

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE**

RAJYA SABHA

**UNSTARRED QUESTION NO. 1963.
TO BE ANSWERED ON FRIDAY, THE 23RD DECEMBER, 2022.**

PROMOTION OF GI ITEMS IN THE NORTH EAST

1963. SHRI PABITRA MARGHERITA:

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) whether Government has received any proposal from the North East States for grant of Geographical Indications (GI) tag for its products;
- (b) if so, the details thereof;
- (c) the steps taken and the schemes evolved to encourage the stakeholders of GI tags in the North East States; and
- (d) the schemes that have been evolved and the steps taken by Government to identify and encourage potential GI items in the North East States?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI SOM PARKASH)**

- (a) & (b):** The Geographical Indications Registry has received 128 GI Application from the North Eastern States of India , for registration of geographical indications (GI) under the Geographical Indications of Goods (Registration & Protection) Act, 1999 and relevant Rules. Details of the same are placed at **Annexure-I**
- (c) & (d):** The Government has taken various measures for promotion of GI tagged products in the North Eastern States of India. Details of the same are placed at Annexure-II.

ANNEXURE-I

ANNEXURE REFERRED TO IN REPLY TO PARTS (a) & (b) OF THE RAJYA SABHA UNSTARRED QUESTION NO. 1963 FOR ANSWER ON 23.12.2022.

Details & Status of GI Applications received from North Eastern States of India.

Sl. No.	State	Received
1	Arunachal Pradesh	24
2	Assam	48
3	Manipur	11
4	Meghalaya	7
5	Mizoram	13
6	Nagaland	8
7	Sikkim	11
8	Tripura	4
9	Manipur & Nagaland	1
10	Sikkim and West Bengal	1
	Total	128

ANNEXURE REFERRED TO IN REPLY TO PARTS (c) & (d) OF THE RAJYA SABHA UNSTARRED QUESTION NO. 1963 FOR ANSWER ON 23.12.2022.

Activities undertaken by the Department to popularize and spread awareness about the geographical indications (GI) products in the country including the North Eastern States of India:

In order to popularize Geographical indications (GIs) among general public and among consumers, the activities undertaken are as under:

- GIs from various states, including North Eastern States were exhibited as part of the Hyderabad Design Week's Design Expo held between 10-12 October, 2019. In addition to exhibiting the GIs, dedicated counter was setup where Department's officials interacted with participants on the importance of IPR, need for awareness and helped answer their queries regarding the subject. The event had participation from nearly 100 countries.
- GIs were also exhibited at the Global Exhibition on Services 2019 held from 26-28 October, 2019 at Bengaluru. The event had participation from nearly 100 countries.
- To create awareness about the GIs in the urban population, an article prepared on the subject of GIs has been published in India Today English magazine's 45th Anniversary Special Issue in January 2021.
- Dedicated GI Pavilion were setup during the Aahar, 2022 fair for five days. The event offered an opportunity to showcase Indian tradition, culture and enterprising activities under a single umbrella. 25 GI products were showcased at the fair from across the country. A large number of traders/industry players from top ranks of the hotel industry, restaurants, catering industry/institutions, importers, buyers/distributors to source best of the products in the food, hospitality, and equipment sectors, visited Aahar 2022 and it helped the GI holders build connections and boost their business.
- In addition to the dedicated GI counters from DPIIT during Aahar 2022, Tribal Cooperative Marketing Development Federation of India (TRIFED) also participated in this exhibition whereby the GIs products from the tribal communities such as Naga Mircha, Chak Hao rice, Assam tea (orthodox) were exhibited.
- On the occasion of World Intellectual Property Day 2022, DPIIT conducted "National Photography Contest" on theme भारत का अमूल्य धरोहर , capturing various aspects of Geographical Indications and their uniqueness, diversity, and artistry.
- Nearly 100 GI stalls covering all the states of the country were setup during the India International Trade Fair held at Delhi from 14 - 27 November, 2022.
- Regular social media campaigns have been undertaken by the Department for spreading awareness and promoting the GI tagged products. Through these campaigns interesting stories and factoids on GI are shared. These include, 'Gift a

GI' launched during festive seasons to encourage purchase of GI products, 'Spot the GI' to spread awareness on GIs through interesting factoids, among others.

- In order to popularize Geographical Indications of India, 17 promotional videos covering various Indian GIs was prepared in collaboration with TV History. These videos were aired on various channels of the TV History 18 network such as History TV18 -SD, History TV18 – HD in 2021-22.
- In addition to the above, the GI Registry regularly conducts awareness programmes for stakeholders on GI at various places in the country, in addition to providing necessary handholding facility to the applicants in the filing and processing of their GI applications.
- Various webinars and field visits as well as online conference inter-alia relating to GIs were conducted through DPIIT IPR Chair, NLUJA, Assam in North Eastern States
- The Office of Controller General of Patents and Designs (CGPDTM) also conducts awareness programmes on GI in association with other industrial organizations for the benefit of stakeholders in GI. These programmes are aimed at acquainting GI stakeholders about importance of GI registration and benefits of unique identity given by GI registration to the products.
- The Ministry of Micro Small and Medium Enterprises (MSME) is also implementing MSME-Innovative (Incubation, IPR and Design) Scheme across the country including NER Region with the major objective to promote all forms of innovations in the complete value chain from developing ideas into innovative applications through incubation and design interventions. The IPR component of Innovative Scheme offers legal and intellectual property filing support for IP Rights including geographical indications (GI). The programme also provides IP advisory, consultation, IP commercialization etc. through establishment of Intellectual Property Facilitation Centres (IPFCs) across the country. Further scheme provides financial assistance of Rs. 2.00 Lakh on grant of registration under geographical indications of goods.
