

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

**UNSTARRED QUESTION NO. 2947.  
TO BE ANSWERED ON TUESDAY, THE 10<sup>TH</sup> MARCH, 2026.**

**GI TAGGING OF PRODUCTS FROM NE STATES**

**2947. SHRI AMARSING TISSO:**

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

**वाणिज्य एवं उद्योग मंत्री**

- (a) whether the Government is facilitating GI tagging of indigenous products from the North-Eastern (NE) States, including Assam and if so, the details thereof;
- (b) whether any products from Karbi Anglong and Dima Hasao districts have been identified for GI registration and if so, the details thereof; and
- (c) the measures being taken to accelerate GI registration and enhance market access for GI-tagged products from the North-Eastern Region?

**ANSWER**

**वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)**

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

- (a) & (c):** The measures / schemes initiated by Government to facilitate GI protection for unique local and indigenous products and to accelerate GI Registration is placed at **Annexure-A**. Further, the measure to enhance market access to GI tagged products is available at **Annexure-B**.
- (b):** One product each from the two districts of Assam (Karbi Anglong and Dima Hasao) has been registered as a Geographical Indication. The details of the products are given below:
- **Karbi Anglong District (Assam)** – Karbi Anglong Ginger (GI No. 435).
  - **Dima Hasao District (Assam)** – Judima (GI No. 643).

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## ANNEXURE-A

### ANNEXURE REFERRED TO IN REPLY TO PARTS (a) & (c) OF THE LOK SABHA UNSTARRED QUESTION NO. 2947 FOR ANSWER ON 10.03.2026.

1. The Ministry of Micro, Small and Medium Enterprises (MSME), through the IPR component of the MSME Innovative Scheme, provides support for protection and commercialization of Intellectual Property, including for Geographical Indications (GI). Under the scheme, the eligible applicants may receive reimbursement of 100% of the actual cost incurred for GI registration, subject to a maximum limit of Rs. 2.00 lakh per registered GI. Further, through implementing agencies, i.e. Intellectual Property Facilitation Centres (IPFCs) under the scheme, the applicants are provided with end-to-end GI filing support.
2. The Office of the Development Commissioner (Handicrafts), under the Ministry of Textiles, Government of India, provides financial assistance of Rs.1.50 lakh for effective enforcement of GI registration and/or actual expenditure incurred in legal cases for the protection of GIs, as approved by the Development Commissioner (Handicrafts).
3. Through the amendment to the Geographical Indications of Goods (Registration and Protection) Rules, 2002, notified on 03.11.2025, the fee for filing GI applications and related processes has been reduced by 80 percent. This reform reduces the financial burden on artisans, farmers, cooperatives and traditional producer groups, making GI registration and renewal more affordable and encouraging wider participation in the GI protection system.
4. Apart from above, GI Registry assists Producer's Associations or authorised bodies in addressing the deficiencies found in the applications and assists them to complete the application. Further, the GI Registry provide handhold support to the applicant throughout the process. For more assistance, applicants can contact the GI Registry at e-mail: gir-ipo@nic.in or 044-22502030.

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## ANNEXURE-B

ANNEXURE REFERRED TO IN REPLY TO PARTS (a) & (c) OF THE LOK SABHA UNSTARRED QUESTION NO. 2947 FOR ANSWER ON 10.03.2026.

Initiative to enhance market access for GI-tagged products is also uniform across regions, including the North-Eastern States. Following are the measures being undertaken by the Department to enhance market access for GI-tagged products:

2022-23
<b>India GI fair (26<sup>th</sup>-28<sup>th</sup> Aug, 22):</b> <ul style="list-style-type: none"><li>3-day event was organized at the India Expo Center &amp; Mart, Greater Noida</li></ul>
<b>GI Mahotsav (16<sup>th</sup> -21<sup>st</sup> Oct, 22):</b> <ul style="list-style-type: none"><li>A weekly event was conducted at Trade facilitation Center, Varanasi</li><li>Various knowledge sessions were organized for the GI holders with DPIIT officials</li></ul>
<b>Exclusive GI pavilion (14<sup>th</sup> -27<sup>th</sup> Nov, 22):</b> <ul style="list-style-type: none"><li>Exclusive GI pavilion was set up at IITF 2022 which was organized by ITPO at Pragati Maidan</li></ul>
<b>Promotional Videos</b> <ul style="list-style-type: none"><li>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</li></ul>
<b>Social media campaign on GIs:</b> <ul style="list-style-type: none"><li>DPIIT undertook a social media campaign to promote India's GIs</li><li>'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'</li></ul>
<b>GI Pavilion (14<sup>th</sup> –18<sup>th</sup> Mar, 23):</b> <ul style="list-style-type: none"><li>DPIIT has set up a 'GI Pavilion' for 55 GI registered products at AAHAR 2023 at Pragati Maidan</li><li>The 37th International food &amp; hospitality fair themed 'Invaluable Treasures of Incredible India' shows Participation of women entrepreneurs/artisans</li></ul>
2023-24
<b>Engagement with States &amp; UTs:</b> <ul style="list-style-type: none"><li>State Governments and Administration of Union Territories are currently hosting events to create awareness about GIs amongst both consumers &amp; producers Assisting in capacity building and hand-holding of respective GI producers and facilitate sale &amp; marketing of GIs</li></ul>
<b>EPCH GI Fair India (20<sup>th</sup> –24<sup>th</sup> Jul, 23):</b> 2nd edition of GI Fair India 2023' at India Expo Centre & Mart, Greater Noida
<b>Radio Mirchi (17<sup>th</sup> –31<sup>st</sup> Aug, 23):</b> Promotion of GI by Radio Mirchi Brewery was held for 15 days
<b>UP International Trade Show (21<sup>st</sup>–25<sup>th</sup> Sep, 23):</b> UP International Trade Show at Indian Expo Centre & Mart, Greater Noida

<p><b>GI Mahotsav at Srinagar (2<sup>nd</sup> –8<sup>th</sup> Oct, 23):</b> A weeklong GI Mahotsav at Srinagar as part of initiative for promotion of GI</p>
<p><b>GI Startup Challenge (29<sup>th</sup> -Dec'23 – 20<sup>th</sup> Feb, 24) :</b> 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><b>Promotion of GI by India Today:</b> DPIIT in collaboration with India Today Published GI related articles in three phases for promotion of GIs</p>
<p><b>Promotion of GI by National Geographic:</b> 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><b>5-day International Hackathon at Kolkata (8 – 12 Mar , 24):</b> West Bengal National University of Juridical Sciences (WB NUJS) conducted International Conference on Hackathon on Geographical Indication and related Traditional Knowledge Cultural Expressions.</p>

<b>2024-25</b>
<p><b>GI Catalyst (12<sup>th</sup> July 2024)</b> The 'GI Catalyst: Insight to Impact Summit', was held at Yashobhoomi on 12<sup>th</sup> 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><b>Promotion of GI on Indian Airlines (Mar-Jul, 24)</b> 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><b>GI-themed wedding videos by Outlook magazine:</b> 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><b>Autumn Fair International at Birmingham (1 – 4 Sep , 24):</b> EPCH with the approval and financial support from DPIIT, organised Indian GI Pavilion with Participation &amp; Live Demonstration by GI producers in Autumn Fair International 2024 in Birmingham, United Kingdom</p>
<p><b>Bazaar Berlin 2024(6<sup>th</sup> –10<sup>th</sup> Nov, 24):</b> 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><b>Promotion of GI by National Geographic (Season 2):</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Broadcast on National Geographic Channel India (SD and HD) &amp; in SAARC Countries in English, Hindi, Tamil, Telugu, Bengali, and Kannada languages.</li> <li>• Additionally, on YouTube.</li> </ul>

**Promotion through Entire Season 9 of MasterChef India:** DPIIT has partnered with MasterChef India Season 9 on Sony LIV 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.

**GI promotional activities in Delhi Metro:**

Undertaking GI promotional activities through Display Boards inside Delhi Metro coaches

**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

**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

**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.

**2025-26**

**GI promotional activities in Delhi Metro:** GI products were promoted in Delhi Metro through digital display boards, train wrapping, and interior advertisements on the Yellow and Blue Lines.

**GI promotional activities at airport:** GI products were promoted through Digital Screens, Digital Display Boards, conveyor belts etc. at Varanasi, Delhi and Mumbai Airport.

**Promotion in Events:** GI Products were promoted at World Food India, 2025 and Tribal Business Conclave 2025.

**Promotion through social media (Ongoing):** Promotion of GI products through travel-focused and general short videos in collaboration with social media influencers across digital platforms is currently underway. Under this initiative, travel-based short videos are being produced through agency (M/s. Yaap) hired through GeM portal. In addition, general short videos are being produced through JioHotstar (hired through GeM portal).

**Promotion at AI Summit 2026:**

- At the India AI Impact Summit, held from 16–20 February 2026, GI-tagged coffees of India were promoted under brand 'Bharat GI Coffees' through a DPIIT-led experiential strategy involving on-site GI Coffee tasting.
- The initiative was covered across media and social platforms, promoted by influencers and senior government leaders, including a widely shared moment showing Sundar Pichai, CEO of Google's parent company Alphabet Inc., enjoying Malabar Arabica coffee at the AI Summit.

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