

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

**UNSTARRED QUESTION NO. 540.
TO BE ANSWERED ON FRIDAY, THE 26TH JULY, 2024.**

PROMOTING MEHNDI INDUSTRY ON GLOBAL FORUM

540 SHRI MADAN RATHORE:

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

- (a) whether it is a fact that Mehndi industry in Pali district of Rajasthan has been given Geographical Indication (GI) tag, if so, the details thereof; and
- (b) whether Government has taken any steps to promote export of Sojat Mehndi on international trade forum, if so, the details thereof?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a): Yes, sir. The office of the Geographical Indications Registry has received an application for registration of Sojat Mehndi filed by Mehndi Vyapar Sangh Samiti, Sojat City, Pali, Rajasthan, India - 306104 on 13.11.2018 under the Geographical Indications of Goods (Registration and Protection) Act, 1999. The Geographical Indications (GI) Application No. 628 –Sojat Mehndi in respect of Agricultural Goods falling in Class – 31 was accepted and notified in GI Journal No. 130 dated 29.02.2020, and the same was registered on 14.09.2021.
- (b): The Government has earmarked Rs. 75 crores under the IPR Policy Management Scheme for a period of three years, i.e., FY 2022-23 to 2024-25, to undertake initiatives and activities aimed at creating awareness about the significance of GIs, promoting registered Indian GIs, identify potential GIs and encourage stakeholders towards registration. Also, the GI Registry regularly conducts awareness programs for stakeholders on GI at various places in the country. Also, it provides necessary hand-holding facilities to the applicants in the filing and processing of their GI applications.
