

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

RAJYA SABHA

**UNSTARRED QUESTION NO. 1645.
TO BE ANSWERED ON FRIDAY, THE 13TH FEBRUARY, 2026.**

GI TAGGING AND MARKET LINKAGE FOR PRODUCTS FROM ODISHA

1645. SHRI MANAS RANJAN MANGARAJ:

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

- (a) the number of GI-tagged products from Odisha and the steps taken to promote them in national and international markets;
- (b) whether Government proposes to support GI product exporters from Odisha through marketing assistance and e-commerce platforms;
- (c) the details of export incentives and scheme benefits provided to Odisha-based Micro, Small, and Medium Enterprises (MSME) exporters; and
- (d) the measures taken to prevent misuse of GI tags and protect local artisans/producers?

ANSWER

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

- (a): As on date, a total of 26 Geographical Indications (GI)-tagged products is registered from the State of Odisha. The Department for Promotion of Industry and Internal Trade (DPIIT) promotes Geographical Indications in a holistic manner at the national and international levels and does not undertake promotion on a state or region specific basis. Details of promotional activities undertaken by the department is placed at **Annexure – A**
- (b): The Government has undertaken multiple-initiatives to enhance the global visibility and market access of Indian Geographical Indication (GI) products. Provisions for GI protection are being incorporated into ongoing trade negotiations. GI products are also showcased at international forums, including the Genetic Resources and Associated Traditional Knowledge (GRATK) Diplomatic Conference. Additionally, a digital catalogue of 419 GI products has been shared with Indian Missions abroad to promote international outreach.

Further, Directorate General of Foreign Trade (DGFT) has launched the Trade Connect e-Platform (<https://trade.gov.in>) as an integrated digital interface to support Indian exporters, particularly MSMEs. The platform connects stakeholders such as Central Ministries, Indian Missions, Export Promotion Councils, and Commodity Boards, and provides access to trade agreements, country-specific market requirements, certification norms, buyer–seller matchmaking, and global e-commerce opportunities. MSMEs can create digital business profiles and access capacity-building resources through EXIM Paathshaala. The initiative aims to digitally empower MSME exporters and enhance their participation in global trade.

- (c): Ministry of MSME implements the International Cooperation (IC) Scheme, providing reimbursement-based financial assistance for MSME participation in international events and export-related activities. Funds are not allocated state-wise. However, in the last three years, 4 MSMEs from Odisha have received assistance of Rs. 13,91,479/- under the Scheme.
- (d): The Government has put in place a robust legal and enforcement framework to prevent misuse of Geographical Indication (GI) and to safeguard the interests of local artisans and producers. The Geographical Indications of Goods (Registration and Protection) Act, 1999 provides for both civil and criminal remedies against infringement, including injunctions, seizure, forfeiture, and destruction of infringing or falsely marked GI goods. Offenses under the Act are cognizable, enabling enforcement action to be initiated by the Registrar of Geographical Indications and police authorities. Further, the Act prescribes enhanced penalties for second and subsequent convictions. These statutory provisions ensure effective protection of registered GIs beyond private enforcement by producers or authorized users.

ANNEXURE REFERRED TO IN REPLY TO PART (a) OF THE RAJYA SABHA UNSTARRED QUESTION NO. 1645 FOR ANSWER ON 13.02.2026

2022-23
<p>India GI fair (26th-28th Aug, 22):</p> <ul style="list-style-type: none"> • 3-day event was organized at the India Expo Center & Mart, Greater Noida
<p>GI Mahotsav (16th -21st Oct, 22):</p> <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
<p>Exclusive GI pavilion (14th -27th Nov, 22):</p> <ul style="list-style-type: none"> • Exclusive GI pavilion was set up at IITF 2022 which was organized by ITPO at Pragati Maidan
<p>Promotional Videos</p> <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
<p>Social media campaign on GIs:</p> <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'
<p>GI Pavilion (14th –18th Mar, 23):</p> <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
<p>Engagement with States & UTs:</p> <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
<p>EPCH GI Fair India (20th –24th Jul, 23): 2nd edition of GI Fair India 2023' at India Expo Centre & Mart, Greater Noida</p>
<p>Radio Mirchi (17th –31st Aug, 23): Promotion of GI by Radio Mirchi Brewery was held for 15 days</p>
<p>UP International Trade Show (21th–25th Sep, 23): UP International Trade Show at Indian Expo Centre & Mart, Greater Noida</p>
<p>GI Mahotsav at Srinagar (2nd –8th Oct, 23): A weeklong GI Mahotsav at Srinagar as part of initiative for promotion of GI</p>
<p>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</p>
<p>Promotion of GI by India Today: DPIIT in collaboration with India Today Published GI related articles in three phases for promotion of GIs</p>
<p>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>
<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):</p> <ul style="list-style-type: none"> • 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>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>
2025-26
<p>Promotion of GI through train wrapping and inside Panel of Delhi Metro in Yellow and Blue lines and Metro Stations like New Delhi, Kashmiri Gate, Rajeev Chowk, INA, Yamuna Bank, Hauz Khas, AnandVihar ISBT, Azadpur, Supreme Court, Lok Kalyan Marg, Patel Chowk, Green Park, AIIMS</p>
<p>Promotion of GI at IGI, Airport Delhi, Mumbai Airport, Varanasi Airport.</p>
