



Indian GIs

Local Goes National & Global

By
Blaise Fernandes
Director: Gateway House
President & CEO: Indian Music Industry

Research Associate: Ritika Divekar
Jr. Research Associate: Dema Therese Maria

September 2021



Growing locally



BLAISE FERNANDES

Strong GI ecosystem nurtures concept of trusteeship, can be source of economic and soft power

INDIA'S GLOBAL BRAND recall and attributes of multi-cultural ethos, authenticity, and ethnic diversity are potential turbochargers for the country's economy. One channel through which these attributes are brought out are Geographical Indications or GI tags. These were either assigned to the dusty pages of history books or left to rural artisans to propagate and preserve. Today, with the emphasis on climate change and sustainability, these products can be ready revenue generators. A modern distribution system exists in India's robust global e-commerce backbone and a newly-released domestic drone policy, which will propel the nascent GI industry onto the national and world stage.

There is traction already. Amazon's local to global programme has taken Indian producers and their products such as Delta Leather Corporation's leather and SVA Organics's organic products to 18 global markets in over 200 countries, increasing demand and company size by as much as 300 times. In the two years ending March 2021, Amazon exported such Made in India goods worth \$2 billion.

GI products need the support of governments. The Europeans are masters at it, as seen by products such as Brie cheese and sparkling wine from Champagne. The EU has an \$87 billion GI economy. China has also done very well by GI, strengthening e-commerce in rural areas and actively promoting agricultural special product brands in lesser developed areas. China's Ministry of Commerce has accelerated the growth of rural online retail sales by almost 20 per cent annually. Nationally, online retail sales of agricultural products in China hit \$94.4 billion in 2020.

Why is this important? A 2017 UNCTAD report on inclusive growth and e-commerce deems China's e-commerce-driven growth as inclusive. That means China has successfully empowered micro, small and medium enterprises (MSMEs) to compete with large companies on the same stage, with no geographic boundaries. This has increased China-EU agricultural trade volumes by 16 per cent to \$19.4 billion in the first few months of 2021 alone. Likewise, despite a globally depressed market for wines, the produce from the Ningxia region of China saw

exports surge 46.4 per cent in 2020, benefiting 211 wineries in Ningxia. The output value of GI producers in China totalled \$92.771 billion as of 2020. Several studies show that the patents and copyright protection of products under GIs result in higher economic gains, fostering quality production and better distribution of profits.

GI protection has wider positive benefits, especially for local communities. In particular, it encourages the preservation of biodiversity, local know-how and natural resources. And this is where India can do well.

Multiple benefits flow from a strong GI ecosystem, which can be a wellspring of economic and soft power. It will automatically resolve the three fraught India issues of poor pay for talent, low female participation in the labour force, and urban migration.

GI products need the support of governments. The Europeans are masters at it, as seen by products such as Brie cheese and sparkling wine from Champagne. The EU has an \$87 billion GI economy. China has also done very well by GI, strengthening e-commerce in rural areas and actively promoting agricultural special product brands in lesser developed areas. China's Ministry of Commerce has accelerated the growth of rural online retail sales by almost 20 per cent annually. Nationally, online retail sales of agricultural products in China hit \$94.4 billion in 2020.

First, it will convert talent into entrepreneurship with gig workers, and create a "passion" economy, that is, a new way for individuals to monetise their skills and scale their businesses exponentially. It removes the hurdles associated with freelance work to earn a regular income from a source other than an employer. Second, the labour-intensive nature of GI offers the best solution to boosting the employment-to-population ratio in India, an abysmal 43 per cent compared with the 55 per cent global average. Monetising artisanal work done at home will increase India's low female labour force participation rate, which at 21 per cent in 2019 was half the 47 per cent global average.

The hyper-localised nature of GI offers solutions to reverse urban migration and conserve India's ancient crafts, culture and food. A rejuvenation of MSMEs, which account for 31 per cent of India's GDP and 45 per cent of exports, will follow. An estimated 55.80 million MSMEs employ close to 130 million people; of this, 14 per cent are women-led enterprises and 59.5 per cent are rural. Another revenue-earner, GI tourism, is typically a by-product of a strong GI ecosystem.

There are several hurdles to the creation of this new industry. Because GI businesses are micro, it is necessary to address the challenges of capacity-building, formal or easy access to credit, forming marketing linkages, re-

search and development, product innovation and competitiveness in both domestic and international markets. The groundwork for MSME access to formal credit has already been done with the new Account Aggregator data-sharing framework.

There is the vexed issue of middlemen, who run system. With the shift to digital platforms, the distribution margins of these gate keepers or mandi agents must be competitive so they do not act as countervailing agents by getting into similar businesses or product lines which will erode GI producer incomes. As seen from the experience of the new farm laws, this will be a task for the central and state governments; they must ensure the transition without breaking down too many existing linkages. GI producers and distribution intermediaries are partners in grime and sweat, one bringing unique skills and techniques and the other ensuring that the product reaches the dining table or adorns homes. Guardrails like regular audits and consultations with the GI producers must be mandated.

Pulling it together will be local GI cooperative bodies or associations which can be nationally managed by a GI board under the auspices of the Department for the Promotion of Industry and Internal Trade (DPIIT), the Ministry of Commerce department which should be tasked with developing this new sector.

Finally, a required skill for GI producers is digital literacy. This should be a priority agenda item for NGOs and stakeholders like the DPIIT. It is an opportunity for India to redefine the future of work using automation, technology and artificial intelligence while simultaneously enhancing and adorning the country's talented local work force.

The Indian GI economy can be a platform for India to showcase to the world a model for ethical capitalism, social entrepreneurship, de-urbanisation, and bringing women to the workforce, on the back of a robust digital system. It encompasses the concept of trusteeship, as advocated by Mahatma Gandhi and more recently, by Prime Minister Narendra Modi at the UN. It is truly Made in India.

The writer is the Director, Gateway House: Indian Council on Global Relations



INDEX

1. Introduction	7
2. Summary	9
3. Policy Recommendations	11
3.1 Phase I:	11
Roadmap for Standardisation and Scale of production	
3.1.1 Standardisation	13
A. Product Component	13
B. Product Differentiation tags	13
C. Packaging and Product Presentation	14
D. Ethical Practices	14
E. Environmental, Social, and Governance (ESG)	14
3.1.2 Scaling Up Production	17
A. E-commerce	17
B. Digital Manufacturing	18
C. Marketing and Promotions	19
D. Creating Linkages Among Industries	21
3.1.3 Capacity Building	22
A. Skills and Training	22
B. Artisanal Clusters and designated GI manufacturing zones	22
C. Finance	25
a. Cash Flow Management	26
b. Microcredit	26
c. GST	26

INDEX

3.2 Phase II:	27
Oxygenating India's Geographical Indications Industry	
3.2.1 Positions of Responsibility: Role of the Ministry of Cooperation	27
3.2.2 Dispute Resolution: Protecting MSMEs by Dispute Resolution of damages or monetary claims...	27
3.3 Additional Recommendations	27
3.3.1 Educating the community	27
3.3.2 Protection of creative works	27
3.3.3 A model manual for other developed and developing countries to grow their GI industries	27
4. Conclusion	29
5. Appendix	
5.1 State-wise GI Endorser Recommendations	31
5.2 Terms of Reference for GI Council	34

2

Introduction

India's global brand recall and attributes of civilization, multi-cultural ethos, authenticity, and ethnic diversity are potential turbochargers for the country's economy. These attributes are mirrored by the depth and range of products in India that are eligible for Geographical Indications or GI tags. Geographical Indications were either assigned to the dusty pages of history books or left to rural artisans to propagate and preserve. With the emphasis on climate change and sustainability, these products can be ready revenue generators. A modern distribution system exists in India's robust global e-commerce backbone and a newly-released domestic drone policy, which can propel the nascent GI industry onto the national and the world stage.

Amazon's local to global programme¹ has taken Indian producers and their products such as Delta Leather Corporation's leather and SVA Organics' organic products to 18 global markets in over 200 countries, increasing the demand for their products and company size by as much as 300 times. In over two years, as of the first quarter of 2021, Amazon exported such Made in India goods worth \$2 billion.²

GI products need the support of government, as is done around the world. The Europeans are masters at it, as seen by products such as brie cheese and champagne. But China has also done very well by GI. For instance, by strengthening e-commerce in rural areas and actively carrying out the promotion of agricultural special product brands in lesser developed areas, China's Ministry of Commerce has accelerated the growth of rural online retail sales by almost 20% annually. Nationally, online retail sales of agricultural products in China amounted to \$94.4 billion in 2020.³

A 2017 UNCTAD report⁴ on Inclusive Growth and E-commerce deems China's e-commerce-driven growth of the past decade as inclusive. That means China has successfully empowered micro, small and medium enterprises (MSMEs) to compete with large companies on the same stage, with no geographic boundaries. "MSMEs can leverage affordable digital platform services, which used to be too expensive for them to establish, to build brand awareness, acquire and manage customers, and spur innovation. Second, e-commerce knows no geographic boundaries. Remote rural residents can purchase the same goods at the same price on the same platform as urban residents. Finally, e-commerce allows more flexible and inclusive employment."

This has helped increase China-EU agricultural trade volumes by 16% to \$19.4 billion⁵ in the first few months of 2021 alone. Likewise, despite a globally depressed market for wines, the produce from the Ningxia region of China saw exports surge 46.4 %⁶ in 2020, benefitting 211 wineries from the Ningxia region. The output value of GI producers in China totalled \$ 92.771 Billion as of 2020.⁷ The EU has a \$87 billion⁸ GI economy as per a report published in 2019. Several studies⁹ show that the patents and copyright protection of products under GIs result in higher economic gains, fostering quality production growth and better distribution of profits (Areté, 2013; Teuber, 2010).¹⁰

GI protection has wider positive benefits especially on local communities. In particular, it encourages the preservation of biodiversity, local know-how and natural resources. And this is where India can do well.

¹ Amazon Global Selling| Benefits of global selling

² Amazon India exports 'Made in India' goods worth USD 2 billion in over two years | KrASIA (kr-asia.com)

³ China: online retail value of agricultural products 2021 | Statista

⁴ Inclusive Growth and E-commerce: China's Experience (unctad.org)

⁵ One year on, farmers and producers feel benefits from EU-China deal - CGTN

⁶ Ningxia wine exports surge despite pandemic - Global Times

⁷ 20210221-LiYue-最终-20210204 (origin-gi.com)

⁸ Geographical Indications—a European treasure worth €75 bn (europa.eu)

⁹ Why Geographical Indications for Least Developed Countries? (unctad.org)

¹⁰ Study on assessing the added value of PDO/PGI products - Publications Office of the EU (europa.eu), Geographical Indications of Origin as a Tool of Product Differentiation: The Case of Coffee: Journal of International Food & Agribusiness Marketing: Vol 22, No 3-4 (tandfonline.com)

Multiple benefits flow from a strong GI ecosystem. Given the traditional guilds and ethnic and cultural diversity in India, the GI industry has the potential to be a wellspring of economic and soft power. And it will automatically resolve the three fraught issues of poor pay for talent, low female participation in the labour force, and urban migration.

First, it will create a new class of entrepreneurs, gig workers, and a “passion” economy,¹¹ i.e. a new way for individuals to monetise their skills and scale their businesses exponentially. This provides platforms to creators by connecting them with genuine, engaged communities that share the same passion. These connections help remove the hurdles associated with freelance work to earn regular income from a source other than an employer. Second, the labour-intensive nature of the GI industry offers the best possible solution to the employment-to-population ratio in India which is an abysmal 43%¹² compared with the global average of 55% and by monetising artisanal work at home, will address the issue of low female labour force participation rate, which at 21%¹³ in 2019 was at half the global average 47 percent. Moreover, given the hyper localised nature of GI, it is one of the possible solutions to stop urban migration. A robust GI ecosystem will not only potentially induce reverse migration but also become the conservator of our ancient crafts, culture and food, for GI tourism is typically a by-product of a strong GI ecosystem. Third, given the hyper localised nature of GI, it is one of the possible solutions to stop urban migration. A robust GI ecosystem will potentially induce reverse migration and also become the conservator of our ancient crafts, culture and food. Another revenue-earner, GI tourism, is typically a by-product of a strong GI ecosystem.

It will rejuvenate Micro, Small and Medium Enterprises (MSME) and act as a catalyst for economic growth across India's geographical, social and cultural strata. The MSME segment accounts for 31% of India's GDP and 45% of exports.¹⁴ An estimated 55.80 million MSMEs employ close to 130 million people. Of these, 14% are women-led enterprises and 59.5% are rural.

There are several hurdles to the creation of this new industry. The micro nature of GI businesses necessitates addressing the challenges of capacity building, formal or easy access to credit, forming marketing linkages, research and development, product innovation and competitiveness in both domestic and international markets.

This policy brief has been divided into two parts- Phase I and II to address the challenges and create a sustainable GI ecosystem in India. The GI economy will act as a catalyst for economic growth across India's geographic, social and cultural strata.

¹¹ Passion Economy: What Is It, and Why Is It the Future of Work? <https://passion.io/blog/passion-economy-future-of-work>

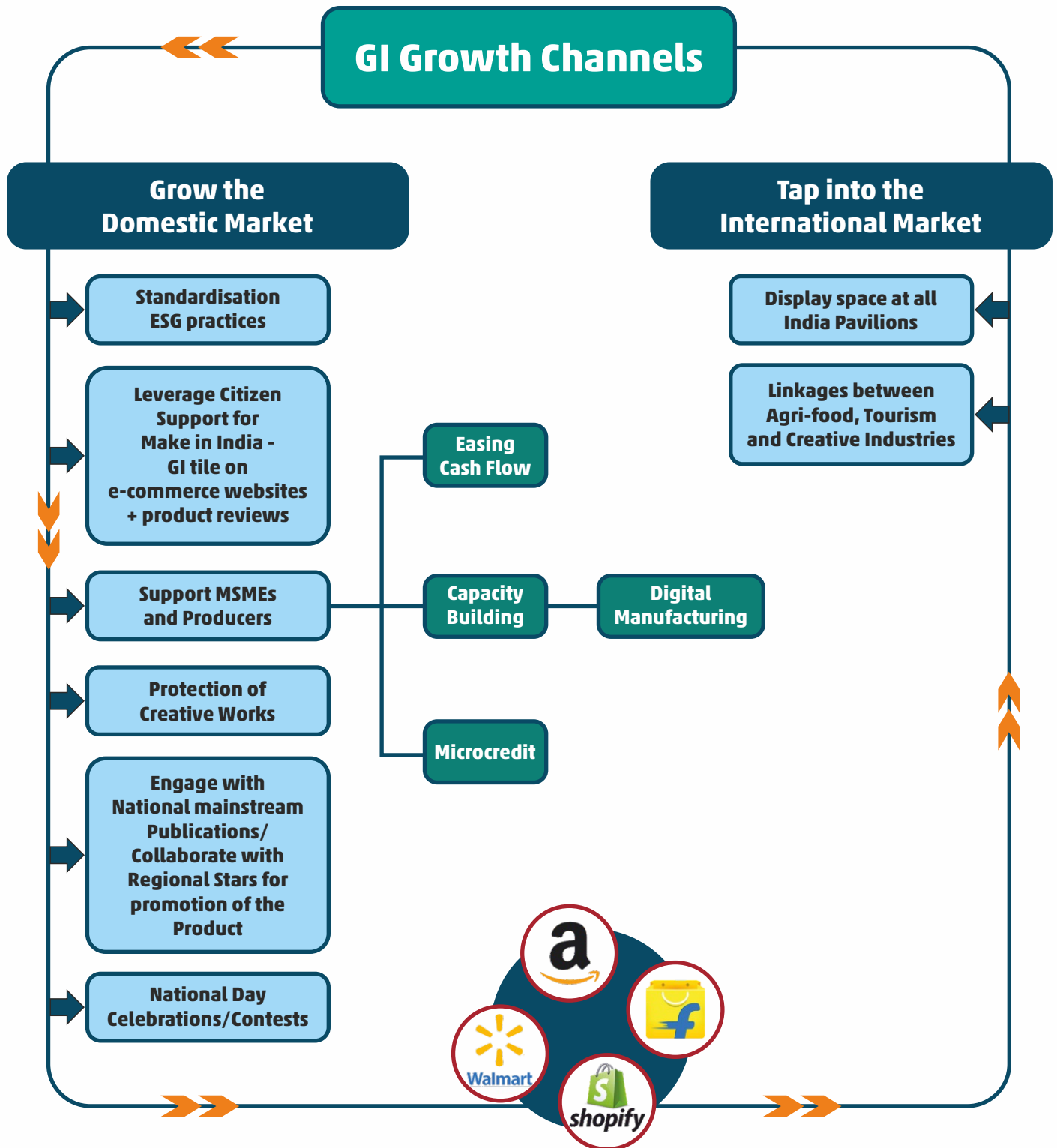
¹² Employment to population ratio, 15+, total (%) (modeled ILO estimate) | Data (worldbank.org)

¹³ <https://data.worldbank.org/indicator/SL.TLF.CACT.FE.ZS>

¹⁴ MSMEs: The new age catalyst for the Indian Economy - M1xchange

2 Summary

Roadmap for the growth of Geographical Indications: Local Robust, Path Forward to Global





3

Policy Recommendations

3.1 Phase I: Roadmap for Standardisation and Scaling up Production

3.1.1 Standardisation

The attempt must be to achieve a standardised GI product from the very beginning. This will give the consumer comfort and confidence every time the consumer reorders the GI product. The GI association at the local or micro level will have to set the criteria for the GI standardisation. Standardisation will help create trust and credibility with the consumer.

Case Studies for GI Product Standardisation Practices

1

Improving market access by standardising the fish breeding process-Fish in Peru: Producers of the consortium **standardised their fish breeding processes and registered their own collective mark to improve market access and differentiate themselves from competitors.** This strategy of highlighting their unique characteristics with respect to the flavor, the impact of fresh water and high altitude on the quality of the fish, and the local expertise of the breeders, helped better promote their product – the Andean trout from Juinin. It also raised awareness among consumers of the enhanced quality offered with the distinctive collective mark.

2

Quality assurance tags, Moroccan Argan oil: The government of **Morocco** introduced a new law for all edible products, aimed at promoting Moroccan Argan oil (**quality assurance tags**) for food safety. This enhanced consumer confidence, leading to increase sales and competitiveness of Moroccan products in international markets. The number of producers certified has increased 35% further improving market access for the producers and awareness of the GI among consumers. A similar strategy can be used for promoting GI products in and outside of India.

3

Quality differentiation, price and labelling, Parmigiano Reggiano (Italy): Parmigiano Reggiano cheese maturation time spans from 18 to 30 months. To make the different **subcategories identifiable to consumers** and allow them to pay the appropriate value with respect to the quality and the aging period, three different quality signs signifying the maturation period of the cheese were developed.

RED STAMP: "Cheese which matured for 18 months, has a somewhat distinctive milk base, with vegetable notes such as grass, cooked vegetables and at times flowers and fruits." Its **price is the lowest.**

SILVER STAMP: "Cheese which matured for 22 months, with more distinctive flavor with notes of melted butter, fresh fruit and citrus fruits as well as overtones of dried fruit. It has a balanced mild yet full-flavored taste, with a crumbly, grainy texture." Its **price is intermediary.**

GOLD STAMP: "Cheese which matured for more than 30 months (extra-strong), has the highest nutritional value, has a drier, crumblier and grainier texture. It has a strong flavor and notes redolent of spices and dried fruit prevail." **The price of this cheese is the highest.**

I. The GI Product and GI Brand

A) Product Component:

Example - Carpet Institute of Australia

Dimensions: Carpets are manufactured to different widths, the useable width depending on the size and type of the loom used in the manufacturing process. Carpet tile lengths, widths and commercial tolerances for the dimensions of tufted and woven carpet are specified.

Colour and Design: Colours should be specified and matched in an agreed light source to an agreed tolerance. The design will be specified, for example, plain; Berber; pattern; heather; stipple and sisal

Quantity: For an accurate assessment of the area to be carpeted, detailed building floor plans are made available. The total installation area and carpet required for the installation are stated according to the requirements specified for carpet tiles.

Example - Basmati Rice, India

When the description of the product is "**Basmati Rice**", the non-Basmati rice content does not exceed 7%. This tolerance is in place to take account of seed impurity and other segregation issues at origin. This practice must be extended to other GI products to improve consistency in the quality of products.

Source: Carpet Institute of India, Code of practice for Basmati Rice

- **Enabler 1: Carpet Export Promotion Council** that enables carpet rating scheme can assist in maintaining standardisation in terms of yarn, dimensions, the thickness of carpets, etc.
- **Enabler 2: Indian Institute of Carpet Technology** based out of Bhadohi (GI for carpets) can assist on the technical front for ways to ensure standardisation.

B) Product Differentiation tags like "organic", "handmade", "eco-friendly", etc. are enablers to drive up volumes. These tags will be examined for authenticity and verified by the domestic GI association.

Case study for product differentiation- Export Debutants, The Economic Times

In a first-of-its-kind export, a 4,000 kg consignment of barnyard millet and ragi (finger millet), grown along the Ganga in Uttarakhand, was flown to Denmark in May. The importer from the Scandinavian country got excited by certain features – one, these are organic; two, these are grown in the Himalayan region; three, these lesser-known millet varieties have high nutritive value.

Source: Economic Times

- **Enabler 3: Quality Council of India** at the request of DPIIT will set the terms of reference for I.A product component & I.B product differentiation.
- **Enabler 4: National Institute of Training for Standardisation (NITS)** under Bureau of Indian Standards for quality training in fields of standardisation, quality assurance, management systems, certification, lab testing, etc.
- **Enabler 5: Committees set up for each industry to follow the example of Tea Board of India** – eventually to set up quality control laboratories, work on guidelines for participation in exhibitions and fairs, conduct research on best practices, and ensure standardisation for their respective industries.

C) Basic Packaging and Product Presentation - Creation of a pan India GI brand/theme.

Example: The brand Incredible India is today associated with Indian tourism.

D) Ethical Practices like hygiene, avoidance of child labor, are very important for both domestic and global markets. Sharing clear and truthful communication has led to an increase in sales. A 2010 study by Mulki et al suggests that “when customers believe that the firm is ethical, the inducements and special treatments received are seen in a positive light and can help develop loyalty.”¹⁵

E) Environmental, Social, and Governance (ESG) among Geographical Indications producers.

Approach: Encourage ESG activity by mapping corporates that specialise in a certain sector to the MSMEs in the same sector or geographic region.

Implementation: Audits for energy use, workshops for sensitisation among employees, capacity building on energy efficiency, health camps/training, basic hygiene facilities like drinking water and restrooms, financial literacy campaigns.

Case study for environment-friendly practices: Oranges in Vietnam

The analysis of qualitative data from a research study conducted in Vietnam revealed that the natural environmental conditions have improved since GI registration and the creation of certain rules around environmental consciousness. In interviews with Cao Phong orange growers, all of the nine orange growers indicated that they strictly follow the code of practice provided, including regulations on the preservation and improvement of the natural environment. Previously, according to a local farmer, the product packaging, which was usually littered around is now collected and decomposed. In addition, organic compost is widely used to ensure product safety, as well as to supplement the nutrients in the soil.

Source: The Impact of Geographical Indications on Sustainable Rural Development: A Case Study of the Vietnamese Cao Phong Orange

¹⁵ <https://www.jstor.org/stable/40605341>

Additionally, a new website dedicated to GI producers can have a tile/section titled “ESG toolkit” that details guidelines and self-testing methods for matters related to practices in the ESG space.

- **Enabler 6:** National Institute of Design at the request of DPIIT will be responsible for designing C: basic packaging and product presentation labels, D: Ethical Practices tags & E: ESG tags.

NID may also host competitions for public participation in logo design development via the use of social media platforms.

Example: The Government of India introduced cash awards for designing logos in the recent past. The most recent example is the logo competition for Development Financial Institution (DFI). Public participation increases visibility and awareness of departments/products that need to be promoted.

- **Enabler 7:** Recent efforts to support the efficacy of the GI tag include an initiative by the Ministry of Culture with the Indira Gandhi National Centre of Arts (IGNCA) setting up incubation cells. This collaboration can facilitate the development of GI crafts by further collaborating with institutes under NID and NITS.

II. The Custodians / Sherpas:

1) CII/ FICCI/ ASSOCHAM GI COMMITTEE

a) We recommend that one of the national chambers of commerce set up a GI Producer National Council aka GIPNC where each GI product has one or more local association representatives on the national council. The respective local GI associations must complete or attempt to get each GI manufacturer registered with the local GI association. Per the MSME Minister's submission in parliament of the 63 million MSMEs in India, only 2.5 million have been registered.¹⁶ The lack of a comprehensive MSME database has hampered the growth and development of the MSME sector as government and NGO/Corporate developmental initiatives for MSMEs have not been able to reach them. The formation of a National Council of GI Producers & Formation of local GI associations with a comprehensive database should be undertaken and completed between October 2021 and March 2022. The GIPNC to submit the following to DPIIT via the designated national chamber of commerce:

- i) Terms of Reference for GIPNC
- ii) Recommendations for ease of doing business for GI producers

Example for Terms of Reference:

FUNCTION	DETAILS
Setting up rules	Rules for legitimate use of GI logo, guidelines for participation in exhibitions and fairs, exports, standardisation guidelines within and across industries (check on the packaging, labelling)

¹⁶ <https://www.ibef.org/industry/msme.aspx> , more about the GI council case study: guidenewversion.indb (fao.org)

Example for Terms of Reference:

FUNCTION	DETAILS
Product commercialisation	Conduct research on best practices, follow recommendations under marketing for both domestic and international markets
Conflict resolution	Designing GI protection models or systems, ¹⁷ building stronger redressal mechanisms at the local level
Setting up bodies	Quality control laboratories, monitoring national and state-level bodies for GI council
Capacity building	To assist in capability & capacity building of the members relating to the development of GI products
Consultancy	Provide consultancy and advisory services to the members relating to the allotted activities
Protection of creative works	Take up the issues relating to the protection of intellectual properties rights

Case study for State or Product GI council

Palm sugar has been produced for a long time in the Kampong Speu province in Cambodia. In this mountainous area, sandy soils and low rainfall combined with the knowhow of producers concentrate the aroma and make Kampong Speu Palm sugar particularly tasty. That's why this sugar has gained a reputation in the market and encouraged the local producers to organise themselves in order to set up and manage a GI association.

A task force of 14 members was set up through an election process comprising representatives of producers and representatives of public and scientific support organisations. Among its missions, this task force was responsible for discussing and drafting the statutes of the future GI association (GI organisation).

After five months of preparation work, the GI association was created. Today the GI association is composed of 142 producers and is proceeding with official registration of Kampong Speu Palm Sugar as a GI product. The association has led the identification phase, together with supportive actors within a national project, and is now setting up the rules for using the GI by elaborating the control plan. It will keep coordinating with the GI system once the GI is officially recognised.

Source: Remuneration: marketing a GI product, UNFAO

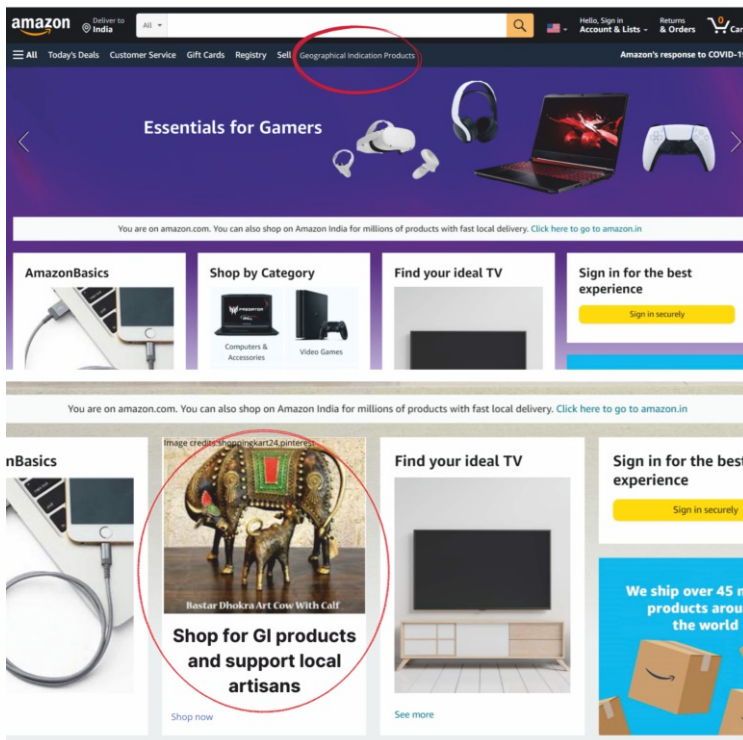
b) Department for Promotion of Industry and Internal Trade (DPIIT) to set up a GI Board. Each GI association to have a member on the board. The board will function on the lines of the Tea and Coffee Boards of India.

¹⁷ Guide to Geographical Indications: Linking products and their origins (origin-gi.com)

3.1.2 Scale of Production

A) E-Commerce – distribution channel

- Mandatory for E-commerce Sites operating in India to have the proposed pan-India branded GI logo on their respective landing page.



- The landing page on all e-commerce sites must also have a colorful brochure describing the various aesthetic, cultural, historical, and social aspects of each GI
- Monthly GI Day Sales Day on all e-commerce sites¹⁸

Case study for MSME day on e-commerce sites

Amazon celebrated Small Business Days to help MSMEs selling on their platform recover from the damage COVID-19 had done. Amazon said 68 per cent of these sellers were from non-metro cities while 7,500 sellers had received their highest single-day sale during the event. In a similar vein, a GI Day or a series of the same can foster the growth of GI products and sellers alike.

Source: Amazon

¹⁸ <https://blog.aboutamazon.in/supporting-small-business/amazons-small-business-days-help-sellers-bounce-back-from-covid-19-economic-dip>

B) Digital Manufacturing

Digital manufacturing is the use of an **integrated, computer-based system** comprised of simulation, 3D visualisation, analytics, and collaboration tools **to create product and manufacturing process definitions simultaneously**.¹⁹ "Digital Manufacturing in India"²⁰, a study conducted by Gateway House and the India Exim Bank highlights the importance of Digital Manufacturing in the growth of MSMEs and the importance of MSMEs adopting this new process for it to be effective. However, due to roadblocks like fear of technology being too expensive or taking over jobs, MSMEs do not go beyond cheap labour- leading to inefficient use of capital. The integration of digital manufacturing in the production process with the training of labour and adoption of technology can help export-oriented GI brands reach new heights and help these GI brands stay within the ambit of the MSME sector which in turn will help the products to retain their uniqueness and hence command a premium price. Many GI products across the world which are now part of the offerings of larger industrial groups these products have lost their uniqueness. Large scale industrialisation of these GI products have wiped out MSME players that did not have access to digital manufacturing to help them achieve scale.

Case study – Successful implementation of Digital Manufacturing by Chizel

Established in 2014, Chizel is a Pune based company that began as a consultancy for 3D-printing. In 2017, Chizel rolled out a Business to Business (B2B) cloud manufacturing technology platform for digitalisation of the manufacturing industry. This platform offers Manufacturing as a Service (MaaS) by connecting manufacturers and suppliers in the ecosystem with buyers. Within 3 years, the platform has garnered registrations from more than 200 companies and 500 suppliers. This cloud-based platform helps simplify manufacturing workflow from the Request for Quotation (RFQ) to delivery, thereby providing transparency and predictability for the entire process. Increased digital connectivity within the manufacturing value-chain permits real-time visibility of operations through alerts at various stages during the process – raw material receipt, manufacturing start and completion, pre-dispatch inspection and delivery tracking. In addition, a mandatory pre-registration audit of the prospective supplier and manufacturers along with the end-product quality checks enforced by Chizel helps achieve 99% On Time in Full (OTIF) delivery compliance. Chizel helps suppliers and manufacturers attract more customers through improved market accessibility, resulting in increased demand and higher asset utilisation. The buyers on the other hand, get a cost advantage of up to 25% through a proprietary reverse bidding strategy implemented by the platform

Source: Digital Manufacturing in India- Gateway House, Exim Bank

- **Enabler 8** - C4I4 (Centre for Industry 4.0 Lab) setup under Government of India's Samarth Udyog initiative, to conduct pilot projects with very little investment. Such projects must be implemented within selected elements of the value chain to verify their efficacy. The learnings from the pilot implementation will influence the choice of hardware and software required for deploying the IoT solution at a larger scale.²¹
- **Enabler 9** - Indian MNCs can also play a huge part by training and hand-holding MSMEs to adopt IIOT solutions. All parties are expected to gain when the entire supply chain is digitally transformed.²²

¹⁹ <https://www.plm.automation.siemens.com/global/en/our-story/glossary/digital-manufacturing/13157#:~:text=Digital%20manufacturing%20is%20the%20use,and%20manufacturing%20process%20definitions%20simultaneously.>

²⁰ *Gateway-House-paper-Digital-Manufacturing-in-India.pdf (gatewayhouse.in)

²¹ *Gateway-House-paper-Digital-Manufacturing-in-India.pdf (gatewayhouse.in)

²² *Gateway-House-paper-Digital-Manufacturing-in-India.pdf (gatewayhouse.in)

- Development of an all-encompassing super India GI **APP** which will carry all GI products and vendors. Payment gateways will include all digital payments apps approved by RBI. Indian Post & Indian Railways can provide logistics support. The app will be mandatory to be carried on all app stores operating in India and commissions to the app stores will be regulated by the DPIIT. This will give a much-needed push to GI products sales in India.
- **Tie up with projects like ITC e-Choupal**²³- e-Choupal is an initiative of ITC Limited, a conglomerate in India, to link directly with rural farmers via the Internet for procurement of agricultural and aquaculture products. Similar projects will help increase the scale of production, efforts in terms of easy procurement of grains, pesticides, and other requirements in agriculture can be extended to all sectors that produce GI products.

Method: Every cluster in a region under their local GI representatives can be allotted further representatives to perform tasks like managing the chain for the procurement of items required, and disseminating the latest information sent down by GI representatives within their clusters. This would help build scalability and – in terms of infrastructure – provide easy access to everything producers require in one area. Eg: ITC Sagar.

Case study – ITC e- Choupal; the story of a farmer

“eChoupal has enabled a reduction in cost along with increased awareness about efficient farming methods. Since 2003, ITC has informed me about every new technology that has helped me increase my output 3-fold. I now access high quality seeds, pesticides and fertilizer from within the area. We do not have to go far only to get duplicate products. We get good products here- this saves our time and money. ITC buyers in the mandi make sure the grain we produce is tested for quality, weighing and gets the best price. I have made Rs.1200 more than I used to make just due to this transition.”

Source: ITC Corp Com Youtube

- **Drones** - Given the infrastructure bottlenecks in our agriculture sector, drones are a sure-fire way of bypassing these barriers and making farm-to-fridge seamless. In the current pandemic, had there been a drone policy for e-commerce, economic activity would have continued without any break.²⁴
- **Enabler 10:** The Directorate General of Civil Aviation must be consulted on a drone policy for e-commerce

C) Marketing & Promotions

- Separate National, Regional & Product-specific GI handles for all social media platforms
- Cell for IPR Promotion and Management (CIPAM) to monitor fakes and me-too products
- A policy for white labelling²⁵ of GI products under the proposed e-commerce policy
- National, Regional Mainstream media engagement
- National and Regional GI Brand Ambassadors (please find recommendations for endorsers in appendix 5.1)

²³ <https://www.itcportal.com/businesses/agri-business/e-choupal.aspx>

²⁴ <https://www.gatewayhouse.in/e-commerce-covid-19/>

²⁵ “White label” refers to a fully supported product or service that’s made by one company but sold by another. ... That way, the reseller can customise the product with their own brand, logo and identity, allowing customers to associate the product with the reseller.

Case study - A strong regional brand successfully launches pan-India using endorsement services of regional & national icons

Kerala-based Kalyan Jewellers roped in Amitabh Bachchan as its brand ambassador in 2012 to announce its national presence. Kalyan Jewellers has a different brand ambassador for each of the southern states—Manju Warriar in Kerala, Prabhu in Tamil Nadu, Shivarajkumar in Karnataka, and Nagarjuna in Andhra Pradesh (AP). This helped Kalyan Jewellers grow out of Kerala and make a mark in other states of India.

Source: newsminute

- Government GIFTING, National & State - fostering the inclusion of GI products in government gifting to foreign officials. **Prime Minister Narendra Modi gifted the former Japanese Prime Minister Shinzo Abe a copy of the Bhagavad Gita and books by Swami Vivekananda on his 5-day visit to Japan in September 2014.**²⁶
- Independence Days Celebrations & Republic Day Celebrations overseas held at Indian Missions must be used as a platform either for gifting GI products and promoting edible GI products.
- Indian GI products must be available for display and gifting at all national festive day celebrations at all Indian Missions abroad
- Encourage CSR budgets to be allocated for GI corporate gifting (Promotion of a tax benefit for those corporations that incorporate GI initiatives as part of their CSR budget via The Finance Bill 2022). Additionally, Public Sector/State-owned enterprises must be mandated to give out GI products under corporate gifting budgets
- Introducing state-level and national-level awards and competitions for different GI categories will help in increasing the quality of products and encourage participation.
- **Enabler 11: DPIIT, the GI council** can assist in enabling **GI-related events with the help of local representatives.**

Case study for effective marketing of GI products:

1. The Golden Beer or the "Golden Bierldee" award is presented from the Bavarian Brewers Association and Bavarian Hotel and Restaurant Association addressing all the industries that deal with the marketing of the product "Bavarian beer": breweries, beverage distributors, restaurants, tourism associations, event and tour operators, museums, editorial offices, publishers, e-commerce providers, etc.
2. Partnering with related associations helps strengthen the marketing of local beer culture far beyond its borders, attracts pleasure-oriented visitors and thus makes its contribution to the long-term existence of the local breweries and the preservation of this beer culture. For example, complementary products from the regional butcher or bakery trade enrich the beer experience with new sensory experiences.
3. Involving the community (the most effective promotion – word of mouth plus keeping the tradition and culture alive for generations) - The Bavarian Queen title is awarded on Bavarian Beer Day, the anniversary of the Bavarian Purity Law of 1516, celebrated on the 23rd of April every year.
4. Purity beer as a protected "traditional food"

²⁶ <https://www.indiatoday.in/world/story/narendra-modi-visit-japan-gifts-to-shinzo-abe-book-on-vivekananda-bhagawad-gita-206400-2014-08-30>

In 1996, the Bavarian Brewers Association proved that the European Union also appreciates the tradition and importance of the Bavarian Purity Law. In order to protect foods produced in accordance with traditional recipes or processes from cheap imitations, the EU created the "traditional food" and created a list of selected foods (13 throughout Europe). The production process and recipe of which must be strictly adhered to also be marketed in the future. German beer, brewed according to the purity law, was the only German food to be included in the list of these protected "traditional foods".

Source: <https://www.bayerisches-bier.de/aktuelles/>

- AAAI or Private airport operators to work with Each Indian State with airports (domestic or international) to have GI stores; especially highlighting the GI belonging to that particular state.
- **Dedicated GI pavilion at international events like World Expo**
- **Events organised by Organization for an International Geographical Indications Network** - oriGI n represents some 500 organisations of producers and other GI-related institutions from 40 countries. Through such a global network, GI groups and institutions exchange experience and "best practices." At regular international events (conferences, exhibitions, round-tables, etc.) organisations of producers have the chance to meet other GI groups from all over the world facing similar challenges, as well as GI experts and potential business partners.
- **Enabler 12:** India Trade Promotion Organisation (ITPO).²⁷
- **Enabler 13:** Indian International Convention and Expo Centre (IICC).²⁸

D) Creating Linkages Among Industries - GI Tourism working with Tourism Ministry and National & State levels

*"Linkages and synergies between local food production, tourism, and creative industries offer many opportunities for producers, especially rural producers, and are becoming increasingly significant for the promotion of local socio-economic development."*²⁹ Developing these linkages can strengthen the branding and marketing of local destinations, diversify rural economies, and provide new sources of income for producers.

Case study- creating a GI link among industries

Delicious Montenegro is a **collective brand and web platform developed by UNIDO to promote market access of Montenegro's typical products and improve the visibility of Montenegro as an attractive tourism destination.** Working in collaboration with Montenegro's Business University, **over 150 producers from the agri-food, tourism and creative industries sectors have been mapped and listings created on the Delicious Montenegro platform. Through the project, clusters in freshwater fish, wine and olive oil have been provided with direct technical assistance to integrate into domestic and international value chains.**

Source: UNIDO

- **Enabler 14:** Integrate Incredible India (Ministry of Tourism), Ministry of Culture (creativity), and GI producers.

²⁷ ITPO provides a wide spectrum of services of trade and industry and acts as a catalyst for growth of India's trade. ITPO approves holding of international trade fairs in India and regulates holding of various expositions in India primarily to avoid any duplication of efforts while ensuring proper timing. <https://www.indiatradefair.com/>

²⁸ IICC is India's largest convention and exhibition centre.

²⁹ https://www.unido.org/sites/default/files/files/2019-10/2017_10_23%20CLUSTER%20REPORT%20EN%20WEB_0.PDF

3.1.2 Capacity Building

A) Skills and Training

- The India – **EU IP Dialogue** should include capacity building excises via training, exchanges for GI. This can be facilitated via the European Union Intellectual Property Office (EUIPO) and the IP Awareness department under the DPIIT. An example of collaboration along these lines is AFRIP – the EU GI engagement in Africa.
- **Enabler 15: National Institute of Design** may conduct a wide range of courses for artisan skilling and development for the MSMEs involved in GIs.
- **Enabler 16:** Another example along similar lines is the **Footwear Development and Design Institute**. FDDI conducts a wide range of professional programs in footwear design & production management, creative designing CAD/CAM, fashion merchandising & retail management, leather goods & accessories design, fashion design, and business management, etc. thus, providing trained high-class professionals, managers, fashion designers, technologists to the footwear industry, and helping keep pace with growing demand.

B) Artisanal Clusters and designated GI manufacturing zones

- Economic Clusters are geographic concentrations interconnected businesses, suppliers, and associated institutions in a particular sector. By gathering into clusters and undertaking joint actions, manufacturers increase their productivity and competitiveness. It is estimated that 400 modern small-scale enterprises and 2000 rural and artisan-based clusters exist in India.³⁰ For example, the knitwear cluster of Ludhiana, the Gems and Jewellery exports clusters from Surat and Mumbai, and Paithani clusters from Maharashtra. However, challenges such as enhancing competitiveness, access to global markets, safeguarding intellectual property remain.³¹ The already designated MSME and Artisanal clusters could be extended to GI manufacturers.

Case study of where clusters have worked:

1. UNIDO created 7 member groups (consortia) to increase the capacity of the firms to access new markets and compete internationally. The objective was to **stimulate knowledge-sharing and reduce the costs and the risks of accessing new markets**. This was done through activities like supporting consortia member firms to reorganise human resources, rearranging the layout of equipment, improving storage management and production processes, as well as providing business planning for access to credit. Members were also provided with **technical training and assistance to strengthen their overall competitiveness. The consortia members are already beginning to export to West Africa, Egypt, France, and the USA**. This suggests that similar interventions can help in increasing a certain industry's standing on a domestic as well as an international level – through training, marketing and networking.
2. **Djebba figs** – Under the cluster or consortia formation system in Tunisia, more than 60 fig producers joined forces in a cooperative attempt to collectively promote the unique 'Fig of Djebba'. ***“In the summer of 2016, fig producers could sell their labelled flagship product at a price 80% more expensive than standard figs from their region.”***

³⁰ OVERVIEW OF CLUSTERS (laghu-udyog.gov.in)

³¹ Indian SME Clusters (laghu-udyog.gov.in)

3. A similar exercise for capacity building was done in Niger to grow stronger through training and technical support. Efforts were made to seek partnerships with other partners, in order to increase the outreach and impact of capacity development interventions. Following the training of the members of the national GI committee which took place in November 2018, a partnership was established between FAO (Food and Agricultural Organisations of the UN) and CIRAD (French agricultural research and cooperation organisation working for the sustainable development of tropical and Mediterranean region) **for providing support to the Ministry of Agriculture and Livestock, to develop GIs in Niger.**

Source: UNIDO

There are already a number of existing schemes on a pan India basis that address economic clusters for artisans and MSMEs. These should be extended to GI manufacturers.

1) Micro and Small Enterprises- Cluster Development Programme – Government of Maharashtra ³²

Govt. of India, Ministry of MSME has announced the scheme for Micro and Small enterprises for enhancing their productivity and competitiveness as well as capacity building. The objectives include capacity building, market development activities, management development and technology up gradation, establishment of common facility centre (CFCs), enhancement the productivity and competitiveness of micro and small enterprises, facilitation of economies of scale in terms of deployment of resources and build capacity of MSEs through formation of Self Help Groups, Mutual credit guarantee funds, etc.

The scheme has set priorities for three special categories: Cluster should have suitable presence of

- (1) Women entrepreneur
- (2) Entrepreneur belongs to SC/ ST/ OBC/ Minorities etc.
- (3) Micro enterprises. (Clusters of micro and village enterprises have the provision of enhancing financial support by 10%)

Recommendation: to add GI producers into the priority list for special categories to encourage a significant representation and active participation.

2) Mega cluster scheme or the Comprehensive Handicrafts Cluster Development Scheme (CHCDS) ³³

The focus of the CHCDS initiative is on integration of scattered artisans, building their grass root level enterprises and linking them to SMEs in the handicrafts sector to ensure economies of scale. The mega handicraft clusters having more than 10,000 artisans will be selected for overall development under this scheme.

The Mega Cluster Scheme was launched by the Central Government - Ministry of Textiles.³⁴ It is an approach to scale up the infrastructural and production chain at Handicrafts clusters. It aims the clusters which remained unorganised and have not kept pace with the modernisation and development. This scheme can assist GI producers in the informal sector to move towards the formal sector through actions taken on the basis of the proposed components along with assistance in other forms such as capacity building, standardisation and marketing.

³² http://www.doingbusinessinmaharashtra.org/Cluster_development_scheme.aspx

³³ https://www.startupindia.gov.in/content/sih/en/government-schemes/Mega_cluster.html

³⁴ <http://texmin.nic.in/>

From the proposed components of the mega cluster, the following components can go hand in hand with the recommendations around digital manufacturing, skills and training and creating marketing linkages as proposed earlier in this paper under the headings standardization, scaling up production and capacity building.

COMPONENT	DESCRIPTION
Raw Material Bank	Establishment of Raw Material Bank for continuous availability of Quality & Graded Raw material.
Common Facility Centre (CFC)	CFC will comprise State of the art machines which normally an individual cannot buy on their own. This facility would be open to individual artisans and SMEs. This facility would provide access to High tech facilities at reasonable price as the user would only have to pay operating expenses.
Resource Centre	Establishment of Resource centres as one point information centre in a chosen craft. Such a facility would act as an arsenal in the hands of artisans by increasing approachability when they face a problem in a particular craft.
Social Security	Covering the artisans in the cluster under various social security schemes, such as group insurance, small savings, financial institutions, etc.
Margin Money for Working Capital	Margin money for working capital for the artisans is an essential input as it provides a sufficient leverage to the artisans to complete one cycle of production-cum-marketing in a period of about 3 months. Provision of margin money @ Rs.4000/- per artisan of the federation may be kept (in line with the ongoing AHVY Scheme).
<p>Source: http://ministryoftextiles.gov.in/sites/default/files/11d_Guidelines_of_development_of_mega_cluster_scheme_Handicrafts_nmcc_cs_20090312.pdf</p>	

3) PM Mitra Parks ³⁵

PM MITRA , inspired by the 5F Formula encompasses - Farm to fibre; fibre to factory; factory to fashion; fashion to foreign is intended to generate ~1 lakh direct and 2 lakh indirect employment per park. The Government has approved setting up of 7 Mega Integrated Textile Region and Apparel Parks with a total outlay of Rs. 4,445 crore in a period of 5 years to enable the following:

³⁵ https://www.pmindia.gov.in/en/news_updates/government-has-approved-setting-up-of-7-mega-integrated-textile-region-and-apparel-pm-mitra- E0%A4%AA%E0%A5%80%E0%A4%8F%E0%A4%AE-%E0%A4%AE%E0%A4%BF%E0%A4%A4%E0%A5%8D%E0%A4%B0-parks-with-a-total-outl/

1. Core Infrastructure: Incubation Centre & Plug & Play facility, Developed Factory Sites, Roads, Power, Water and Waste Water system, Common Processing House and other related facilities e.g. Design Centre, Testing Centres etc.

2. Support Infrastructure: Workers' hostels & housing, logistics park, warehousing, medical, training & skill development facilities.

Recommendation: The Central government has stated their willingness to converge with other Central or State Government Schemes supporting the textile sector. This collaboration can be extended to promote the growth of GIs by providing a designated space in the PM Mitra Parks for assistance with core and support infrastructure facilities. This will increase competitiveness for GIs in the textile industry by helping them achieve economies of scale and create job opportunities as intended by the objectives of the scheme.

4) National Institute of Fashion Technology (NIFT)- creating a cluster development program for handicrafts.³⁶

NIFT with support from the Ministry of Textiles, Office of Development Commissioner (Handlooms) and Office of Development Commissioner (Handicrafts) has developed and implemented a new Craft Cluster Initiative Program. Through this initiative, NIFT aims to reach out to the artisans and craftsmen at the grass root level. The students of NIFT work closely with artisans and craftsmen involved in the initiative and assist them through knowledge dissemination and exposure to urban markets and design intervention, innovative designs and forming linkages with new markets. The artisans and weavers are also invited to NIFT campuses for exposure workshops, demonstration workshops, exhibitions and craft bazaars where they get an opportunity to interact with the craft experts, upgrade their product and design knowledge and understand consumers in the urban markets.

Recommendation: NIFT may continue efforts to work with craftsmen also with a specific focus on approaching more GI producers connected with the handicrafts and fabric sectors. Moreover, in this process, NIFT may assist more craftsmen to obtain GI tags through continued knowledge dissemination, technology and skill development.

■ Enabler 17: Ministry of Commerce and Industry

■ Enabler 18: RUDSETI – Rural Development & Self Employment Training Institute can assist in training entrepreneurs by assisting in methods listed under their goals – creating awareness on self-employment, resource utilisation and capital build-up, demystification of technology)³⁷

■ Enabler 19: Registrar for Geographical Indications, DPIIT (Controller General of Patent Design and Trademark)

C) Finance

a. Cash flow management

Cash flow will always be a constraint for GI product manufacturers, we recommend the SEBI model of T+2³⁸ is followed, this will ensure the entrepreneur has working capital based on the off-take of their produce. Once the entrepreneur or manufacturing unit gets the necessary scale, Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTSMES)³⁹ facilities must be extended.

³⁶ <https://nift.ac.in/cluster-projects>

³⁷ <http://rudsetitraining.org/web/about-rudseti/>

³⁸ <https://www.bloombergquint.com/financial-terms/what-is-t-2-settlement-cycle-definition-meaning-and-basics-of-t-2-settlement-cycle>

³⁹ CGTSMES - Credit Guarantee Fund Trust for Micro and Small Enterprises

b. Microcredit

Microcredit is a common form of microfinance that involves extremely small loans given to individuals, most times from low-income backgrounds to help them become self-employed or grow a small business. *"The unique feature of MSMEs is that they are widely dispersed across sectors of the economy producing a diverse range of products and services to meet local as well as global markets. Needless to mention that the contribution of MSME is 8 percent of GDP, 45 percent of manufacturing output, and 40 percent of exports of the country and uniquely they are the least investment-driven with high returns. Employment creation is next to agriculture, **thus the MSME sector has the potential of tapping individuals to associate with economic activities by way of self-employment**".*⁴⁰

- **Enabler 20:** NABARD Micro Credit Innovations Department – This department facilitates sustained and cost-effective access to financial services for the population in the rural hinterlands through various products and delivery channels. The department also has a Self-Help Group – Bank Linkage Programme (SHG-BLP) that operates on a nationwide scale. *"What started as a pilot to link around 500 SHGs of poor to the formal financial institutions during the year 1992-93, has now become the largest microfinance programme in the world in terms of client base and outreach."*⁴¹

c. GST

As per the GST for MSMEs booklet 2019,⁴² GST cuts were proposed on handicrafts and textiles along with benefits for the entire MSMEs industry. However, due to COVID-19, the handicrafts industry has taken a hit and as quoted by an article focused on the handicraft artisans' hope for a GST cut, "Artisans in the handicraft sector are looking for greater tax relief to overcome the financial impact of the economic downturn and the Goods and Services Tax (GST) rates. Mysuru is one of the major hubs for handicrafts and supports nearly 5,000 to 6,000 families who are mainly engaged in wood inlay works, furniture, and the making of idols. But the imposition of GST – which is 18% for furniture and 12% for wall hangings, inlay works, and other decorative items – has hit the artisan community hard. There is no GST on making small idols of gods and goddesses but the bulk of revenue for artisans comes from furniture and inlay works."

Recommendation: In light of the pandemic, **a further temporary relief on GST** can be given to not just the handicraft industry but all the MSMEs with a focus on GI producers as in alignment with the objective of this paper.



⁴⁰ https://msme.gov.in/sites/default/files/MSME_Schemes_English_0.pdf

⁴¹ <https://www.nabard.org/contentsearch.aspx?AID=225&Key=shg+bank+linkage+programme#:~:text=Self>

⁴² https://www.cbic.gov.in/resources/htdocs-cbec/gst/GST_MSMEs_Booklet_01072019.pdf

3.2 Phase II: Oxygenating India's Geographical Indications Industry

3.2.1 Under the aegis of the newly created Ministry of Co-operation, we recommend the relatively new GI sector get help for ease of doing business and the problems that have plagued the MSME sector. Just 8.2 million of the estimated 55.8 million MSMEs are licensed MSMEs and the remaining 47.6 million are unregistered MSMEs.⁴³ Considering the above situation, the first and foremost challenge in resolving the challenges faced by MSMEs is to get all unregistered MSMEs into the formal fold so that they can apply for a bouquet of benefits. The unregistered existence of the MSMEs also serves as a barrier to their access to credit from formal sources of lending." In light of this, it is important that the inspector raj be addressed.

3.2.2 Dispute Resolution: Given that most GI manufacturers will be in the MSME sector with Micro (93% of MSME Industry)⁴⁴ being the major factor, they have very little to for dispute resolution, so the recommendation is based on the US government model.⁴⁵ It is an efficient, voluntary, less formal, and user-friendly process, with outcomes decided by an arbitration committee composed of experts. This was specifically set up for the benefit of small-time performers/artists/creators who do not have access to legions of lawyers and attorneys.

Similarly, the local GI board must set up a dispute resolution mechanism for damages or claims up to Rs. 10,000.

3.3 Additional recommendations:

3.3.1 Educating the community about GI Products and GI Initiatives by including GI as a chapter in NCERT textbooks.

3.3.2 Protection of creative works within the GIs for creative works via an online registration process will spur more innovation and creativity, uniqueness, and the flywheel effect kicks in thereafter increasing turnover.

■ **Enabler 21:** National Council of Educational Research and Training (NCERT)

3.3.3 A model manual for other developed and developing countries to grow their GI industries

■ **Enabler 22:** Indian Technical and Economic Cooperation program (ITEC) through its development partnership may conduct informative exchange sessions for councils responsible behind the growth of GI industries in developing and underdeveloped countries. Under the existing training schemes like agriculture, education, health, women empowerment and so on, an additional "GI development" stream should be added.

■ **Enabler 23:** Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC) currently has 14 areas of cooperation. Out of these, Transport and Communication, Tourism and Counter Terrorism and Transnational Crime are led by India. BIMSTEC can expand its area of cooperation to GIs through ITEC capacity building programs.

Additionally, an International Aid Programme for knowledge exchange in terms of technical expertise, scaling up production, capacity building and domain training may be initiated.

⁴³ <https://m1xchange.com/thought-xchange/msmes-the-new-age-catalyst-for-the-indian-economy/>

⁴⁴ <https://www.ibef.org/industry/msme.aspx>

⁴⁵ <https://www.copyright.gov/about/small-claims/>

4

Conclusion



The Central and State governments will have to ensure the policies adopted will create a fine balance between the growth of the GI revenue pie and redistribution of income generated with a large portion of the income going to the GI producers. The GI producers today have ample distribution channels open to them both in the physical and digital world. With the shift to the digital platforms, the distribution margins of these gate keepers or *mandi* agents must be competitive. The middlemen must not act as countervailing agents by getting into similar businesses or product lines which will erode GI producer incomes. Good margins for the GI producers will help the respective GI associations to be globally competitive and build brands to compete in the global market space, as seen in the case of their European counterparts. GI producers and distribution intermediaries are partners in grime and sweat, one bringing unique skills and techniques and the other ensuring that the GI product reaches the dining table or adorn homes. Guardrails like regular audits and consultations with the GI producers must be mandated. Hence, it is necessary to create local GI cooperative bodies or local GI associations to be nationally managed by the GI board under the auspices of the Department for the Promotion of Industry and Internal Trade (DPIIT), the Ministry of Commerce department which should be tasked with developing this new sector.

Finally, a necessary skill for GI producers is digital literacy. This should be a priority agenda item for NGOs and stakeholders like the DPIIT.⁴⁶ This is an opportunity for India to redefine the future of work with the use of automation, technology and artificial intelligence while simultaneously enhancing and adorning the country's talented local work force rather than displacing it.

Many indigenous communities have benefited enormously economically from the GI recognition granted to their traditional products. For instance, post the GI tag, the price of Kadaknath Chicken, a native breed of the Dhar and Jabua districts in Madhya Pradesh and primarily nurtured by the Bhil tribals, has gone up significantly. Greater awareness about the exotic nature of Kadaknath has resulted in a huge spike in its demand and breeders are making respectable profits. Similarly, the GI tagged aromatic Araku Valley Coffee, originally produced by the tribal population of Andhra Pradesh, is now being exported as a premium lifestyle and health product. It has also received global acclaim by winning the Gold Medal for the best coffee pod in the Prix Epicures OR 2018 Award in Paris, France.⁴⁷ Considering these factors along with the availability of raw material and labour, India can be considered self sufficient in the making the GI economy robust.

The Indian GI economy can be a platform for India to showcase to the world a model for ethical capitalism, social entrepreneurship, de-urbanisation, and bringing women to the work force, on the back of a robust digital system. It encompasses the concept of trusteeship, as advocated by Mahatma Gandhi and more recently, by Prime Minister Narendra Modi at the United Nations. It is truly Made in India.

⁴⁶ GI Promotion Activities | Department for Promotion of Industry and Internal Trade | MoCI | Gol (dpiit.gov.in)

⁴⁷ Tribal welfare: GI tag can help ST entrepreneurs thrive - The Financial Express

5

Appendix



5.1 State-wise GI Endorser recommendations

STATE	GI PRODUCT	ENDORSER
Andhra Pradesh	Tirupathi Ladu, Srikalahasti Kalamkari, Kondapalli Bommallu, Machilipatnam Kalamkari, Bandar Laddu, Udayagiri Wooden Cutlery, Araku Valley Arabica Coffee, Leather Puppetry, Uppada Jamdani, Guntur Sannam Chilli, Venkatagiri Sarees, Bobbili Veena, Mangalagiri Sarees and Fabrics, Dharmavaram Handloom Pattu Sarees and Paavadas	Raja and Radha Reddy, Prathap C. Reddy, Yamini Reddy
Arunachal Pradesh	Arunachal Orange, Idu Mishmi Textile	Anshu Jamsenpa (mountaineer)
Assam	Muga Silk, Assam Karbi Anglong Ginger, Joha Rice, Boka Chaul, Kaji Nemu	Lovlina Borgohain, Papon, Hima Das
Bihar	Madhubani Paintings, Khatwa, Sujini Embroidery of Bihar, Bhagalpur Silk, Katarni Rice, Magahi Paan	Ravi Kishan, Satyapal Chandra, Shatrugan Sinha (Actor), Sanjay Mishra (Actor) - well known for supporting roles
Chattisgarh	Bastar Dhokra, Bastar Wooden Craft	Anurag Basu, Renuka Yadav
Goa	Feni, Khola Chilli	Remo Fernandes, Candice Pinto, Lorna Cordeiro, Jerry Pinto
Gujarat	Gir Kesar Mango, Kutch Embroidery, Sankheda Furniture	Supriya Pathak, Ratna Pathak Shah, Paresh, Paresh Rawal, Irfan Pathan, Yusuf Pathan, Ravindra Jadeja
Haryana	Phulkari, Basmati	Manushi Chillar, Randeep Hooda, Rajkumar Rao, Ravi Dahiya, Rani Rampal, Sanjeev Kapoor, The Phoghat sisters Geeta, Ritu, Sangita, Babita Phoghat, Neeraj Chopra

STATE	GI PRODUCT	ENDORSER
Himachal Pradesh	Kullu Shawl, Kangra Tea	Preity Zinta, Kangana Ranaut, Yami Gautam, Rubina Dilaik
Jammu & Kashmir	Pashmina Shawls, Kashmiri Kesar (Saffron), Kani Shawl, Kashmir Paper Machie, Kashmir Walnut Wood Carving, Khatamband, Basmati, Kashmiri Hand Knotted Carpet, Kashmir Saffron	Pandit Shivkumar, Chef Abbas Bhat, Vidhu Vinod Chopra, Anupam Kher
Jharkhand	Sohrai - Khovar Painting,	Imtiaz Ali, MS Dhoni
Karnataka	Mysore Silk, Mysore Sandalwood Soap, Mysore Agarbathi, Ikkal Sarees, Mysore Sandalwood Oil	Jaya Prada, Deepika Padukone, Prakash Padukone, Aditi Ashok, Ashwini Ponnappa, Azim Premji, N. R. Narayana Murthy, Sudha Murthy
Kerala	Malabar Pepper, Marayoor Jaggery (Marayoor Sharkara), Nilambur Teak, Wayanad Robusta Coffee,	Mohan Lal, Kattassery Joseph Yesudas, Mammooty, P.T. Usha, Arundathi Roy
Madhya Pradesh	Chanderi Sarees, Leather Toys of Indore, Bagh Prints, Maheshwar Sarees, Ratlami Sev	Ashutosh Rana, Annu Kapoor, Arunoday Singh, Jaya Bachchan, Shaan, Sharat Saxena
Maharashtra	Kolhapur Chappal, Sangli Turmeric, Alphonso Mangoes, Nagpur Orange, Solapur Chaddar, Solapur Terry Towel, Puneri Pagadi, Nashik Valley Wine, Paithani Sarees and Fabrics, Mahabaleshwar Strawberry, Nashik Grapes, Kolhapur Jaggery, Ajara Ghansal Rice	Sachin Pilgaonkar, Madhura Bachal, Urmila Matondkar, Sachin Tendulkar, Madhuri Dixit, Swanand Kirkire, Pankaj Advani, Ajay-Atul, Ratan Tata, Ashok Saraf, Karan Johar, Milind Soman, Jwala Gutta
Manipur	Shaphee Lanphee, Wangkhei Phee, Moirang Phee, Kachai Lemon, Chak-Hao	Mirabai Chanu, Mary Kom, Lin Laishram, Anuradha Devi Thokchom, Bombayla Laishram, Kalpana Devi, Ngangbam Soniya Chanu

STATE	GI PRODUCT	ENDORSER
Meghalaya	Khasi Mandarin, Mekong Narang	Zubeen Garg, Patralekha Paul Chetana Das, Regina Lamu
Mizoram	Mizo Chilli, Pawndum, Ngotekherh, Hmaram, Tawlhlohpuan, Mizo Puanchei	Lalrindika Ralte (Footballer), Jeremy Lalrinnunga, Zohmingliana Ralte, Ruatfeli (Hockey Player)
Nagaland	Naga Mircha, Naga Tree Tomato, Chakshesang Shawl	Grace Dangmei , James Kithan, Mengu Suokhrie, Chekrovolu Swuro
Odisha	Khandua Saree and Fabrics, Odisha Rashogola	Nandita Das, Pragyant Ojha, Dutee Chand
Pondicherry	Tirukanur Papier, Mache Craft, Villianur Terracotta works	Kalki Koechlin
Punjab	Phulkari, Basmati Rice	Diljit Dosanjh, Vikas Khanna, Badshah, Yuvraj Singh
Rajasthan	Bhikaneri Bhujia, Thewa Artwork, Bhagru Hand Block Print	Ila Arun, Sakshi Tanwar, Pandit Brij Narayan, Pandit Vishwa Mohan Bhatt
Sikkim	Sikkim Large Cardamom	Bhaichung Bhutia, Danny Denzongpa, Karma Paljor
Tamil Nadu	Kancheepuram Saree, Erode Manjal (Erode Turmeric), Palani Panchamirtham, Thirubuvanam Silk Sarees	Rekha, Kamal Hassan, Hema Malini, Madhoo Shah, Samantha Ruth Prabhu
Telangana	Narayanpet Handloom Sarees, Gadwal Sarees, Nirmal Paintings	Sania Mirza, Saina Nehwal, PV Sindhu, Parupali Kashyap, Mohammad Azharuddin
Tripura	Tripura Queen Pineapple	Dipa Karmakar
Uttar Pradesh	Allahabad Surkha Guava, Lucknow Chikan Craft, Mango Malihabadi Dusseheri, Banaras Brocades and Sarees, Handmade Carpet of Bhadohi	Amitabh Bachchan, Nawazuddin Siddiqui, Rajpal Yadav, Jimmy Shergil

STATE	GI PRODUCT	ENDORSER
Uttarakhand	Uttarakhand Tejpat	Abhinav Bindra, Ruskin Bond, Neha Kakkar, Prasoon Joshi
West Bengal	Baluchari Saree, Darjeeling Tea, Nakshi Kantha, Santiniketan Leather Goods, Malda Laxma Bhog Mango, Joynagar Moa, Bradhaman Sitabhog, Bengal Dokra, Purulia Chau Mask	Bipasha Basu, Chef Atul Lahkar, Amartya Sen, Kajol, Rani Mukherjee, Onir, Sushmita Sen, Saurav Ganguly, Bappi Lahiri

5.2 Terms of Reference for GI council

Setting up rules	Rules for legitimate use of GI logo, guidelines for participation in exhibitions and fairs, exports, standardisation guidelines within and across industries (check on the packaging, labelling)
Product commercialisation	Conduct research on best practices, follow recommendations under marketing for both domestic and international markets
Conflict resolution	Designing GI protection models or systems, ⁴⁸ building stronger redressal mechanisms at the local level
Setting up bodies	Quality control laboratories, monitoring national and state-level bodies for GI council
Capacity building	To assist in capability & capacity building of the members relating to the development of GI products
Consultancy	Provide consultancy and advisory services to the members relating to the allotted activities
Protection of creative works	Take up the issues relating to the protection of intellectual properties rights

⁴⁸ Guide to Geographical Indications: Linking products and their origins (origin-gi.com)



