"IGNITION OF BRAND CONSCIOUSNESS IN INDIANS THROUGH GEOGRAPHICAL INDICATION"

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Abstract:

One of the goals of the "Made in India" program is to improve and protect the intellectual property (IP) system in India. The steps envisaged to achieve this goal include increasing the positions of IP offices, electronically applying facilities, reducing the cost of micro, small and medium-sized enterprises, and organizing awareness-raising programmes.

In this case, the less discussed intellectual property is the "Geographical Indication" (GI), a right that is properly described as "sleeping beauty" by FLORENT GEVERS, a renowned lawyer of European Union.

Geographical indications indicate that the goods originated in a particular geographic area and their characteristics, quality or reputation were primarily attributable to the area. This paper describes about various regulations in India related to GI tag, also discusses various issues and challenges related to this aspect of IPR. This article outlines the current situation of Geographical indications in India.

Keyword: *Geographical Indication, GI in India, IPR*

INTRODUCTION

Intellectual property (IP) pertains to any original creation of the human intellect such as artistic, literary, technical, or scientific creation. Intellectual property rights (IPR) refers to the legal rights given to the inventor or creator to protect his invention or creation for a certain period of time.

Geographical indications indicate that the goods originated in a particular geographic area and their characteristics,

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quality or reputation were primarily attributable to the area. This paper describes about various regulations in India related to GI tag, also discusses various issues and challenges related to this aspect of IPR. This article outlines the current situation of Geographical indications in India.

OBJECTIVES

- To study the recently registered GI tags in India.
- To analyse various issues and challenges attached to GI tags in India.
- To suggestions for filling the loopholes of GI tags in India.

RESEARCH METHODOLOGY:

The paper is mainly focused on the secondary data available in different books, journals, websites, articles and economic survey report.

LIMITATIONS:

The paper is based on all secondary data already available and hence the scope of the paper is limited.

Advantages and Loopholes of GI tags in India

Advantages of GI tag	Loopholes of GI tags in India
Geographical Indications support local production	TRIPS only provides a minimum standard of protection as compared to GI
GI is collective rights	Documentary evidences as proof of origin may be foolproof mechanism to ensure the link between the product and territory
Will boost MSME sector , giving it place for itself	difficulty in registering under Geographical Indicator
Export and exchange of rural and agricultural products will increase	GI in India has never gone beyond the Article 23

REGISTRATION OF GEOGRAPHICAL INDICATION (GI) IN INDIA: This is the geographical indication map of India. It shows the country's diversity of its various regions.

Table showing famous GI tags of India given below:

States of India	Famous Geographical Indication Tags
Jammu & kashmir	Pashmina, Hand-knotted carpet, Walnut wood carving
Himanchal Pradesh	Kangara paintings, Kullu shawls, Chumba rumals
Sikkim	Large Cardemom
Arunachal pradesh	Arunachal Orange
Nagaland	Naga Mircha, Chakshesang shawl, Naga tree tomato
Assam	Muga Silk, Joha rice, Tezpur litchi
Manipur	Shamphee lanphee, Kachai Lemon
Mizoram	Mizoram Chilli
Tripura	Tripura queen pineapple
West Bengal	Shantiniketan, Leather Goods, Khirsapati Mango
Meghalaya	Khasi Mandarin, Memong Narang
Bihar	Madhubani Paintings, Bhagalpur Silk, Sikki Grass Work
Utter Pradesh	Varanasi Glass Beads, Lucknow Chikan Craft,Mango Dussehari, Banaras Brocades And Saaris
Rajasthan	Blue pottery of Jaipur, hand block printing
Gujrat	Kutch embroidery, Agates Of Cambay, Patan Patola
Madhya pradesh	Chanderi fabrics, leather toys Of Indore, Ratlami Sev
Chhattisgarh	Bastar Dhokra, Bastar Wooden Craft, Bastar Iron Craft
Odisa	Konark stone carving, Pattachitra, Ganjam Kewda flower
Maharastra	Puneri Pagdi, Nahsik Valley Wine, Mahabaleshwar Strawberry, Warli Paintings
Telangana	Silver filigree, Hyderabad Haleem, Narayanpet, Handloom Saris
Goa	Feni
Karnataka	Channapatna toys and dolls, Mysore sandal soap, Mysore jasmine
Andhra Pradesh	Ikat , Tirupati Laddu, Kondapalli Bomallu
Puducherry	Villianur terracotta works
Tamilnadu	Kanchipuram Silk, Coimbatore Wet Grinder, Thanjavur Paintings, Temple Jewellary
Kerala	Aranmula Kannadi, Palakkadan Matta Rice, Balarampuram Sarees, Fine Cotton Fabrics

CONCLUSION

Intellectual property has never been so important in economics or politics and also controversial than now. Patents, copyrights, trademarks, industrial designs and Geographical indications are often mentioned in discussions and debates on the diverse topics such as Public health, food security, education, trade, industrial policy, traditional knowledge, Biodiversity, biotechnology, internet, entertainment and media industries. In knowledge - Based economy, there is no doubt that an understanding of intellectual property is indispensable for developing policies in all areas of human development. Geographical indication is an emerging field of intellectual property. Each region has its own claim and aspiration to be famous; it must be protected by its government and people.

It would be interesting to see what would be the future of geographical indications where such a written history is rare about the origin of various products. Since the GI Registry considers the etymology when determining the source of evidence. The GI authorities should revise the existing regulations.

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