

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

**UNSTARRED QUESTION NO. 2670.
TO BE ANSWERED ON WEDNESDAY, THE 04TH DECEMBER, 2019.**

GI TAG TO KALAMKARI OF MACHILIPATNAM

2670. SHRI BALASHOWRY VALLABHANENI:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether Machilipatnam's Kalamkari has got GI tag;
- (b) if so, the details of the efforts the Government is making to promote and export these products to other countries in order to help craftsmen earn better for themselves;
- (c) whether there is any scheme under which the production of products with GI tags can be increased; and
- (d) if so, the details thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)

**THE MINISTER OF COMMERCE & INDUSTRY
(SHRI PIYUSH GOYAL)**

- (a): Yes Sir, Machilipatnam Kalamkari has been registered under the Geographical Indications of Goods (Registration and Protection) Act, 1999. The application for registration of Machilipatnam Kalamkari was filed by M/s. Vegetable Hand-block Kalamkari Printers Association and the same was registered vide GI Application No. 90 on April 16, 2007.
- (b): DPIIT is involved with general awareness and sensitization of GIs in India. The activities undertaken are at Annexure-I
- (c) & (d): No Sir, currently there is no such scheme in this department under which the production of products with GI tag can be increased.

ANNEXURE-I

ANNEXURE REFERRED TO IN REPLY TO PART (b) OF THE LOK SABHA UNSTARRED QUESTION NO. 2670 FOR ANSWER ON 04.12.2019.

Following activities/ initiatives have been undertaken by DPIIT:

- CIPAM-DPIIT collaborated with mygov.in to launch a GI logo and tagline contest through crowd sourcing. The logo and tagline given below were selected:

Invaluable Treasures of Incredible India

अतुल्य भारत की अमूल्य निधि



This will help in branding and promotion of all Indian GIs irrespective of their categories.

- A GI stall has been opened at the Goa airport in January 2019.
- A new web portal '<http://wahgi.ncog.gov.in>' has been launched on Indian GIs. An app is also being developed by National e-Governance Division (NeGD) in this regard.
- List of GI events where budget/ funds from CIPAM was utilised for the events/ exhibitions/ programs, etc. is given below as Table 1.1:

Table 1.1

Components/Events	Annapoorna-World of Food India, 2018	GI Exhibition during IITF, 2018	Hyderabad Design Week, 2019	Global Exhibition on Services, 2019*
Executed by	FICCI	CII	NID-A & Govt. of Telangana	CII
Space Rental	19.47 lakhs (150 sqm.)	67.07 lakhs (702 sqm.)	45 lakhs (126 sqm.)	4.2 lakhs (100 sqm.)
Cost of Execution	3.29 lakhs	55 lakhs	15 lakhs	7 lakhs
Travel & Boarding	10.37 lakhs	43.92 lakhs		7.13 lakhs
Admin Fee	-	10 lakhs	-	1 lakhs
Total Costs	33.14 lakhs	176 lakhs	60 lakhs	19.33 lakhs

- List of GI events where CIPAM-DPIIT has participated is given below as Table 1.2:

Table 1.2

S. No.	Name of Event	Particulars
1.	WTO@20 Conference, New Delhi 2017	A GI stall was put up at NLU Delhi for this conference from February 16 – 18, 2017.
2.	Thaifex Trade Fair, 2017	was held at Bangkok, Thailand from 31 st May – 4 th June, 2017. To offer more visibility & promote Indian GIs on International level, 10 Indian GIs were sent to the Thaifex.
3.	Annapoorna – World of Food India, 2017	was held from 14-16 September, 2017 in collaboration with FICCI in which 20 Indian Geographical Indications related to food & agriculture sector were showcased to market these & attract investments into the Food & agriculture sector.
4.	World of Food India, 2017	was held from 3-5 November, 2017 at Vigyan Bhawan, New Delhi. The Ministry of Food Processing Industries, Govt. of India organized this International event ‘ World Food India 2017 ’ with Confederation of Indian Industry (CII) as the National Partner. In this event, DPIIT was also roped in for a GI Pavilion which showcased the strength of India in the GI sector. CII blocked an exhibition space of around 300 sqm. for Exhibition of around 40 Registered Geographical Indications of India at World Food India, 2017.
5.	Annapoorna: World of Food India, 2018	was held from 27-29 September, 2018 at Bombay Exhibition Centre, Mumbai in collaboration with FICCI in which Indian Geographical Indications related to food & agriculture sector were showcased to market these & attract investments into the Food & agriculture sector.
6.	India International Trade Fair (IITF), 2018	Exhibition of Geographical Indications (GIs) in India International Trade Fair, 2018 organized by Indian Trade Promotion Organization (ITPO), held from 14 th – 27 th November, 2018 at Pragati Maidan, New Delhi. Around 100 GIs were showcased in this event and the GI producers received a great exposure as well as the economic value for their

		products. The Pavilion of Geographical Indications in this event was awarded with a Special Appreciation Certificate adjudged for excellence in display in the 38 th IITF, 2018.
7.	Hyderabad Design Week, 2019	Exhibition of Geographical Indications at the Hyderabad Design Week, organized by Government of Telangana and DPIIT, held from October 11 – 12, 2019. 4 types of GIs were showcased by artisans in this event, receiving great exposure and economic value for their products. It was well appreciated by Mr. K.T. Rama Rao, Minister of Commerce & Industry, Information Technology & Urban Development, Government of Telangana.

Social Media Initiatives undertaken:

- Interesting stories and factoids on GIs being shared on CIPAM's social media handles (Twitter, LinkedIn, Facebook) using #LetsTalkIP.
- #LetsTalkIP campaign received great response and was further taken forward by Office of Minister of Commerce and Industry with #GemsOfOurHeritage in January 2018.
- Encouraging people to buy and use GI as gifts, souvenirs at conferences, corporate gifting and government events and on special occasions, etc. via "Gift a GI" campaign during Diwali/ other festivals.
