



INTERNATIONAL LAW  
JOURNAL

---

**WHITE BLACK  
LEGAL LAW  
JOURNAL  
ISSN: 2581-  
8503**

*Peer - Reviewed & Refereed Journal*

The Law Journal strives to provide a platform for discussion of International as well as National Developments in the Field of Law.

[WWW.WHITEBLACKLEGAL.CO.IN](http://WWW.WHITEBLACKLEGAL.CO.IN)

### **DISCLAIMER**

No part of this publication may be reproduced or copied in any form by any means without prior written permission of Editor-in-chief of White Black Legal – The Law Journal. The Editorial Team of White Black Legal holds the copyright to all articles contributed to this publication. The views expressed in this publication are purely personal opinions of the authors and do not reflect the views of the Editorial Team of White Black Legal. Though all efforts are made to ensure the accuracy and correctness of the information published, White Black Legal shall not be responsible for any errors caused due to oversight or otherwise.

WHITE BLACK  
LEGAL

## **EDITORIAL TEAM**

### **Raju Narayana Swamy (IAS) Indian Administrative Service officer**



Dr. Raju Narayana Swamy popularly known as Kerala's Anti-Corruption Crusader is the All India Topper of the 1991 batch of the IAS and is currently posted as Principal Secretary to the Government of Kerala. He has earned many accolades as he hit against the political-bureaucrat corruption nexus in India. Dr Swamy holds a B.Tech in Computer Science and Engineering from the IIT Madras and a Ph. D. in Cyber Law from Gujarat National Law University. He also has an LLM (Pro) (with specialization in IPR) as well as three PG Diplomas from the National Law University, Delhi- one in Urban Environmental Management and Law, another in Environmental Law and Policy and a third one in Tourism and Environmental Law. He also holds a post-graduate diploma in IPR from the National Law School, Bengaluru and

a professional diploma in Public Procurement from the World Bank.

### **Dr. R. K. Upadhyay**

Dr. R. K. Upadhyay is Registrar, University of Kota (Raj.), Dr Upadhyay obtained LLB, LLM degrees from Banaras Hindu University & PHD from university of Kota. He has successfully completed UGC sponsored M.R.P for the work in the Ares of the various prisoners reforms in the state of the Rajasthan.



## **Senior Editor**

### **Dr. Neha Mishra**



Dr. Neha Mishra is Associate Professor & Associate Dean (Scholarships) in Jindal Global Law School, OP Jindal Global University. She was awarded both her PhD degree and Associate Professor & Associate Dean M.A.; LL.B. (University of Delhi); LL.M.; PH.D. (NLSIU, Bangalore) LLM from National Law School of India University, Bengaluru; she did her LL.B. from Faculty of Law, Delhi University as well as M.A. and B.A. from Hindu College and DCAC from DU respectively. Neha has been a Visiting Fellow, School of Social Work, Michigan State University, 2016 and invited speaker Panelist at Global Conference, Whitney R. Harris World Law Institute, Washington University in St. Louis, 2015.

### **Ms. Sumiti Ahuja**

Ms. Sumiti Ahuja, Assistant Professor, Faculty of Law, University of Delhi,

Ms. Sumiti Ahuja completed her LL.M. from the Indian Law Institute with specialization in Criminal Law and Corporate Law, and has over nine years of teaching experience. She has done her LL.B. from the Faculty of Law, University of Delhi. She is currently pursuing PH.D. in the area of Forensics and Law. Prior to joining the teaching profession, she has worked as Research Assistant for projects funded by different agencies of Govt. of India. She has developed various audio-video teaching modules under UGC e-PG Pathshala programme in the area of Criminology, under the aegis of an MHRD Project. Her areas of interest are Criminal Law, Law of Evidence, Interpretation of Statutes, and Clinical Legal Education.



### **Dr. Navtika Singh Nautiyal**

Dr. Navtika Singh Nautiyal presently working as an Assistant Professor in School of law, Forensic Justice and Policy studies at National Forensic Sciences University, Gandhinagar, Gujarat. She has 9 years of Teaching and Research Experience. She has completed her Philosophy of Doctorate in 'Inter-country adoption laws from Uttarakhand University, Dehradun' and LLM from Indian Law Institute, New Delhi.

### **Dr. Rinu Saraswat**



Associate Professor at School of Law, Apex University, Jaipur, M.A, LL.M, PH.D,

Dr. Rinu have 5 yrs of teaching experience in renowned institutions like Jagannath University and Apex University. Participated in more than 20 national and international seminars and conferences and 5 workshops and training programmes.

### **Dr. Nitesh Saraswat**

E.MBA, LL.M, PH.D, PGDSAPM

Currently working as Assistant Professor at Law Centre II, Faculty of Law, University of Delhi. Dr. Nitesh have 14 years of Teaching, Administrative and research experience in Renowned Institutions like Amity University, Tata Institute of Social Sciences, Jai Narain Vyas University Jodhpur, Jagannath University and Nirma University. More than 25 Publications in renowned National and International Journals and has authored a Text book on CR.P.C and Juvenile Delinquency law.



### **Subhrajit Chanda**



BBA. LL.B. (Hons.) (Amity University, Rajasthan); LL. M. (UPES, Dehradun) (Nottingham Trent University, UK); PH.D. Candidate (G.D. Goenka University)

Subhrajit did his LL.M. in Sports Law, from Nottingham Trent University of United Kingdoms, with international scholarship provided by university; he has also completed another LL.M. in Energy Law from University of Petroleum and Energy Studies, India. He did his B.B.A.LL.B. (Hons.) focussing on International Trade Law.

## ***ABOUT US***

WHITE BLACK LEGAL is an open access, peer-reviewed and refereed journal provide dedicated to express views on topical legal issues, thereby generating a cross current of ideas on emerging matters. This platform shall also ignite the initiative and desire of young law students to contribute in the field of law. The erudite response of legal luminaries shall be solicited to enable readers to explore challenges that lie before law makers, lawyers and the society at large, in the event of the ever changing social, economic and technological scenario.

With this thought, we hereby present to you

# **"NAVIGATING OPPORTUNITIES AND CHALLENGES: INDIA'S GEOGRAPHICAL INDICATION TAGGING SYSTEM IN A GLOBAL CONTEXT"**

AUTHORED BY - ASHUTOSH MEKAP & PROTIVA CHAKRABORTY

## **Abstract-**

The Geographical Indication (GI) tagging system in India faces a pivotal moment, encapsulating a dynamic interplay of opportunities and challenges amid an ever-evolving global landscape. Positioned to safeguard and elevate unique regional products, GI tags present promising prospects in a globalized economy. These tags serve as powerful differentiators, enhancing market value, fostering economic growth, and preserving traditional craftsmanship. However, globalization brings complexities, with increased trade and information sharing posing challenges in protecting the exclusivity of GI-tagged goods, necessitating robust enforcement mechanisms and international cooperation.

Consumer preferences in favor of authenticity, sustainability, and cultural experiences align well with GI-tagged products, yet communicating the value of these tags remains a challenge. Educative campaigns and innovative marketing strategies become imperative to bridge the awareness gap and stimulate demand for these distinguished products. Technological advancements offer both opportunities and hurdles, with block-chain promising enhanced transparency while demanding continual adaptation to counter counterfeiting in the digital sphere.

Navigating changing regulatory landscapes poses complexities in compliance and harmonization across borders, adding layers of challenge to ensuring effective GI protection internationally. At this critical juncture, India's GI tagging system requires strategic collaborations, innovative solutions, and proactive measures. Addressing challenges related to enforcement, consumer awareness, technology integration, and regulatory coherence is imperative to fortify the system, positioning it for sustained success in safeguarding the nation's rich cultural heritage and promoting economic growth.

## **Introduction-**

### **Historical aspect of I.P.R-**

The Intellectual Property (IP) is a term referred to work or inventions that are a result of some individual's original creativity. Legal rights resulting from intellectual effort in any field—be it literary, artistic, industrial, or otherwise—are essentially what it refers to. The outcomes that are the product of one's creative thinking are included. Before the establishment of the General Agreement on Tariffs and Trade (GATT), no international trade discussions addressed intellectual property or the rights associated with it. Intellectual property has a lengthy history and is both intriguing and extremely difficult. Its history dates back to 500 BCE, when the Greek kingdom of Sybaris granted its people the right to a one-year patent for "any new refinement in luxury." Ever since, we may deduce that regulations pertaining to patents, copyrights, and trademarks have evolved into more complicated over the centuries but, the intent remains the same.

The origins of IPR laws and legal procedures was found in Europe. Although they were less technologically adept than England, the tendency of patents began in the 14th century. On the other hand, Italy's Venice was thought to be the birthplace of intellectual property systems, and this is where the first copyrights were discovered. Despite the fact that the idea of patents is around 150 years old, its first introduction was predicated on the British Patent System. To encourage innovation and guarantee that the creator may profit from their creations.

The United Nations Declaration for the Rights of Indigenous People (UNDRIP) includes a section on intellectual property rights. In particular, everyone has the right to defend the material and moral interests that arise from any creative, artistic, or literary work produced by an author, according to Article 27 of the UNDHR. Article 2 (viii) of the 1967 Stockholm Convention Establishing the World Intellectual Property Organization states that intellectual property (IP) includes rights to things like scientific discoveries, industrial innovations, literary and creative works, etc.

The World Trade Organization and the World Intellectual Property Organization (WIPO) are two worldwide institutions and platforms that support and safeguard intellectual property rights. In addition, they draft new intellectual property rules and examine how they may ensure protection while still falling under the purview of human rights. According to WIPO Article 2,

intellectual property (IP) should cover rights to commercial names, literary and creative creations, trademarks, and designs that prevent unfair competition. The Paris Convention for the Protection of Intellectual Property (1883) and the Berne Convention for the Protection of Literary and Artistic Works (1886) were the first conventions to recognize the value of intellectual property. Originally, these two treaties were handled by WIPO.

The government of India took a number of actions to encourage local innovation and creativity and safeguard Indian individuals' intellectual property rights after the country attained independence in 1947. A system of patent registration and protection that was more easily accessible and reasonably priced for Indian inventors and business owners was established in 1957 with the enactment of the Indian Patent Act. A number of measures were put in place by the Indian government in the 1960s and 1970s to encourage independence and lessen dependency on outside resources and technology. These measures included the formation of public research organizations, the advancement of indigenous technology, and the construction of a legislative framework permitting the compulsory licensing of patents in specific situations pertaining to national interest.

Intellectual property rights protection became more important as a strategy to draw in foreign investment and technology in the 1980s and 1990s, as India started to open up its economy and integrate with the world market. After India joined the World Trade Organization (WTO) in 1994, it was obliged to bring its intellectual property laws up to date with international norms by signing the Agreement on Trade-Related Aspects of Intellectual Property (TRIPS).

### **A Brief explanation on G.I. tag in context of I.P.R-**

Geographical Indications (G.Is) are a form of Intellectual Property Rights (I.P.R) that recognize goods originating from a specific geographical location, possessing qualities or a reputation attributable to that origin. In India, the GI tag is a crucial aspect of protecting and promoting unique products associated with their geographical origin, culture, and traditional practices. The registration of G.Is in India is governed by the Geographical Indications of Goods (Registration and Protection) Act, 1999.

The primary objective of the GI tag is to confer rights and protection to producers and communities involved in the creation of goods linked to a particular geographical region. It

helps prevent unauthorized use or imitation of such products, ensuring consumers receive authentic and quality goods while safeguarding the interests of producers.

India boasts a rich cultural heritage with diverse products recognized under the GI tag. Examples include Darjeeling Tea, Basmati Rice, Banarasi Sarees, Kanchipuram Silk, Alphonso Mangoes, and more. These products derive their unique characteristics, reputation, and quality from the specific geographical regions they originate from and the traditional knowledge and expertise of local communities.

The GI tag doesn't just safeguard commercial interests; it also preserves the cultural identity of local communities. For instance, the GI tag on Sambalpuri Pata Saree, a unique weaving style from Odisha, not only ensures its authenticity but also supports the livelihoods of weavers by promoting their craft globally.

The protection offered by the GI tag significantly benefits local economies by providing market recognition, creating employment opportunities, preserving traditional practices, and boosting tourism. It enhances the market value of the products by establishing authenticity, uniqueness, and quality associated with their origin.

Furthermore, the GI tag plays a pivotal role in international trade, fostering economic growth and safeguarding traditional knowledge. India's GI-tagged products have gained prominence in global markets, enhancing their competitiveness and export potential while preserving the cultural identity linked with these products.

Enforcement of the GI tag involves legal measures against infringement or misuse. Unauthorized use of a registered GI can result in legal actions, including penalties or injunctions, to prevent misrepresentation or exploitation of the product's reputation and quality.

Despite its advantages, challenges persist in effectively implementing GI protection. Issues such as ensuring proper documentation, awareness among producers, enforcement in domestic and international markets, and addressing the interests of all stakeholders remain crucial for the success of the GI tag system in India.

The GI tag is a valuable instrument in India's intellectual property framework, safeguarding the unique identity and heritage associated with various geographical indications. It not only protects the rights of producers but also preserves cultural traditions and contributes to economic development by promoting and preserving India's diverse range of high-quality, region-specific products.

### **Research Objective-**

1. Investigate the economic effects of obtaining a GI tag on local industries and economies, assessing factors such as increased market access, price premiums, and sustainability of these effects over time.
2. Explore the role of GI tags in preserving traditional knowledge, indigenous practices, and cultural heritage associated with specific geographical regions, assessing the effectiveness of these tags in preventing misappropriation or misuse.
3. Anticipate and explore future challenges and opportunities for the GI tagging system in India, considering factors such as globalization, evolving consumer preferences, technological advancements, and changing regulatory landscapes.

### **India's global standing in terms of Geographical Indication (G.I.) tags-**

“As of December 2021, the World Intellectual Property Organization (WIPO) identified 17,739 active G.Is worldwide, showcasing the significance of regional branding and product authenticity. Germany leads with 15,566 G.Is, followed by China with 7,247, emphasizing Europe and Asia's prominence in GI recognition. Notably, Hungary, the Czech Republic, and Bulgaria each boast over 6,000 G.Is, underlining the diversity of geographical origins globally.

India, ranking 14th globally with 432 G.Is, emphasizes its rich heritage in regional products. Karnataka tops the Indian states with 101 G.Is, followed by Tamil Nadu (76), Uttar Pradesh (57), Kerala (50), and Rajasthan (44), illustrating the widespread geographical diversity of India's G.I products. G.Is play a pivotal role in safeguarding product reputation, fostering economic growth through tourism and investment, and preserving traditional knowledge. The proliferation of G.Is worldwide reflects their pivotal role in promoting sustainable development and preserving cultural heritage tied to specific geographical regions, reinforcing the value of origin-linked products in global markets.”<sup>1</sup>

---

<sup>1</sup> <https://www.linkedin.com/pulse/geographical-indications-gi-tag-key-unlocking-market-value-chordiya/>

## **The objectives and purpose of securing the Geographical Indication (G.I.) tag in India-**

In today's worldwide economy, intellectual property rights are an essential instrument. One of the government of India's objectives for sustainable development is to promote innovation. Our national intellectual property policy envisions "an India where intellectual property stimulates creativity and innovation for the benefit of all." Make in India, Start up India, Digital India, and Skill India are just a few of the programs that have previously shown to promote innovation. The Atal Innovation Mission supports the nation's educational institutions' and students' creative spirits. In accordance with the IPR policy, CIPAM's cell for IPR Promotion and Management is entrusted, in partnership with the Office of the Controller General of Patents, Designs, and Trademarks, with the facilitation of the production and commercialization of IP assets.

Intellectual Property Offices are being redesigned with the goal of increasing their capacity, and the number of IP rights filed has significantly grown. Examiners with more experience in patents have been hired and educated. Since October 2013, the Patent Office has served as the global authority for searches and examinations. That more candidates are now selecting IPO for worldwide search is encouraging. Expedited Examination is a service available to applicants who have registered as startups and who have selected the Indian Patent Office as either an ISA or an IPEA in the linked international application. In order to guarantee excellence throughout all our activities, the Patent Office has established a specialized Quality Assurance Department.<sup>2</sup>

### **Economic Impact of GI Tag on Local Industries and Economies-**

The recent discourse surrounding the significance of Geographical Indication (G.I) tags has highlighted their pivotal role in fostering economic growth and sustainability within local industries and economies. Particularly, in the context of India, the protection offered by G.Is has been instrumental in safeguarding traditional knowledge, enhancing market access, and elevating the economic prospects of various regions.

India boasts a wealth of ancient traditional knowledge, especially in the domains of handicrafts, handloom manufacturing, and various other fields. G.Is have emerged as a powerful tool in

---

<sup>2</sup> <https://ipindia.gov.in/vision-mission-gi.htm>

protecting and promoting these heritage-rich products, contributing to cultural diversity, economic development, and the preservation of indigenous knowledge. Notably, products like Channapatna toys from Karnataka, Pochampalli ikkat saris from Andhra Pradesh, Mysore silk from Karnataka, and Kancheepuram silks from Tamil Nadu stand as testaments to India's cultural heritage and economic potential on a global scale.

The protection extended through G.Is not only sustains the livelihoods of numerous artisans but also amplifies income opportunities while shielding traditional knowledge from exploitation by external entities. The assertion that G.Is recognize the rights of original traditional knowledge holders and prevent third-party claims underscores their crucial role in preserving cultural heritage and stimulating rural development.

In line with the United Nations' 2030 Agenda for Sustainable Development, G.Is align perfectly with its core principles of inclusivity and leaving no one behind. V.C. Mathews, a group head at Fox Mandal & Associates in New Delhi, emphasizes the wealth of traditional knowledge within rural areas and tribes. The symbiotic relationship between geographical regions and rural areas fosters greater prospects for rural development, subsequently boosting income levels and employment opportunities. As a result, G.Is serve as a conduit for integrating marginalized segments of society into the realm of economic development.

Moreover, the UN's Sustainable Development Goals (SDGs) highlight pivotal global challenges, including poverty, inequality, environmental degradation, and the pursuit of peace and justice. Governments worldwide are striving to meet these goals by 2030, seeking to enhance citizens' quality of life.

In India, the Smart Cities Mission launched in 2015 signifies a strategic move towards providing cities with robust infrastructure, a sustainable environment, and technological advancements. This initiative underscores the nation's commitment to fostering development in a manner that prioritizes sustainability and innovation. The integration of smart architecture, leveraging natural resources, and eco-friendly construction materials align with the mission's objective of curbing pollution and promoting sustainable urban development.

The economic impact of G.I protection is evident through the differentiation it creates in product qualities, leading to the development of niche markets. Ankita Sabharwal, a senior

associate at Chadha & Chadha in Bengaluru, highlights instances where G.I protection significantly boosted domestic prices and doubled the prices of products like Darjeeling tea, basmati rice, and Thanjavur paintings. Notably, G.I protection stimulated job growth, evident in the doubled number of farmers cultivating Nagpur oranges in recent years.

A compelling case study is the transformation witnessed in Pochampalli ikkat saris. Initially facing a decline in the 1990s due to low productivity and market efforts, the award of a G.I registration in 2004 revitalized the industry. The ensuing publicity and increased demand led to a surge in wages and market growth, serving as a testament to the trans-formative power of G.I protection.

The European Union's robust \$87 billion G.I economy stands as a testament to the potential economic impact of G.Is on a national scale. The entry of conglomerates, such as Amazon, into the G.I space has amplified the reach of Indian products globally. Amazon's local-to-global program has facilitated the export of Indian products to over 200 countries, significantly expanding the demand and market size of these products.

The economic impact of G.I tags on local industries and economies is multi-faceted and profound. Through protection, promotion, and market differentiation, G.Is have emerged as catalysts for economic growth, job creation, and the preservation of cultural heritage, positioning them as key drivers in India's journey towards sustainable development and global recognition.

### **GI Tags: Safeguarding Traditional Knowledge and Cultural Heritage-**

Geographical Indications (GI) tags have emerged as a pivotal mechanism in safeguarding traditional knowledge, indigenous practices, and cultural heritage deeply rooted in specific geographical regions. The pivotal role of these tags became evident in the late 1990s when controversies arose, notably with the case of an American company, RiceTec, seeking patents for rice varieties termed "Texmati" and "Kasmati," attempting to appropriate the revered Basmati rice from India. This sparked outrage among Indian NGOs and highlighted the critical issue of biopiracy—wherein private entities exploit indigenous knowledge for commercial gains, disregarding the rights and contributions of the original creators.

The incident with RiceTec underscored the urgency for protective measures against the misappropriation of traditional products and the cultural heritage associated with them. The global trade scenario, particularly concerning items like "Darjeeling tea" falsely claimed by other countries, prompted India to realize the necessity of safeguarding its geographical indications not just on an international level but primarily at the national level.

In response to such challenges and in compliance with the TRIPS agreement of the World Trade Organization, India took proactive steps. Recognizing its diverse cultural landscape and rich heritage spanning handicrafts, textiles, and artisanal products produced predominantly in rural areas, India enacted the Geographical Indications of Goods (Registration and Protection) Act in 1999, which came into effect in 2003. This legislation aimed to protect and promote products intrinsic to specific regions, acknowledging their unique processes, key ingredients, and age-old traditions passed down through generations.

The significance of GI tags extends beyond legal protection; they serve as symbols of pride for local communities. The recognition provided by GI tags elevates the status of artisans and weavers, celebrating their expertise, and honoring their years of dedication. This acknowledgment not only contributes to preserving traditional craftsmanship but also fosters a sense of respect and encouragement for these communities.

The proliferation of GI-tagged products across India stands as a testament to the country's commitment to preserving its cultural heritage. Advertisements showcasing products like Kancheepuram or Mysore Silk adorned with GI tags serve as testimonials to the artisans' skill, identifying their location and expertise, thereby granting them due recognition. Currently, India boasts 191 products carrying GI tags, each representing a distinct cultural legacy. Moreover, there are another 100 products awaiting approval, signaling a growing consciousness about the need to protect and promote the country's diverse heritage.

The implementation of GI tags has proven instrumental in various ways. Primarily, they provide legal protection against unauthorized use or imitation, safeguarding the unique identity of products tied to specific regions. Furthermore, these tags create economic opportunities by enhancing the market value of GI-tagged goods, fostering tourism, and empowering local communities by preserving traditional knowledge systems and supporting sustainable livelihoods.

The journey of GI tags in India reflects a dedicated effort to honor and preserve the nation's cultural legacy. These tags serve as guardians of indigenous knowledge and practices, nurturing traditional artisans and their crafts while facilitating economic growth through the promotion of unique regional products. Their role extends far beyond legal frameworks; they are emblematic of a nation's commitment to preserving its rich tapestry of cultural heritage for generations to come.

## **Prospects and Challenges of India's GI Tagging System in an Evolving Global Landscape-**

India's Geographical Indication (GI) tagging system stands at a crossroads, poised with both opportunities and challenges as it navigates an ever-evolving global landscape. The GI tagging system, designed to protect and promote the unique identity of products originating from specific regions within India, faces a spectrum of prospects and hurdles in the face of globalization, shifting consumer preferences, technological advancements, and regulatory transformations.

Firstly, the GI tagging system in India presents promising prospects in the context of globalization. As trade barriers continue to diminish and consumer awareness grows regarding the significance of geographical uniqueness in products, GI tags serve as powerful tools to differentiate and authenticate goods. This recognition on the global stage not only elevates the market value of GI-tagged products but also fosters economic opportunities for local producers and communities, encouraging sustainable development and preserving traditional craftsmanship.

However, this globalization also poses challenges to the GI tagging system. With the surge in global trade and the ease of information sharing, protecting the exclusivity of GI-tagged products becomes increasingly complex. Unauthorized replication or misuse of the GI tag, both domestically and internationally, remains a significant concern. Strengthening enforcement mechanisms and fostering international cooperation are essential to combat infringement and ensure the integrity of GI-tagged products.

Evolving consumer preferences present another pivotal aspect. Today's consumers exhibit a growing inclination towards authenticity, sustainability, and unique cultural experiences. GI-

tagged products, with their rich heritage and quality assurances tied to geographical origins, align well with these preferences. However, the challenge lies in effectively communicating the value of GI tags to consumers. Enhanced marketing strategies, storytelling, and education campaigns are vital to bridge the gap between the GI tag and consumer awareness, thereby increasing demand for these distinct products.

Technological advancements offer both opportunities and challenges to the GI tagging system. Innovations like block-chain technology can enhance transparency and traceability, further reinforcing the credibility of GI tags by providing immutable records of a product's journey from origin to market. However, the rapid pace of technological evolution also demands continual adaptation and investment in robust systems to stay ahead of counterfeit practices, ensuring the trustworthiness of GI-tagged products in an increasingly digital marketplace.

Moreover, the changing regulatory landscapes add complexity to the GI tagging system. Periodic revisions and amendments in laws, both domestically and globally, necessitate agility and adaptability in compliance measures. Harmonizing regulations across borders while respecting diverse cultural and regional contexts remains a challenge for ensuring the efficacy of GI protection at an international level.

India's GI tagging system stands at a crucial juncture, confronted with the intertwined dynamics of globalization, evolving consumer preferences, technological advancements, and regulatory shifts. While presenting immense potential in enhancing the marketability and value of regional products, it grapples with multifaceted challenges pertaining to enforcement, consumer awareness, technology integration, and regulatory coherence. Strategic collaborations, innovative solutions, and proactive measures are imperative to harness the opportunities and address the challenges, thereby fortifying India's GI tagging system for a sustainable and thriving future.

### **List of current Geographical Indication (G.I.) tags in India-**

Since new items become widely accepted, the G.I. tag list is updated often. So for which I have attached the official government website in the below mentioned up-to-date data.

**REGISTRATION DETAILS OF GEOGRAPHICAL INDICATIONS**

S. No	Application No.	Geographical Indications	Goods (As per Sec 2 (f) of GI Act 1999 )	State
<b>FROM APRIL 2004 – MARCH 2005</b>				
1	1 & 2	Darjeeling Tea (word & logo)	Agricultural	West Bengal
2	3	Aranmula Kannadi	Handicraft	Kerala
3	4	Pochampalli Ikat	Handicraft	Telangana
<b>FROM APRIL 2005 – MARCH 2006</b>				
4	5	Salem Fabric	Handicraft	Tamil Nadu
5	7	Chanderi Sarees	Handicraft	Madhya Pradesh
6	8	Solapur Chaddar	Handicraft	Maharashtra
7	9	Solapur Terry Towel	Handicraft	Maharashtra
8	10	Kotpad Handloom fabric	Handicraft	Odisha
9	11	Mysore Silk	Handicraft	Karnataka
10	12	Kota Doria	Handicraft	Rajasthan
11	13 & 18	Mysore Agarbathi	Manufactured	Karnataka
12	15	Kancheepuram Silk	Handicraft	Tamil Nadu
13	16	Bhavani Jamakkalam	Handicraft	Tamil Nadu
14	19	Kullu Shawl	Handicraft	Himachal Pradesh
15	20	Bidriware	Handicraft	Karnataka
16	21	Madurai Sungudi	Handicraft	Tamil Nadu
17	22	Orissa Ikat	Handicraft	Odisha
18	23	Channapatna Toys & Dolls	Handicraft	Karnataka
19	24	Mysore Rosewood Inlay	Handicraft	Karnataka
20	25	Kangra Tea	Agricultural	Himachal Pradesh
21	26	Coimbatore Wet Grinder	Manufactured	Tamil Nadu
22	28	Srikalahasthi Kalamkari	Handicraft	Andhra Pradesh
23	29	Mysore Sandalwood Oil	Manufactured	Karnataka
24	30	Mysore Sandal soap	Manufactured	Karnataka
25	31	Kasuti Embroidery	Handicraft	Karnataka
26	32	Mysore Traditional Paintings	Handicraft	Karnataka
27	33	Coorg Orange	Agricultural	Karnataka

3

### Critical Analysis-

In this basically the evolution of IPR, particularly G.Is, starting from ancient times to the establishment of international agreements such as TRIPS and the involvement of institutions

<sup>3</sup> [https://ipindia.gov.in/writereaddata/Portal/Images/pdf/Year\\_wise\\_GI\\_Application\\_Register\\_-\\_31-08-2023.pdf](https://ipindia.gov.in/writereaddata/Portal/Images/pdf/Year_wise_GI_Application_Register_-_31-08-2023.pdf)

like WIPO in protecting intellectual property rights. The historical perspective helps in understanding the origins and the evolution of the legal frameworks governing IPR.

It also sheds light on India's journey in establishing and strengthening its IPR policies, specifically focusing on the development of the GI tagging system. The information covers the objectives and purpose of securing GI tags, emphasizing India's efforts to promote innovation and economic growth while protecting traditional knowledge and cultural heritage.

The economic impact of GI tags on local industries and economies is detailed, illustrating how these tags contribute to market differentiation, increased market access, higher product prices, job creation, and overall economic development. It showcases real-life examples and case studies, demonstrating how GI protection revitalized industries and positively impacted livelihoods.

Furthermore, it addresses the role of GI tags in safeguarding traditional knowledge and cultural heritage, highlighting the significance of these tags in preventing misappropriation, providing legal protection, and promoting respect for local communities' craftsmanship.

The content also discusses the challenges and opportunities faced by India's GI tagging system. It recognizes the potential of GI tags in a globalized world while acknowledging the complexities of enforcing protection, consumer awareness, technological advancements, and regulatory harmonization.

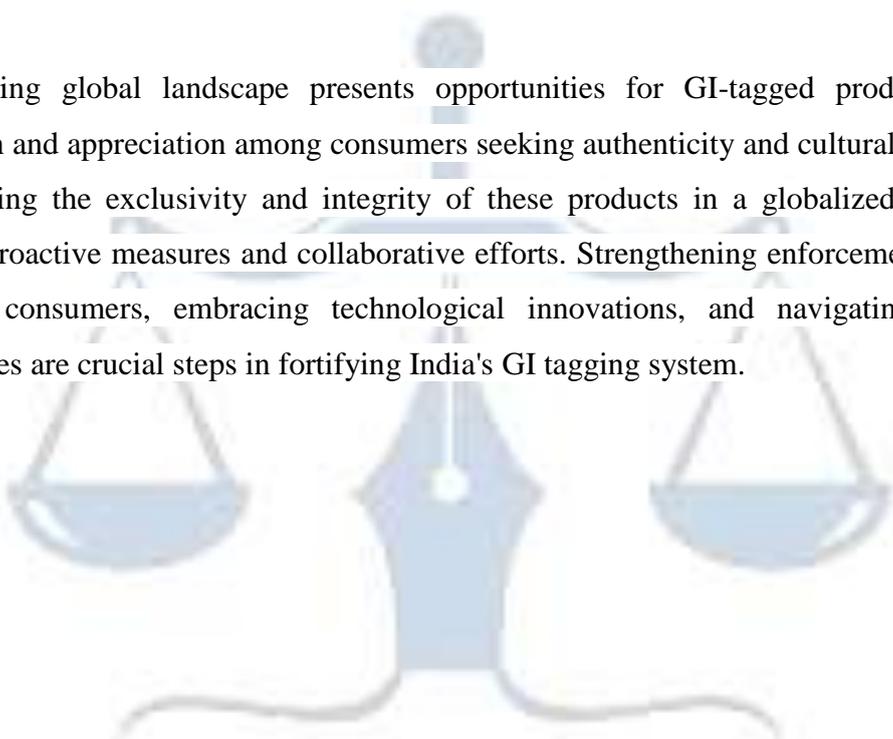
The inclusion of statistics and comparisons with global figures, such as the number of G.Is worldwide and India's ranking, provides a broader context and illustrates India's position concerning GI tags on a global scale.

Overall, the content provides a detailed and informative overview of IPR, focusing extensively on GI tags in India, their historical significance, economic impact, cultural preservation, and the challenges and opportunities in an evolving global landscape.

### **Conclusion-**

India's Geographical Indication (GI) tagging system represents a dual landscape of promise and complexity amidst a rapidly changing global scenario. The system holds immense potential in safeguarding and promoting the unique identity of products tied to specific regions, fostering economic growth, preserving cultural heritage, and empowering local communities. However, this potential is juxtaposed against challenges such as the need for robust enforcement mechanisms, increased consumer awareness, technological advancements, and evolving regulatory frameworks.

The evolving global landscape presents opportunities for GI-tagged products to gain recognition and appreciation among consumers seeking authenticity and cultural significance. Yet, ensuring the exclusivity and integrity of these products in a globalized marketplace demands proactive measures and collaborative efforts. Strengthening enforcement strategies, educating consumers, embracing technological innovations, and navigating regulatory complexities are crucial steps in fortifying India's GI tagging system.



WHITE BLACK  
LEGAL