

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

**UNSTARRED QUESTION NO. 699.
TO BE ANSWERED ON FRIDAY, THE 05TH DECEMBER, 2025.**

PROTECTION AND PROMOTION OF GI-TAGGED PEN GANESH IDOL

699. SHRI DHAIRYASHIL MOHAN PATIL:

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

- (a) the benefits received by the artisans of Pen, Raigarh, from the GI-tagged Pen Ganesh Idol in terms of market access, sales, and export value;
- (b) the efforts made by the Ministry for export promotion, digital platform availability, branding, and trade-buyer engagement;
- (c) the extent to which the enforcement and grievance redressal mechanisms are effective to protect against counterfeit /machine-made copies, and the number of cases registered/resolved; and
- (d) the number of skill development and training programmes organized for the artisan community?

ANSWER

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

- (a):** Pen Ganesh Idol is a Registered Geographical Indications with GI Registered No.949 and its registration is valid till 28th August 2032.

The protection granted under the Geographical Indications of Goods (Registration and Protection) Act, 1999 allows registered proprietors and authorised users to get benefit from the goodwill associated with these products. Such protection aids in strengthening brand equity, premium pricing, improving income generation and contributing to the broader economic value for artisans, craftsmen and farmers involved.

- (b):** The Government is taking several initiatives to enhance the international visibility of Indian GI products. GI protection and recognition provisions are being included in ongoing trade negotiations, and GI producers are being supported to participate in international trade fairs such as Autumn Fair Birmingham and Bazar Berlin. Short promotional films have been created and disseminated through several media platforms for increased consumer awareness and brand building. GI products are also showcased in forums such as the GRATK Diplomatic Conference, and digital catalogue of 419 GIs has been disseminated to Indian Missions abroad.

Additionally, Directorate General of Foreign Trade (DGFT) has developed Trade Connect-e-Platform (<https://trade.gov.in>) as a comprehensive digital interface to provide trade-related information and guidance to Indian exporters, particularly MSMEs. The platform functions as an online support hub, integrating Departments, Indian Missions, Export Promotion Councils, Commodity Boards, and other relevant institutions. It offers exporters streamlined access to tools and resources including insights on trade agreements, country-specific market requirements, certification and compliance norms, buyer–seller connect services, and global e-commerce opportunities. Additionally, MSMEs can create discoverable digital profiles to connect with international buyers and access structured learning resources through the EXIM Paathshaala. The platform aims to digitally empower MSME exporters and strengthen their integration into global trade networks.

A summary of some of the major initiatives undertaken by DPIIT for branding and buyer-seller engagement are under **Annexure**.

- (c): Geographical Indications Registry under DPIIT grants GI rights to registered proprietors and authorised users, enabling them to safeguard and commercially benefit from the distinct identity and reputation of GI products.

The right is operated and governed by the concerned producer associations or registered proprietor who can set up internal quality control and grievance redressal mechanism to monitor and leverage the rights granted through a GI. Further infringement action is also required to be pursued by the concerned GI proprietors or authorised users under the Geographical Indications of Goods (Registration and Protection) Act, 1999 with judicial or police authorities, who impose appropriate penalties as per the provisions of the act and relevant guidelines.

- (d): Geographical Indications (GIs) function primarily as an intellectual property mechanism designed to ensure protection and quality assurance for the specific geographical characteristics and traits of a product. They safeguard and preserve the unique, inherited skill sets and traits preserved over generations by the artisans, authorised users, and relevant communities involved in producing these goods. Broad-based skilling initiatives could risk diluting this uniqueness and the heritage value that the GI framework seeks to preserve.

ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO PART (a) OF THE RAJYA SABHA UNSTARRED QUESTION NO. 699 FOR ANSWER ON 05.12.2025.

2022-23
India GI fair (26th-28th Aug, 22): <ul style="list-style-type: none"> 3-day event was organized at the India Expo Center & Mart, Greater Noida
GI Mahotsav (16th -21st Oct, 22): <ul style="list-style-type: none"> A weekly event was conducted at Trade facilitation Center, Varanasi Various knowledge sessions were organized for the GI holders with DPIIT officials
Exclusive GI pavilion (14th -27th Nov, 22): <ul style="list-style-type: none"> Exclusive GI pavilion was set up at IITF 2022 which was organized by ITPO at Pragati Maidan
Promotional Videos <ul style="list-style-type: none"> To popularize GIs of India, 17 promotional videos covering various Indian GIs were prepared in collaboration with TV History 18 Aired videos on various channels of TV History 18 network such as History TV18 -SD, History TV18 – HD
Social media campaign on GIs: <ul style="list-style-type: none"> DPIIT undertook a social media campaign to promote India's GIs 'Gift a GI' campaign launched during festive seasons to encourage purchase of GI products 'Spot the GI' launched to spread awareness on GIs through interesting factoids CIPAM ran a campaign on 'Winter GI Accessories'
GI Pavilion (14th –18th Mar, 23): <ul style="list-style-type: none"> DPIIT has set up a 'GI Pavilion' for 55 GI registered products at AAHAR 2023 at Pragati Maidan The 37th International food & hospitality fair themed 'Invaluable Treasures of Incredible India' shows Participation of women entrepreneurs/artisans
2023-24
Engagement with States & UTs: <ul style="list-style-type: none"> State Governments and Administration of Union Territories are currently hosting events to create awareness about GIs amongst both consumers & producers Assisting in capacity building and hand-holding of respective GI producers and facilitate sale & marketing of GIs
EPCH GI Fair India (20th –24th Jul, 23): 2nd edition of GI Fair India 2023' at India Expo Centre & Mart, Greater Noida
Radio Mirchi (17th –31th Aug, 23): Promotion of GI by Radio Mirchi Brewery was held for 15 days
UP International Trade Show (21th–25th Sep, 23): UP International Trade Show at Indian Expo Centre & Mart, Greater Noida
GI Mahotsav at Srinagar (2nd –8th Oct, 23): A weeklong GI Mahotsav at Srinagar as part of initiative for promotion of GI
GI Startup Challenge (29th -Dec'23 – 20th Feb, 24) : DPIIT in collaboration with Startup India had conducted GI Startup Grand Challenge on the Startup India portal to identify innovative solutions through start-ups for challenges within the GI ecosystem
Promotion of GI by India Today: DPIIT in collaboration with India Today Published GI related articles in three phases for promotion of GIs
Promotion of GI by National Geographic: DPIIT in collaboration with National Geographic Channel launched GI-based videos which included Production, Airing, Marketing and Licensing of 5 Documentary Films (8-10 mins) on GI Tagged Products in India and SAARC Markets

<p>5-day International Hackathon at Kolkata (8 – 12 Mar, 24): West Bengal National University of Juridical Sciences (WB NUJS) conducted International Conference on Hackathon on Geographical Indication and related Traditional Knowledge Cultural Expressions</p>
2024-25
<p>GI Catalyst (12th July 2024) The ‘GI Catalyst: Insight to Impact Summit’, was held at Yashobhoomi on 12th July 2024. This pivotal event, graced by senior officials from various ministries, focuses on enhancing India’s GI Ecosystem through convergence and collaboration, promoting our rich culture and heritage.</p>
<p>Promotion of GI on Indian Airlines (Mar-Jul, 24) A total of 12 articles covering GI products from various parts of the country were published in inflight magazines of leading airlines such as Vistara, Air India, SpiceJet and Indigo (3 articles per airline).</p>
<p>GI-themed wedding videos by Outlook magazine: Promotion of GI products in collaboration with Outlook Group to leverage its multiple platforms to showcase documentaries on the geographical indications (GIs) of India through the concept of the "Weds in India" campaign.</p>
<p>Autumn Fair International at Birmingham (1 – 4 Sep, 24): EPCH with the approval and financial support from DPIIT, organised Indian GI Pavilion with Participation & Live Demonstration by GI producers in Autumn Fair International 2024 in Birmingham, United Kingdom</p>
<p>Bazaar Berlin 2024(6th –10th Nov, 24): DPIIT in association with Invest India organised India’s GI Products at Bazaar Berlin 2024 at Berlin Fairground (Expo Center City) in Germany</p>
<p>Promotion of GI by National Geographic (Season 2): After successfully airing Season 1 of 'GI Tag in India, Promotion of GI through Season 2, a 60-minute film narrated by Shekhar Kapoor, focusing on the success story of a GI product shop owner. Broadcast on National Geographic Channel India (SD and HD) & in SAARC Countries in English, Hindi, Tamil, Telugu, Bengali, and Kannada languages. Additionally, on YouTube.</p>
<p>Promotion through Entire Season 9 of MasterChef India: DPIIT has partnered with MasterChef India Season 9 on SonyLIV to promote Geographical Indications (GI). Through this collaboration, DPIIT aims to showcase India's rich culinary heritage by integrating GI-tagged products into the season's storyline, leveraging the wide reach and popularity of the show.</p>
<p>GI promotional activities in Delhi Metro: Undertaking GI promotional activities through Display Boards inside Delhi Metro coaches</p>
<p>GI promotional activities at airport: Performing GI promotional activities through Digital Screens, Digital Display Boards, Hoarding etc. at Srinagar, Udaipur, Varanasi, Delhi and Mumbai Airport</p>
<p>GI promotional activities at the Delhi airport: Setting up stores dedicated to the sale of GI products in association with the Central Cottage Industries Corporation Limited</p>
<p>GI Samagam at Bharat Mandapam, Delhi: Considering the importance of Geographical Indications and its enormous growth potential, DPIIT has organised "GI Samagam" on 22.01.2025. The event has brought together key stakeholders, Ministries/Departments, User Departments of Central and State Governments, Policy Makers, Industry Leaders, Artisans, Producers etc., across the GI ecosystem in India on a single platform to exchange ideas and deliberate upon the future growth and development of the sector.</p>
