pradesh	Pochampally Handloom Weavers Co-op Society Ltd., Pochampally Handloom Tie & Dye Silk Sarees Manufacturers Association, Post & Mandal Pochampally, District Nalgonda-508 284, Andhra Pradesh.	No
69	28	Srikalahasthi Kalamkari	Handicraft	APRIL 2005 - MARCH 2006	Andhra Pradesh	Kalamkari Artisans Revival and Upsurge for National Acclaim (KARUNA), Srikalahasthi, Chittoor, District, Andhra Pradesh - 517644, India.	No
70	44	Kondapalli Bommallu	Handicraft	APRIL 2007 - MARCH 2008	Andhra Pradesh	LIGHT (LANCO Institute of General Humanitarian Trust), Lanco House, 141, Avenue 8, Road No.2, Banjara Hills, Hyderabad - 500034	No
71	90	Machilipatnam Kalamkari	Handicraft	APRIL 2008 - MARCH 2009	Andhra Pradesh	Vegetable Hand-block Kalamkari Printers Association, Near Brahmapuram Railway Gate, Agastheswara Puram, Pedana 521 566, Pendana Mandal, Krishna District, Andhra Pradesh, India.	No

72	89	Budiiti Bell & Brass Craft	Handicraft	APRIL 2008 - MARCH 2009	Andhra Pradesh	Sri Vijayadurga Kanchu Ithadi Panivarala Sangham Society, Budhithi Village, Saravakota Mandal, Srikakulam District, Andhra Pradesh - 532 427.	No
73	107	Andhra Pradesh Leather Puppetry	Handicraft	APRIL 2008 - MARCH 2009	Andhra Pradesh	Andhra Pradesh Handicrafts Development Corporation Ltd., "Hasthkala Bhavan", Musheerabad, Hyderabad - 20.	No
74	122	Uppada Jamdani Sarees	Handicraft	APRIL 2008 - MARCH 2009	Andhra Pradesh	The Uppada Handloom Weavers Co-operative Production & Sales Society Ltd., Uppada, U Kothapalli Mandal, East Godhavari Dist, Andhra Pradesh - 533 447.	No
75	37	Madhubani Paintings	Handicraft	APRIL 2006 - MARCH 2007	Bihar	Director of Industries, Vikas Bhawan, Department of Industries, Bihar, Patna	No
76	73	Applique - Khatwa Patch Work of Bihar	Handicraft	APRIL 2007 - MARCH 2008	Bihar	Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, West Block No.7, R.K. Puram, New Delhi	No
77	74	Sujini Embroidery Work of Bihar	Handicraft	APRIL 2007 - MARCH 2008	Bihar	Development Commissioner (Handicrafts), Ministry of Textiles, Government of India,	No
78	75	Sikki Grass Work of Bihar	Handicraft	APRIL 2007 - MARCH 2008	Bihar	Development Commissioner (Handicrafts), Ministry of Textiles,	No
79	84	Bastar Wooden Craft	Handicraft	APRIL 2008 - MARCH 2009	Chhattisgarh	Chhattisgarh Hastshilp Vikas Board, C-35, Ravi Nagar, Raipur, Chhattisgarh	No
80	82	Bastar Iron Craft	Handicraft	APRIL 2008 - MARCH 2009	Chhattisgarh	Chhattisgarh Hastshilp Vikas	No
81	100	Sankheda Furniture	Handicraft	APRIL 2008 - MARCH	Gujarat	Development Commissioner (Handicrafts), Ministry of	No

				2009		Textiles,	
82	101	Agates of Cambay	Handicraft	APRIL 2008 - MARCH 2009	Gujarat	Development Commissioner (Handicrafts), Ministry of Textiles,	No
83	103	Kutch Embroidery	Handicraft	APRIL 2008 - MARCH 2009	Gujarat	Development Commissioner (Handicrafts), Ministry of Textiles,	No
84	79	Chamba Rumal	Handicraft	APRIL 2008 - MARCH 2009	Himachal Pradesh	H.P. Patent Information Centre	No
85	149	Kinnauri Shawl	Handicraft	APRIL 2010- MARCH 2011	Himachal Pradesh	H.P. Patent Information Centre	No
86	11	Mysore Silk	Handicraft	APRIL 2005 - MARCH 2006	Karnataka	Karnataka Silk Industries Corporation Limited, (A Government of Karnataka Enterprise), III & IV Floor, Public Utility Building, M.G. Road, Bangalore – 560 001, Karnataka, India.	No
87	76	Ilkal Sarees	Handicraft	APRIL 2007 - MARCH 2008	Karnataka	Commissioner for Textile Development & Director of Handlooms & Textiles, Government of Karnataka, No. 14/3A, 3rd Floor, R.P. Building, Nrupatunga Road, Bangalore - 560001	No
88	60	Ganjifa cards of Mysore (Karnataka)	Handicraft	APRIL 2007 - MARCH 2008	Karnataka	Development Commissioner (Handicrafts), Ministry of Textiles,	No
89	61	Navalgund Durries	Handicraft	APRIL 2007 - MARCH 2008	Karnataka	Development Commissioner (Handicrafts), Ministry of Textiles,	No
90	62	Karnataka Bronze Ware	Handicraft	APRIL 2007 - MARCH 2008	Karnataka	Development Commissioner (Handicrafts), Ministry of Textiles,	No
91	77	Molakalmuru Sarees	Handicraft	APRIL 2007 - MARCH 2008	Karnataka	Commissioner for Textile Development & Director of Handlooms & Textiles, Government of Karnataka,	No

92	134	Sandur Lambani Embroidery	Handicraft	APRIL 2010- MARCH 2011	Karnataka	Sandur Kushala Kala Kendra (Registered under The Karnataka Societies Registration Act, 1960) Sandur - 583 119, Bellary Dist., Karnataka	No
93	213	Kinhal Toys	Handicraft	APRIL 2011 - MARCH 2012	Karnataka	Karnataka State Handicrafts Development Corporation Limited, 45, KSHDC Complex, Mahatma Gandhi Road, Bangalore - 560 001.	No
94	3	Aranmula Kannadi	Handicraft	APRIL 2004 - MARCH 2005	Kerala	Viswabrahmana Aranmula Metal Mirror Nirman Society, Viswabrahmana Buildings. S. Fort, Aranmula, Kerala - 689 533, India.	No
95	54	Alleppey Coir	Handicraft	APRIL 2007 - MARCH 2008	Kerala	Coir Board, Ministry of Agro & Rural Industries, Government of India, Coir House, Post Box Number. 1752, M.G Road, Cochin - 682016	No
96	59	Maddalam of Palakkad	Handicraft	APRIL 2008 - MARCH 2009	Kerala	Development Commissioner (Handicrafts), Ministry of Textiles,	No
97	58	Screw Pine Craft of Kerala	Handicraft	APRIL 2008 - MARCH 2009	Kerala	Development Commissioner (Handicrafts), Ministry of Textiles, Government of India,	No
98	57	Brass Broidered Coconut Shell Crafts of Kerala	Handicraft	APRIL 2008 - MARCH 2009	Kerala	Development Commissioner (Handicrafts), Ministry of Textiles, Government of India,	No
99	144	Cannanore Home Furnishings	Handicraft	APRIL 2009 - MARCH 2010	Kerala	Cannanore Home Furnishing Products Consortium, 2nd Floor, Alpha Chambers, North Malabar Chamber of Commerce, Thallesery Road, Kannur, Kerala - 670 002	No
100	152	Balaramapuram Sarees and Fine	Handicraft	APRIL 2009 - MARCH	Kerala	The Director, Directorate of Handlooms and Textiles Government of	No

		Cotton Fabrics		2010		Kerala, " Vikas Bhavan",4th Floor, Thiruvananthapuram-695 03, Kerala	
101	170	Kasaragod Sarees	Handicraft	APRIL 2010- MARCH 2011	Kerala	The Director, Directorate of Handlooms and Textiles, Government of Kerala,	No
102	179	Kuthampully Sarees	Handicraft	APRIL 2010- MARCH 2011	Kerala	The Director, Directorate of Handlooms and Textiles, Government of Kerala,	No
103	6	Payyannur Pavithra Ring	Handicraft	APRIL 2010- MARCH 2011	Kerala	Proprietor name removed by Honorable IPAB Chennai	No
104	7	Chanderi Fabric	Handicraft	APRIL 2005 - MARCH 2006	Madhya Pradesh	Chanderi Development Foundation, Old Telephone Exchange Building, Rajghat Road, Chanderi, Madhya Pradesh, India.	No
105	98	Bagh Prints of Madhya Pradesh	Handicraft	APRIL 2008 - MARCH 2009	Madhya Pradesh	Development Commissioner (Handicrafts), Ministry of Textiles,	No
106	8	Solapur Chaddar	Handicraft	APRIL 2005 - MARCH 2006	Maharashtra	Textile Development Foundation, 79, Jodbasavanna Chowk, Raviwar Peth, Solapur – 413 005	No
107	9	Solapur Terry Towel	Handicraft	APRIL 2005 - MARCH 2006	Maharashtra	Textile Development Foundation,	No
108	128	Puneri Pagadi	Handicraft	APRIL 2009 - MARCH 2010	Maharashtra	Shree Puneri Pagadi Sangh Jadhav Sansar, 592/93, Narayan Peth, Shivshakti Apartment, Ground Floor, Next to Kanya Shala, Pune - 411 030, Maharashtra	No
109	150 & 153	Paithani Sarees and Fabrics	Handicraft	APRIL 2010- MARCH 2011	Maharashtra	Maharashtra State Handlooms Corporation, No.1 Indrayani Handloom, Aurangpura, Near Samana Office, Aurangabad- 431001, Maharashtra, India.	No

110	10	Kotpad Handloom fabric	Handicraft	APRIL 2005 - MARCH 2006	Odisha	The Orissa State Handloom Weavers Co-op. Society Ltd.,(BOYANIKA)	No
111	22	Orissa Ikat	Handicraft	APRIL 2005 - MARCH 2006	Odisha	The Orissa State Handloom Weavers Co-op. Society Ltd., (BOYANIKA),	No
112	87	Konark Stone carving	Handicraft	APRIL 2008 - MARCH 2009	Odisha	Orissa State Cooperative Handicrafts Corporation Limited	No
113	86 & 108	Pipli Applique Work	Handicraft	APRIL 2008 - MARCH 2009	Odisha	Orissa State Cooperative Handicrafts Corporation Limited	No
114	136	Khandua Saree and Fabrics	Handicraft	APRIL 2010- MARCH 2011	Odisha	Cooperative Societies of Khandua Saree & Fabrics of Orissa	No
115	167	Gopalpur Tussar Fabrics	Handicraft	APRIL 2011 - MARCH 2012	Odisha	Sri Bishnu Weavers Cooperative Society, Gopalpur, Post Prathamkhandi, Via - Dharmasala, District Jaipur and 12 Others	No
116	27	Phulkari	Handicraft	APRIL 2010- MARCH 2011	Punjab, Haryana & Rajasthan	Punjab Small Industries & Export Corporation Ltd., 18, Himalaya Marg, Udyog Bhawan, Sector-17, Chandigarh	No
117	66	Blue Pottery of Jaipur	Handicraft	APRIL 2008 - MARCH 2009	Rajasthan	Development Commissioner (Handicrafts), Ministry of Textiles,	No
118	67	Molela Clay Work	Handicraft	APRIL 2008 - MARCH 2009	Rajasthan	Development Commissioner (Handicrafts), Ministry of Textiles,	No
119	68	Kathputlis of Rajasthan	Handicraft	APRIL 2008 - MARCH 2009	Rajasthan	Development Commissioner (Handicrafts), Ministry of Textiles,	No
120	147	Sanganeri Hand Block Printing	Handicraft	APRIL 2009 - MARCH 2010	Rajasthan	Calico Printers Cooperative Society Ltd., Main Road, Sanganer - 302029, District. Jaipur, Rajasthan.	No

121	5	Salem Fabric	Handicraft	APRIL 2005 - MARCH 2006	Tamil Nadu	Salem Exporters Association, 108, Sivanar Main Road, Gugai, Salem – 636 006	No
122	15	Kancheepuram Silk	Handicraft	APRIL 2005 - MARCH 2006	Tamil Nadu	Department of Handlooms and Textiles, (Government of Tamil Nadu) Kuralagam IInd Floor, Chennai – 600 018, India.	No
123	16	Bhavani Jamakkalam	Handicraft	APRIL 2005 - MARCH 2006	Tamil Nadu	Department of Handlooms and Textiles, (Government of Tamilnadu)	No
124	21	Madurai Sungudi	Handicraft	APRIL 2005 - MARCH 2006	Tamil Nadu	Department of Handlooms and Textiles, (Government of Tamilnadu)	No
125	47	Thanjavur Paintings	Handicraft	APRIL 2007 - MARCH 2008	Tamil Nadu	Thanjavur Oviya Padhukaapu Sangam(Reg Body), 1st Floor, 18A 2886, Srinivasa Pillai Road, Santhapillai Gate, Thanjavur.	No
126	65	Temple Jewellery of Nagercoil	Handicraft	APRIL 2007 - MARCH 2008	Tamil Nadu	Development Commissioner (Handicrafts), Ministry of Textiles,	No
127	63	Thanjavur Art Plate	Handicraft	APRIL 2007 - MARCH 2008	Tamil Nadu	Development Commissioner (Handicrafts), Ministry of Textiles,	No
128	94	Salem Silk known as Salem Venpattu	Handicraft	APRIL 2007 - MARCH 2008	Tamil Nadu	Department of Handlooms and Textiles, Government of Tamil Nadu,	No
129	93	Kovai Cora Cotton	Handicraft	APRIL 2007 - MARCH 2008	Tamil Nadu	Department of Handlooms and Textiles, Government of Tamil Nadu,	No
130	92	Arani Silk	Handicraft	APRIL 2007 - MARCH 2008	Tamil Nadu	Department of Handlooms and Textiles, Government of Tamil Nadu	No
131	64	Swamimalai Bronze Icons	Handicraft	APRIL 2008 - MARCH 2009	Tamil Nadu	Development Commissioner (Handicrafts), Ministry of Textiles,	No

13 2	96	Thanjavur Doll	Handicraft	APRIL 2008 - MARCH 2009	Tamil Nadu	Thanjavur Chamber of Commerce, 18A/2886, Srinivasa Pillai Road, Santhapillai Gate, Thanjavur	No
13 3	195	Pattamadai Pai ('Pattamadai Mat')	Handicraft	APRIL 2012 - MARCH 2013	Tamil Nadu	Tamil Nadu Handicrafts Development Corporation, 'Poompuhar', A Government of Tamil Nadu Undertaking at No.759, Anna Salai, Chennai - 600 002, Tamil Nadu, India.	No
13 4	196	Nachiarkoil Kuthuvilakku ('Nachiarkoil Lamp')	Handicraft	APRIL 2012 - MARCH 2013	Tamil Nadu	Tamil Nadu Handicrafts Development Corporation (Poompuhar)	No
13 5	135	Toda Embroidery	Handicraft	APRIL 2012 - MARCH 2013	Tamil Nadu	Toda Nalavaazhvu Sangam, Hospital Road, Ootacamund - 643 001, Nilgiris District, Tamil Nadu, India.	No
13 6	209	Thanjavur Veenai	Handicraft	APRIL 2012 - MARCH 2013	Tamil Nadu	The Thanjavur Musical Instruments Workers Co-operative Cottage Industrial Society Limited, Thanjavur (Reg.No.T1270.Estd.1952), No.16 South Main Road, Thanjavur, Tamil Nadu, India, Facilitated by Tamil Nadu State Council for Science & Technology.	No
13 7	53	Silver Filigree of Karimnagar	Handicraft	APRIL 2007 - MARCH 2008	Telangana	Karimnagar Silver Filigree Handicrafts Mutually Aided Co-Operative Welfare Society Limited, No.4-5-38, Fathepura, Karimnagar - 505001, Andhra Pradesh.	No
13 8	91	Nirmal Toys and Craft	Handicraft	APRIL 2008 - MARCH 2009	Telangana	Nirmal Toys & Arts Industrial Co-operative Society Ltd., Beside Government Boys Junior College, Nirmal - 504 106 Dist: Adilabad, Andhra Pradesh, India.	No
13 9	105	Nirmal Furniture	Handicraft	APRIL 2008 -	Telangana	Andhra Pradesh Handicrafts Development	No

				MARCH 2009		Corporation Ltd.,	
14 0	106	Nirmal Paintings	Handicraft	APRIL 2008 - MARCH 2009	Telangana	Andhra Pradesh Handicrafts Development Corporation Ltd.,	No
14 1	137	Gadwal Sarees	Handicraft	APRIL 2010- MARCH 2011	Telangana	The Rajoli Handloom Weavers Cooperative Productions Sales Society Ltd., Regn: No. 20374, Post - Rajoli, Weddepally Mandal, Mahabubnagar Dist., Andhra Pradesh - 509 126	No
14 2	190	Cheriyal Paintings	Handicraft	APRIL 2010- MARCH 2011	Telangana	Cheriyal Nakashi Chitrakala Trust, Cheriyal Town, Cheriyal Post & Mandal, Warangal District, Andhra Pradesh - 506 223.	No
14 3	194	Pembarthi Metal Craft	Handicraft	APRIL 2010- MARCH 2011	Telangana	The Vishwakarma Brass, Copper & Silver Industrial Co-operative Society Ltd., Registration No.488, Pembarthi - 506 201 Warangal District, Andhra Pradesh.	No
14 4	119	Lucknow Chikan Craft	Handicraft	APRIL 2008 - MARCH 2009	Uttar Pradesh	Small Scale Industry, U.P. Government, Shri. Lal Bahadur Shastri Bhawan, U.P. Secretariat, Lucknow - 226 001	No
14 5	52	Nakshi Kantha	Handicraft	APRIL 2007 - MARCH 2008	West Bengal	KAARU – KUL FOUNDATION, F-463, (Khasra No.316), Gali No.2, Lado Sarat, New Delhi - 110030	No
14 6	104	Santiniketan Leather Goods	Handicraft	APRIL 2008 - MARCH 2009	West Bengal	Santiniketani Artistic Leather Goods Manufacturer's Welfare Association, Village- Surul, Post Office - Sriniketan (Santiniketan), District - Birbhum, West Bengal - 731 236.	No
14 7	138	Santipore Saree	Handicraft	APRIL 2009 - MARCH 2010	West Bengal	Patent Information Centre, West Bengal	No

148	12	Kota Doria	Handicraft	APRIL 2005 - MARCH 2006	Rajasthan	Kota Doria Development Hadauti Foundation (KDHF)	No (Logo in App. No. 191)
149	99	Banaras Brocades and Sarees	Handicraft	APRIL 2009 - MARCH 2010	Uttar Pradesh	Banaras Bunkar Samiti, Sharma Katra, Rangoli Garden, Chouraha, Near Rangoli Garden Restaurant, Sarnath, Varanasi - 221 007, UP	No (Logo in App. No. 237)
150	19	Kullu Shawl	Handicraft	APRIL 2005 - MARCH 2006	Himachal Pradesh	H.P. Patent Information Centre	No (Logo in App. No. 383)
151	55	Muga Silk	Handicraft	APRIL 2007 - MARCH 2008	Assam	Patent Information Center, Assam Science Technology and Environment Council (ASTECC), 3rd Floor, City Co-operative Building, U.N.B. Road, Silpukhuri, Guwahati - 781 003, Assam, India.	No (Logo in App. No. 384)
152	88	Orissa Pattachitra	Handicraft	APRIL 2008 - MARCH 2009	Odisha	Orissa State Cooperative Handicrafts Corporation Limited	No (Logo in App. No. 386)
153	83	Bastar Dhokra	Handicraft	APRIL 2008 - MARCH 2009	Chhattisgarh	Chhattisgarh Hastshilp Vikas Board, C-35, Ravi Nagar, Raipur, Chhattisgarh	No (Logo in App. No. 387)
154	102	Bell Metal Ware of Datia and Tikamgarh	Handicraft	APRIL 2008 - MARCH 2009	Madhya Pradesh	Development Commissioner (Handicrafts), Ministry of Textiles, Government of India,	No (Logo in App. No. 388)
155	97	Leather Toys of Indore	Handicraft	APRIL 2008 - MARCH 2009	Madhya Pradesh	Development Commissioner (Handicrafts), Ministry of Textiles,	No (Logo in App. No. 388)

							399)
156	189	Venkatagiri Sarees	Handicraft	APRIL 2011 - MARCH 2012	Andhra Pradesh	The Kasipeta Handloom Weavers Cooperative Production and Sale Society, No.7, Venkatagiri - 524 132, Nellore Dt. (A.P.) and 17 others	Yes
157	203	Bobbili Veena	Handicraft	APRIL 2011 - MARCH 2012	Andhra Pradesh	Sarada Veena Workers Cottage Industrial Cooperative Society, Gollapalli Village, Bobbili Municipality & Mandal, Vizianagaram District, Andhra Pradesh - 535 573.	Yes
158	198	Mangalagiri Sarees and Fabrics	Handicraft	APRIL 2012 - MARCH 2013	Andhra Pradesh	Mangalagiri Sarees and Fabrics Apex Society, Door No.9-53, Near Yerracheruvu GNT Road, Mangalagiri, Guntur District, Andhra Pradesh.	Yes
159	384	Muga Silk of Assam (Logo)	Handicraft	APRIL 2013 - MARCH 2014	Assam	Patent Information Center, ASTEC, Assam Science Technology and Environment Council (ASTIC),	Yes
160	180	Bhagalpur Silk	Handicraft	APRIL 2012 - MARCH 2013	Bihar	Bhagalpur Tussar Silk Development Samiti, Weavers Service Center, Kanchangarh, Barari, Bhagalpur - 812 003, Bihar	Yes
161	172	Champa Silk Saree and Fabrics	Handicraft	APRIL 2010- MARCH 2011	Chhattisgarh	Champa Raigarh Hathkargha Kosa Bunkar Kalyan Samiti, C-48, Sector -I, Madhya Pradesh Grih Nirman, M. Colony, Shankar Nagar, Tahsil - Raipur, District - Raipur, Chhattisgarh.	Yes
162	387	Bastar Dhokra (Logo)	Handicraft	APRIL 2013 - MARCH 2014	Chhattisgarh	CG Haat Campus, Pandri Previously at C35, Ravi Nagar, Raipur, Chhattisgarh, INDIA, 492001.	Yes
163	127	Tangaliya Shawl	Handicraft	APRIL 2009 - MARCH 2010	Gujarat	Tangaliya Hastkala Association, NIFT, Gandhinagar, Ministry of Textiles, GH-0 Road, Near	Yes

						Info city, Gandhinagar - 382 007, Gujarat	
164	171	Surat Zari Craft	Handicraft	APRIL 2010- MARCH 2011	Gujarat	The Surat Jari Manufacturers Association, Safe Deposit Chambers, Chautapool, Surat - 395 003. & 4 others.	Yes
165	174	Kachchh Shawls	Handicraft	APRIL 2011 - MARCH 2012	Gujarat	Kutch Weavers Association, At Post: Bhujodi, Taluka. Bhuj, District: Kutch 370 020, Gujarat, India.	Yes
166	232	Patan Patola	Handicraft	APRIL 2013 - MARCH 2014	Gujarat	Patan Double Ikat Patola Weavers Association, Patolawala Farm House, O/s Phatipal Gate, Salviwado, City: Patan, Ta: Patan, District: Patan of Gujarat.	Yes
167	381	Kangra Paintings	Handicraft	APRIL 2013 - MARCH 2014	Himachal Pradesh	H.P. Patent Information Centre	Yes
168	51	Kani Shawl	Handicraft	APRIL 2008 - MARCH 2009	Jammu & Kashmir	TAHAFUZ, (Registered Under the J & K Societies Act, Registration Number : 5611-S/2007) Nowshera, Zadibal, P.O. Nowshera, Distt. Srinagar - 190 011, Jammu & Kashmir, India.	Yes
169	46	Kashmir Pashmina	Handicraft	APRIL 2008 - MARCH 2009	Jammu & Kashmir	TAHAFUZ, (Registered Under the J & K Societies Act,	Yes
170	48	Kashmir Sozani Craft	Handicraft	APRIL 2008 - MARCH 2009	Jammu & Kashmir	TAHAFUZ, (Registered Under the J & K Societies Act,	Yes
171	20	Bidriware	Handicraft	APRIL 2005 - MARCH 2006	Karnataka	Karnataka State Handicrafts Development Corporation Limited,	Yes
172	23	Channapatna Toys & Dolls	Handicraft	APRIL 2005 - MARCH 2006	Karnataka	Karnataka State Handicrafts Development Corporation Limited,	Yes

173	24	Mysore Rosewood Inlay	Handicraft	APRIL 2005 - MARCH 2006	Karnataka	Karnataka State Handicrafts Development Corporation Limited,	Yes
174	31	Kasuti Embroidery	Handicraft	APRIL 2005 - MARCH 2006	Karnataka	Karnataka State Handicrafts Development Corporation Limited,	Yes
175	32	Mysore Traditional Paintings	Handicraft	APRIL 2005 - MARCH 2006	Karnataka	Karnataka State Handicrafts Development Corporation Limited,	Yes
176	181	Kashmir Paper Machie	Handicraft	APRIL 2011 - MARCH 2012	Kashmir	TAHAFUZ, Society registered under the J & K Societies Act	Yes
177	182	Kashmir Walnut Wood Carving	Handicraft	APRIL 2011 - MARCH 2012	Kashmir	TAHAFUZ, Society registered under the J & K Societies	Yes
178	204	Khatamband	Handicraft	APRIL 2011 - MARCH 2012	Kashmir	TAHAFUZ, Society of Handicraft Artisans of J & K, Srinagar, <i>Tahafuz, CDI Campus, Opp J&K Bank, Baghi - Ali - Mardan Khan, Nowshera, Srinagar, Kashmir - 190 011.</i>	Yes
179	225	Chendamangalam Dhoties & Set Mundu	Handicraft	APRIL 2011 - MARCH 2012	Kerala	The Director Directorate of Handlooms and Textiles Government of Kerala "Vikas Bhavan", 4th Floor, Thiruvananthapuram, Pin code - 695 033, Kerala & 10 others	Yes
180	197	Maheshwar Sarees & Fabrics	Handicraft	APRIL 2012 - MARCH 2013	Madhya Pradesh	Maheshwar Hathkargha Vikas Samiti, 306, Kherapatti Marg, Maheshwar, Madhya Pradesh.	Yes
181	388	Bell Metal Ware of Datia and Tikamgarh (Logo)	Handicraft	APRIL 2013 - MARCH 2014	Madhya Pradesh	Development Commissioner (Handicrafts), Ministry of Textiles,	Yes
182	399	Leather Toys of Indore (Logo)	Handicraft	APRIL 2014 - MARCH	Madhya Pradesh	Development Commissioner (Handicrafts), Ministry of	Yes

				2015		Textiles,	
183	239	Warli Painting	Handicraft	APRIL 2013 - MARCH 2014	Maharashtra	Adivasi Yuva Seva Sangh, AYUSH, Kothal Pada, Village - Waghadi, Post - Kasa, Taluka - Dahanu, District - Thane, Maharashtra, 401607.	Yes
184	207	Dhalapathar Parda & Fabrics	Handicraft	APRIL 2012 - MARCH 2013	Odisha	Directorate of Textiles & Handloom, Government of Orissa, Satyanagar, Bhubaneswar, India.	Yes
185	208	Sambalpuri Bandha Saree & Fabrics	Handicraft	APRIL 2012 - MARCH 2013	Odisha	Directorate of Textiles & Handloom, Government of Orissa, Satyanagar, Bhubaneswar, India.	Yes
186	217	Bomkai Saree & Fabrics	Handicraft	APRIL 2012 - MARCH 2013	Odisha	Directorate of Textiles & Handloom, Government of Orissa,	Yes
187	219	Habaspuri Saree & Fabrics	Handicraft	APRIL 2012 - MARCH 2013	Odisha	The Secretary, Chichaiguda Weavers Co-Operative Society, Chichaguda (P.O), Kalahandi (Dist), Odisha.	Yes
188	220	Berhampur Patta (Phoda Kumbha) Saree & Joda	Handicraft	APRIL 2012 - MARCH 2013	Odisha	Directorate of Textiles & Handloom, Government of Orissa,	Yes
189	201	Villianur Terracotta Works	Handicraft	APRIL 2011 - MARCH 2012	Pondicherry	India's Traditional Folklore Craft Foundation, No.4, 4th Street, Pudhunagar I, Kanuvapet, Villianur, Pondicherry - 605 110.	Yes
190	202	Tirukanur Papier Mache Craft	Handicraft	APRIL 2011 - MARCH 2012	Pondicherry	India's Traditional Folklore Craft Foundation	Yes
191	191	Kota Doria (Logo)	Handicraft	APRIL 2010- MARCH 2011	Rajasthan	Kota Doria Development Hadauti Foundation (KDHF) Sardar Bazar, Kaithun, District Kota, Rajasthan.	Yes

19 2	183	Bagru Hand Block Print	Handicraft	APRIL 2011 - MARCH 2012	Rajasthan	Bagru Haath Thappa Chhapai Dastkar Sanrakshan Avvam Vikas Samiti (BHTCDSAVS), Lakshminath Chowk, Chhipa Mohalla, Bagru - 303 007, Dist - Jaipur, Rajasthan.	Yes
19 3	244	Thewa Art Work	Handicraft	APRIL 2013 - MARCH 2014	Rajasthan	Rajasthan Thawa Kala Sansthan, Pratapgargh, Rajasthan.	Yes
19 4	200	Chettinad Kottan	Handicraft	APRIL 2012 - MARCH 2013	Tamil Nadu	Reviev Kottan (Palm Leafs Knitting) Society, Raja Street, Kanadukathan Post, Karaikudi Taluk, Sivagangai District, Tamil Nadu, India. Facilitated by The M.Rm.Rm Cultural Foundation, Chennai.	Yes
19 5	188	Siddipet Gollabama	Handicraft	APRIL 2011 - MARCH 2012	Telangana	Handloom Weavers Cooperative Society Ltd, Siddipet, Main Road, Post Siddipet, Medak Dist A.P. - 502 103. & 3 others.	Yes
19 6	214	Narayanpet Handloom Sarees	Handicraft	APRIL 2012 - MARCH 2013	Telangana	Narayanpet Silk and Cotton Handloom Sarees Apex Society, H.No.3-3-43, Kalyani Street, Saraf Bazaar, Narayanpet - 509210, District Mahabubnagar, Andhra Pradesh, India.	Yes
19 7	148	Hand made Carpet of Bhadohi	Handicraft	APRIL 2010- MARCH 2011	Uttar Pradesh	All India Carpet Manufacturer Association, Maryad Patti, Bhadohi, Distt. Sant Ravidas Nagar - Bhadohi, UP	Yes
19 8	233	Agra Durrie	Handicraft	APRIL 2012 - MARCH 2013	Uttar Pradesh	Gramin Hatkala Vikas Samiti, F-111, Anand Vrindavan, Sanjay Palace, Agra - 282002, Uttar Pradesh, India.	Yes
19 9	234	Farrukhabad Prints	Handicraft	APRIL 2012 - MARCH 2013	Uttar Pradesh	Vastra Chapai Udyog Samiti, 4/15 Chowk, Railway Road, Farrukhabad - 209 625, Uttar Pradesh, India.	Yes

200	236	Lucknow Zardozi	Handicraft	APRIL 2012 - MARCH 2013	Uttar Pradesh	Kalatmak Hastshilp Self Help Group Foundation, No.6, Hamid Road, City Station, Lucknow, Uttar Pradesh, India.	Yes
201	237	Banaras Brocades and Sarees (Logo)	Handicraft	APRIL 2012 - MARCH 2013	Uttar Pradesh	Banaras Bunkar Samiti, Sharma Katra, Rangoli Garden, Chouraha, Near Rangoli Garden Restaurant, Sarnath, Varanasi - 221 007, UP and 8 others	Yes
202	155	Firozabad Glass	Handicraft	APRIL 2013 - MARCH 2014	Uttar Pradesh	Export Commissioner, Uttar Pradesh Government Export Promotion Bureau, PUCUP Bhawan, Vibhuti Khand, Gomti Nagar, Lucknow, Uttar Pradesh	Yes
203	161	Moradabad Metal Craft	Handicraft	APRIL 2013 - MARCH 2014	Uttar Pradesh	Export Commissioner, Uttar Pradesh Government Export Promotion Bureau	Yes
204	184	Saharanpur Wood Craft	Handicraft	APRIL 2013 - MARCH 2014	Uttar Pradesh	Export Commissioner, Uttar Pradesh Government Export Promotion Bureau	Yes
205	178	Khurja Pottery	Handicraft	APRIL 2014 - MARCH 2015	Uttar Pradesh	Export Commissioner, Uttar Pradesh Government, Export Promotion Bureau	Yes
206	397	Banaras Gulabi Meenakari Craft	Handicraft	APRIL 2014 - MARCH 2015	Uttar Pradesh	Secretary, Sabhagi Welfare Samitte, K.9/30, Paththar Gali Bharionath, Varanasi, Uttar pradesh, India, 221002.	Yes
207	457	Varanasi Wooden Lacquerware & Toys	Handicraft	APRIL 2014 - MARCH 2015	Uttar Pradesh	Balaji Handicrafts Cooperative Society Ltd., B.24/97, Kashmiriganj, Varanasi, Uttar Pradesh - 221010, India	Yes
208	458	Mirzapur Handmade Dari	Handicraft	APRIL 2014 - MARCH 2015	Uttar Pradesh	Pooja Handloom Silk Utpadan Sahkari Samiti Ltd, through its member secretary Mr. Pyare Lal, Thathara, Block-Sewapuri, Varanasi, Uttar Pradesh, India, 221403	Yes
209	173	Baluchari Saree	Handicraft	APRIL 2011 -	West Bengal	Patent Information Centre, West Bengal	Yes

				MARCH 2012			
21 0	176	Dhaniakhali Saree	Handicraft	APRIL 2011 - MARCH 2012	West Bengal	Patent Information Centre, West Bengal	Yes
21 1	140	Champagne	Manufactur ed	APRIL 2010- MARCH 2011	France	Comite Inter professional du Vin de Champagne (CIVC), 5, rue Henry Martin, 51204, Epernay Cedex, France	No
21 2	230	Cognac	Manufactur ed	APRIL 2011 - MARCH 2012	France	Bureau National Interprofessionnel du Cognac (BNIC), 23, Allees du Champ de Mars,m 16100, Cognac, France.	No
21 3	120	Feni	Manufactur ed	APRIL 2008 - MARCH 2009	Goa	The Goa Cashew Feni Distillers & Bottlers Association, D3/26, Tivim Industrial Estate, Karaswado Mapusa, Goa - 403 507.	No
21 4	123	Nashik Valley Wine	Manufactur ed	APRIL 2010- MARCH 2011	Maharashtr a	National Horticulture Board, No.85, Institutional Area, Sector-18, Gurgaon - 122 015, Haryana, India	No
21 5	243	Tequila	Manufactur ed	APRIL 2012 - MARCH 2013	Mexico	CONSEJO REGULADOR DEL TEQUILA, A.C, Avenida Patria 723 Jardiness de Guadalupe 45030, Zapopan Jalisco, Mexico.	No
21 6	43	Peruvian Pisco	Manufactur ed	APRIL 2009 - MARCH 2010	Peru	Embassy of Peru, (Ambassador of Peru to India), C-1/24, Vasant Vihar, New Delhi - 110057	No
21 7	226	Porto	Manufactur ed	APRIL 2011 - MARCH 2012	Portugal	INSTITUTO DOS VINHOS DO DOURO E DO PORTO Portuguese legal entity, Rua Ferreria Borges, No.27, 4050-253 PORTO Portugal	No
21 8	227	Douro	Manufactur ed	APRIL 2011 - MARCH 2012	Portugal	INSTITUTO DOS VINHOS DO DOURO E DO PORTO Portuguese legal entity,	No

219	26	Coimbatore Wet Grinder	Manufactured	APRIL 2005 - MARCH 2006	Tamil Nadu	Coimbatore Wet Grinders & Accessories Manufacturers Association, 133, Katoor Street, P.N.Palayam, Coimbatore – 641 037, Email: cowmawetgrinders@gmail.com, phone: 0422-2242283, 2240803	No
220	95	E. I. Leather	Manufactured	APRIL 2007 - MARCH 2008	Tamil Nadu	The Trichy Tanners Association Society Registration No.33/88, No.10, Pudukkottai Road, Sembattu, Trichy - 620 007, (TN)	No
221	146	Napa Valley	Manufactured	APRIL 2010- MARCH 2011	USA	Napa Valley Vinters Association, P.O. Box 141, 899 Adams Street, Suite H, St. Helena, CA 94574, United States of America	No
222	13 & 18	Mysore Agarbathi	Manufactured	APRIL 2005 - MARCH 2006	Karnataka	All India Agarbathi Manufacturers Association, FKCCI Building, Kempgowda Road, Bangalore – 560 009	Yes
223	29	Mysore Sandalwood Oil	Manufactured	APRIL 2005 - MARCH 2006	Karnataka	Karnataka Soaps & Detergents Limited, (A Government of Karnataka Enterprise), Sandalwood Oil Division Mysore, Karnataka State – India & Sandalwood Oil Division, Shimoga, Karnataka State	Yes
224	30	Mysore Sandal soap	Manufactured	APRIL 2005 - MARCH 2006	Karnataka	Karnataka Soaps & Detergents Limited	Yes
225	157	Kannauj Perfume	Manufactured	APRIL 2013 - MARCH 2014	Uttar Pradesh	Export Commissioner, Uttar Pradesh Government Export Promotion Bureau,	Yes
226	159	Kanpur Saddlery	Manufactured	APRIL 2013 - MARCH 2014	Uttar Pradesh	Export Commissioner, Uttar Pradesh Government Export Promotion Bureau,	Yes

227	389	Meerut Scissors	Manufactured	APRIL 2014 - MARCH 2015	Uttar Pradesh	Shop No. 23, II nd Floor, Central Market, Khair Nagar, Meerut, Uttar Pradesh, India.	Yes
228	151	Scotch Whisky	Manufactured	APRIL 2010- MARCH 2011	United Kingdom	The Scotch Whisky Association No.20 Atholl Crescent, Edinburgh, EH3 8HF, Scotland, UK.	
229	405	Makrana Marble	Natural Goods	APRIL 2014 - MARCH 2015	Rajasthan	H1/320,RIICO Industrial Area Bidiyad, Makrana, Rajasthan, India, 341505.	Yes
230	215	Dharmavaram Handloom Pattu Sarees and Paavadas	Textile	APRIL 2013 - MARCH 2014	Andhra Pradesh	Dharmavaram Handloom Pattu Sarees Apex Society Ltd., D.No.10-2-5, Behind Jayalakshmi Theatre, Dharmavaram Town & mandal, Anantapur District, Andhra Pradesh.	Yes
231	383	Kullu ShawL (Logo)	Textile	APRIL 2013 - MARCH 2014	Himachal Pradesh	H.P. Patent Information Centre	Yes
232	371	Shaphee Lanphee	Textile	APRIL 2013 - MARCH 2014	Manipur	Department of Commerce & Industries, Govt. of Manipur Lamphelat, Imphal, Manipur - 795 004	Yes
233	372	Wangkhei Phee	Textile	APRIL 2013 - MARCH 2014	Manipur	Department of Commerce & Industries, Govt. of Manipur	Yes
234	373	Moirang Phee	Textile	APRIL 2013 - MARCH 2014	Manipur	Department of Commerce & Industries, Govt. of Manipur	Yes
235	386	Orissa Pattachitra (Logo)	Textile	APRIL 2013 - MARCH 2014	Odisha	Orissa State Cooperative Handicrafts Corporation Limited, D-2 & 3. Industrial Estate, Rasulgarh, Bhubaneshwar, Orissa	Yes

Annexure 2

Number of GIs Registered – Statewise

(As on 31st March, 2015)

STATE	GIs REGISTERED
Karnataka	33
Tamil Nadu	24
Kerala	22
Uttar Pradesh	20
Odisha	15
Andhra Pradesh	13
Rajasthan	11
Maharashtra	10
Telangana	10
West Bengal	10
Gujarat	9
Madhya Pradesh	8
Himachal Pradesh	6
Assam	5
Bihar	5
Chattisgarh	5
Manipur	4
Jammu and Kashmir	6
Nagaland	2
Pondicherry	2
Arunachal Pradesh	1
Goa	1
Meghalaya	1
Mizoram	1
Punjab	1
Haryana	1
Sikkim	1
Tripura	1
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Annexure- 3

List of studies pertaining to the economic impact of GIs in India

1. **SOCIO-ECONOMIC IMPLICATIONS OF PROTECTING GEOGRAPHICAL INDICATION IN INDIA**, a research paper by Kasturi Das, Published by Centre for WTO studies, Indian Institute for foreign trade.
 - A study on Geographical indication in India and major challenges confronting Indian GIs
 - http://wtocentre.iift.ac.in/Papers/GI_Paper_CWS_August%2009_Revised.pdf

2. **PRE- AND POST GEOGRAPHICAL INDICATION REGISTRATION MEASURES FOR HANDICRAFTS IN INDIA**, by Vrunda Kulkarni and Viren Konde, published in journal of Intellectual property rights, Vol 16 November 2011
 - GIs registration and its impact on handicrafts industry in India
 - <http://nopr.niscair.res.in/bitstream/123456789/13056/1/JIPR%2016%286%29%20463-469.pdf>

3. **THE ECONOMICS OF GEOGRAPHICAL INDICATION: TOWARDS A CONCEPTUAL FRAMEWORK FOR GEOGRAPHICAL INDICATION RESEARCH IN DEVELOPING COUNTRIES**, by Cerkia Bramley , Estelle Bienabe and Johann Kristin, a WIPO report on geographical indication
 - A study on the economic implication of GIs in developing countries
 - http://www.wipo.int/export/sites/www/ip-development/en/economics/pdf/wo_1012_e_ch_4.pdf

4. **GEOGRAPHICAL INDICATION- A CASE STUDY OF KASHMIRI PASHMINA**. by Sanjiv Singh, Published in New Man International journal of multidisciplinary studies
 - How the Kashmiri Pashmina shawl weavers are still economically marginalised and recommendations.
 - <http://www.newmanpublication.com/admin/issue/br/12%20SanjivSingh.doc.pdf>

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8. **BEYOND WINES AND SPIRITS: DEVELOPING COUNTRIES GI's PROTECTION AND THEIR POTENTIAL IN WTO REGIME WITH SPECIAL REFERNCE TO INDIA**, by Tushar Kanti Shah and Nalin Bharti, published in Journal of Intellectual Property rights, Vol 11, March 2006
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Annexure 4

Questionnaire



Study on Post GI Registration Marketing Initiatives

Part A

1. Your Name and Organisation-
2. Which Products do you make/sell
3. Name of Geographical Indication for your product and year of registration
4. Your product would fall in which of the following categories-
 - Agricultural products
 - Textile
 - Handicrafts
 - Manufactured Products
 - Any Other
5. Geographical area of production-
6. Special characteristics pertaining to the GI/ Uniqueness-
7. Are Producers aware of the GI for their product and its benefits?
 - i. To a large extent
 - ii. Somewhat
 - iii. Not much
 - iv. Not at all
8. Are Consumers aware of the GI for this product and its benefits?
 - i. To a large extent
 - ii. Somewhat

- iii. Not much
- iv. Not at all

9. Is there any way in which an ordinary customer can make out if the product is the original GI product?

Part B

10. Tick whichever best describes you (more than 1 can be ticked)

- Prodcuer/Artisan
- Mastercraftsman/ Master weaver
- Trader
- Representative of producer organization
- Representative of producers co-operative
- Representative of Marketing organization
- Any Other (Pls. specify)

11. If you are part of an organization, please indicate

- a. Designation (if any),
- b. Name the organization-
- c. No. of producers connected to the organization-

12. Estimated Annual Sales of the GI product from the region-

Qty _____ Value _____

As per your estimate,

13. What percentage of Annual sales are within the state –

14. What percentage of Annual sales are in other states of India-

15. What percentage of Annual sales are in International Markets-

16. Estimated Annual Sales of the GI by you/ through your organization-

Qty _____ Value _____

17. What would be the approximate number of producers of this GI product in the specified region?

18. What is the approximate Price per unit the Producer gets? (you can indicate a price range)

Before GI-

After GI-

19. What is the approximate Price per unit for the end consumer?

Before GI-

After GI-

20. You face competition for your GI products primarily from which geographical region?

21. Who is the customer who finally uses the product?

a. Type of consumers

b. Geographical locations of these consumers (which country/ states/ cities)

22. Current process of selling

a. To whom

b. How

c. On an average how many times in a year does the a customer/ trader place an order with you ?

-More than once a month

-Once a month

-3-4 times a year

-Twice a year

-Once a year

d. Period of sale

i. Uniform throughout the year

ii. Seasonal sales with peak Season in months of _____

23. Percentage of sales to old regular customers per year-

24. Percentage of sales to new customers added per year-

25. Do you have any information on latest trends and preferences of consumers?

- a) Quite a lot
- b) Somewhat
- c) Very little
- d) None at all

26. How is awareness of these product and sellers created at present in Indian market.

(Can tick more than 1 option)

- i. Word of mouth through existing customers
- ii. Through broker/ traders
- iii. Advertising
- iv. Exhibitions/ trade fairs/ craft melas
- v. Listing in trade directories -printed
- vi. Listing in trade directories/ forums- online
- vii. Personal meetings with buying organizations and institutions
- viii. Mailers
- ix. Promotional Events/ shows
- x. Marketing tie ups with designers/ other professionals/ NGOs
- xi. Direct Marketing to big retailers/ designers/ processors
- xii. Any other (pls specify)

27. How is awareness of these products and sellers created at present in International markets

(Can tick more than 1 option)

- i. Word of mouth through existing customers
- ii. Through brokers/ traders
- iii. Advertising
- iv. Exhibitions/ trade fairs/ craft melas
- v. Listing in trade directories -printed
- vi. Listing in trade directories/ forums- online
- vii. Personal meetings with buying organizations and institutions
- viii. Mailers
- ix. Promotional Events/ shows
- x. Marketing tie ups with designers/ NGOs
- xi. Direct Marketing to big retailers/ exporters/ importers
- xii. Any other (pls specify)

28. How many trade fairs/ exhibitions/ melas did you/ your organization attend in the last 2 years?

- i. In Your own state-
- ii. In other states of India-
- iii. Outside India-

29. Who plans and undertakes the marketing activities? (can tick more than 1 option)

- i. Your organization
- ii. Co-operative marketing effort
- iii. NGO support
- iv. Government bodies
- v. Any other (pls specify)

30. Do you/ producers receive any support funds for marketing?

- i. Fully
- ii. Partially
- iii. Very little
- iv. None at all

31. Who funds the marketing activities? (can tick more than 1 option)

- i. Producers themselves
- ii. Co-operative marketing effort
- iii. NGO support
- iv. Traders/ brokers
- v. State Government
- vi. Central Government
- vii. Any other (pls specify)

32. Have there been any marketing activities focused on GI? – Yes/ No

If yes,

- i. Please describe these briefly

- ii. What has been the impact of these initiatives?

33. Is there any logo/symbol/ mark developed for differentiation and promotion of the GI products

-Yes/ No

If Yes,

Has this been registered? **Yes/ No**

If yes, Where?

When?

Who can use this logo/mark?

How is the use of this logo/ mark managed?

34. Is any quality check or inspection being done to ensure that the product being marketed under this GI is the product for which the GI was taken?
/ **No**

Yes

35. If yes, how often is the inspection done?

36. How is the inspection done and by whom?

37. To what extent is support available from state government for your GI products.
Please tick the relevant column.

Activity	High Support	Medium Support	Low Support	No support
Marketing support				
Training programmes and skill development related to Production				
Training programmes related to Marketing				
Access to new technology and/or equipment				
Setting up quality control processes				
Access to low cost funds				

38. What according to you are the three main problems you face for marketing your products?

39. What according to you are the steps the government / producers needs to take to help support marketing of your products in India and in International Markets?

Annexure 5

List of Participants in GI Stakeholder Workshops- Trivandrum 26/5/2015

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Annexure 6

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Annexure 7

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Annexure 8

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Annexure 9:

Brainstorming on
Draft Report on Marketing of GI Products: Unlocking their Commercial Potential
26th September 2015
Varanasi

Welcome Address by Dr. Rajani Kant, HWA
Remarks by Prof. Abhijit Das, Head, Centre for WTO Studies
Remarks by Dr. P.Nayak, Secretary, Textiles Committee
Keynote Address by Sh. Sudhanshu Pandey, Joint Secretary, Deptt. of Commerce
Presentation on recommendations of the Draft Report by Dr. Ruppal W Sharma, Associate Professor
Remarks by Dr. P. Nayak, Secretary, Textiles Committee
Comments by Experts (In alphabetic order)
Mr. Anil Bhardwaj, Secretary General, FISME
Mr. Anil Singh, CEO, NEED Lucknow
Ms. Aazra Nahas Assistant Director, Spices Board
Mr. B M Dattatreya, Coordinator –GI, VTPC
Dr. D. R. Babu Reddy Deputy Director (Market Research), Coffee Board
Ms. Chandni Raina, Professor, CWS
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Annexure 10:

List of services provided by the Marketing Department of Spice Board

Sl.no.	Main public service components	Citizens receiving service	Timeframe (from the date of receipt of application and complete documents)
1	LICENSING & REGISTRATION	CRES(Exporters)	
		a) Merchant Exporter	10 days
	Inspection required for new exporter	b) Manufacturer Exporter New Exporter Renewal	15 days 10 days
	Inspection of godown required	License to Dealers New Applicant Renewal	15 days 10 days
	Inspection required	Licence to Auctioneers	15 days
		Brand Registration	15 days
	Inspection and follow up supervision required	Spice House Certification(revised regulation is under process)	30 days
2	EXPORT PROMOTION SCHEMES		
I	Infrastructure Development		
	(i)Adoption of Hi-Technology	Registered Exporter	60 days for 'Go Ahead' 45 days after completion of the project/inspection for payment
	(ii)Upgradation of Technology	Registered Exporter	60 days 'Go Ahead' 45 days after completion of the project/inspectio

			n for payment
	(iii)Setting up/upgradation of Quality Control Laboratory	Registered Exporter	45 days 'Go Ahead' 30 days after completion of the project/inspection for payment
	(iv)Quality certification such as ISO 22000, SQF 2000, GMP traceability, FDA,SHC Registration	Manufacturer Exporter	45 days 'Go Ahead' 30 days for payment
	(v)Validation of check samples and training of laboratory personnel.	Manufacturer Exporter	As per the requirement
II	Trade Promotion		
	(I) Sending business samples abroad	SHC/Brand/organic exporter	15 days for payment
	(ii)Printing promotional literatures / brochures	SHC/Brand/organic exporter	30 days 'Go Ahead' 10 days for payment
	(iii)Packaging Development and Bar Coding Registration	SHC/Brand/orgnic exporter	30 days 'Go Ahead' 10 days for payment
III	Product Development & Research	Res.Institutions/R&D exporter with laboratories	60 days 'Go Ahead' 15 days for payment
IV	Promotion of Indian Spice Brand	Brand Regd.exporter	60 days 'Go Ahead' 15 days for payment
V	Spice Processing in NE	Registered exporter	30 days 'Go Ahead' 30 days for Payment
VI	Market Study abroad	By Board	As per requirement
VII	International Trade Fairs/Meetings		
	(i)Participation in International meetings / seminars / delegations.	Representative /exporter Association	10 days 'Go Ahead' 15 days for

			payment
	(ii) Participation of exporters in international trade fairs/exhibitions	SHC/brand/organic exporter	10 days 'Go Ahead' 15 days for payment
	(iii)Market Development Assistance (MDA) for participation in trade	Regd. exporter having export turnover below Rs. 30 crores	10 days 'Go Ahead' 15 days for payment
VIII	OTHER PROGRAMMES		
	Printing of Publications	Exporters, farmers, other institutions	35 days
	Trade Enquiries(fortnightly)	Regd. exporters	30 days