

## **Roadmaps of G.I Tags in India vis-à-vis Legal Implications and International Position of G.I Tag**

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### **ABSTRACT**

This article examined GI as an Intellectual Property Right (IPR) in India. In doing this, the author will mention about the concept of GI and other concepts and terminologies related with GI. The research paper will discuss about the implications and non-legal implications of G.I Tag as an IPR. To give legal rights to the people whose trade or craft come available only due to their geographical factors, the government provides Geographical Indications or GI Tag. The author also put forth that the G.I holders must rethink and work on their strategies to get the desired success and further development. The paper will also focus on the evolution of G.I in India and its importance as well. The paper will then examine the existing approaches required for protection of G.I as well as the existing legal framework for GI protection in India, its procedure for Registration and other proposed bills meant to aid the development of IP in India. It then critically appraised India's traditional cultural expressions/traditional knowledge and agricultural produce as the subject matter of GI protection. More so, the article analyzed the challenges facing developing countries with regards to GI protection. In keeping with the tradition of legal writing, the researchers adopt the doctrinal approach for the purpose of this research.

**Keywords:** Geographical Indication, Tag, Tradition, Implications, legal

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## **Introduction**

We live in a world that keeps on changing every now and then and because of this it becomes really tedious to actually find out about the origin of a specific food or any sort of item even if its clothing or any magnificent art craft or handicraft work., Even there are various food items such as clothing or artwork that actually originates from a particular place but sometimes, people tend to copy these work of others unethically and passing those goods. or items from another region to exploit popularity from the quality of those goods or items.

“From Pashmina shawls to Darjeeling Tea “It’s generally quoted that the idea of Geographical Indication has been around for many years, but still, the French were the first to develop a proper system transformed to catalogue and literally identified different sorts of articles/foods that beared individual properties and were linked or found or produced only at a particular region. Later, this new system they worked and developed was the ‘appellation origin controlee’ which is in use in modern-day and today it is called the Appellations of Origin.

A Geographical Indication (GI) label is a form of intellectual property or a sort of protection given to some goods or products belonging from a particular area or state, or country that's unique to a particular geographical region. India, as a member of the World Trade Organization (WTO), legislated the Geographical Indications of Goods (Registration and Protection) Act, 1999 from 15<sup>th</sup> September 2003.

Geographical Indication is a non-physical asset that composes a legal claim to future benefits through the special rights and privileges attached to it. The GI products are generally agricultural or natural or manufactured items like handicrafts etc. It is an indication or symbol to identify a particular product. A geographical indication is a sign used on products that has a specific geographic origin and includes the qualities or reputation of that origin. A geographical indication is given mainly to agricultural, natural, manufactured, handicraft arising from a certain geographical area.

G.I. is a kind of sign used for goods that have a specific geographical origin and possess qualities or a reputation that are due to that particular place of origin. Basmati rice and Darjeeling tea are examples of G.I. from India. Article 22 of the TRIPS Agreements define a geographical indication as “signs that originate in a member or identify a good location in an area or locality where a given quality, reputation, or specialty is assigned to its geographical location Is given Is essentially acceptable”.

Also, technically if a GI is protected and used throughout then it can be considered as perfect marketing strategy and a tool, as it brings to the consumers of goods and services a certified level of quality, reputation and special characteristics of those goods and services. And If protection is not given, then any person can use any geographical indication to any goods or services which may not be at par with the standards of the original goods and services and can cause confusion among the consumers and deceive them. Lack of awareness among the stakeholders of GIs, non -existence of quality control mechanisms are the reasons for the failure in achieving the objectives. Moreover, the Act which is formulated at par with the trademarks law tends to be more trader-centric than producer-centric.

## **Evolution of G.I Tags in India**

States are safeguarding business trademarks and brand names utilized in setting to food items distinguished from a specific district, which until the late nineteenth century, regulations were utilized or passed against wrong exchange portrayals, which Usually safeguard against ideas that have a specific beginning, quality, of the item., or affiliation when it doesn't. In such cases, the serious opportunity that emerges from the award of a syndication of utilization on a geographic sign is advocated by legislatures for customer assurance advantages or maker security benefits.

One of the main G.I. frameworks utilized in France since the early piece of the 20th century is known as the Appellate d'Orgine Controloli (AOC). Things which meet geographic beginning and quality principles can be endorsed with a stamp of government that fills in as the authority accreditation of the item's starting point and guidelines to the customer. Instances of items that have such 'label of beginning' incorporate Gruyère cheddar (from Switzerland) and a few French wines. Among the significant creating economies, India has a fast and productive G I label system.

### **Need for Geographical indications**

Given its business potential, G.I.'s. legitimate security expects incredible significance. Without appropriate lawful assurance, contenders who have no genuine authority over the G.I. can ride free on its standing. Such unjustifiable exchange rehearses lead to loss of income for G.I. right holders and furthermore befuddle purchasers. Besides, such practices may at last upset the generosity and notoriety related with a geological sign.

### **Intellectual Property Rights**

The term Intellectual Property (IP) alludes comprehensively to the formation of the human psyche. A licensed innovation right safeguards the interests of makers by giving them property freedoms over their manifestations. Protected innovation connects with the data or information, which can be consolidated in unmistakable articles in a limitless number of duplicates at various areas anyplace on the planet. The property isn't in those duplicates yet in the data or information reflected in them. Licensed innovation freedoms are additionally portrayed by specific limits, like restricted length in copyrights and licenses. The significance of protected innovation was first perceived in the Paris Convention in 1883 and the Bern Convention for the Protection of Literary and Artistic Works in 1886. The World Intellectual Property Organization (WIPO) directs both treaties. According to the TRIPS Agreement 35, Geographical Indications is a kind of Intellectual Property Right for Food and Wines and additionally social articulations.

### **Unfair Competition and Passing off**

It is very well seen that nations have laid out some sort of defence against unjustifiable strategic policies. Article 10 of the Paris Convention gives that '... the nations of the association will undoubtedly guarantee to a public of such nations compelling security against out of unfair competition... '

The above article of the Paris Convention requiring all state party thereto to give powerful assurance against unjustifiable contest, lays out the global security against uncalled for rivalry. Be that as it may, its goal is to give those in exchange a compelling cure against unlawful and exploitative strategic approaches and satisfy buyer insurance. The pronouncement of commercial act or action as being in opposition to legitimate practices in modern or business matters should be made in application to public regulation. Notwithstanding, it is settled past peradventure that any deceptive business act or movement equipped for deceiving general society as far as the geological beginning of an item presented by a venture establish a demonstration of unjustifiable contest.

### **How is a GI tag granted in India?**

The Geographical Indication tag is conceded according to the Geographical Indications of Goods (Registration and Protection) Act, 1999. The application for GI is available to every one of the makers of products or an association. The application should incorporate the geographical map of the domain or district in the nation where the products are fabricated and the class of merchandise to which it will apply. It ought to be in the recommended structure and a specific charge should be submitted with a mark.

The application will be investigated and analysed by gatherings of specialists. It is necessary to get GI enlisted to guarantee any privileges in regard of such sign. An item having a GI tag forestalls unapproved utilization of items and redesigns monetary benefit to the makers by sending out the items. A GI item cost expansions in the worldwide market as the products increment. Section 21 of the GI Act expresses that enlistment gives an option to document a suit for encroachment. Section 23 ensures that there is at first sight proof of possession and legitimacy of GI.

### **Geographical Indication & its Legal Framework**

The TRIPS Agreement endorses least norm of security for geological signs (GIs) and extra insurance for wines and spirits. Article 23 of the TRIPS Agreement, which awards higher status just to wines and spirits and rejects different merchandise and items out of its domain, has created impressive disdain. This segregation or unevenness in security has prompted requests for extra insurance to different merchandise and items from various nations including India. The Indian legal executive has assumed a huge part, especially without any implemented regulation, in safeguarding GIs. They have engaged petitions in instances of encroachment of GIs that misdirects the buyer regarding the spot of beginning or comprises unjustifiable contest. India has additionally gone to official lengths by sanctioning the Geographical Indications of Goods (Registration and Protection) Act, 1999 alongside the Geographical Indications of Goods (Registration and Protection) Rules, 2002 which on execution would go far to safeguard GIs and give a model to different nations to follow.

### **Registration of Geographical Indications**

An application for the registration of a GI is to be made to the Registrar of Geographical Indications in the form prescribed under the Geographical Indications of Goods (Registration and Protection) Act, 1999 (the GI Act) read with the Geographical Indications (Registration and Protection) Rules, 2002 (the GI Rules).

### **Duration of Protection**

A Geographical Indication is registered for a period of 10 years and the registration may be renewed from time to time for a period of 10 years at a time.

### **Cases**

#### **Banganapalle Mango**

'Ruler of Fruits' means mangoes from Banganapalle got G.I. tag in the year 2017. The public authority fixed logo includes a yellow-hued gleaming organic product around which the slogan says "Banglapple Mango from Andhra Pradesh," showing ranchers with pictures of a man and a lady. From now into the foreseeable future anybody needs to apply to turn into the main approved client to sell or deliver and this will require a No Objection Certificate (NOC) from the Commissioner of Horticulture Development Agency, Government of Andhra Pradesh, Department of Horticulture.

The organic product is likewise known by many kinds of sages like Beneshan, Banahan, Benishan, Chapati, Safeda, Banganapalli, Banginapalli, Banganapalle, and so forth the primary fascination of the natural product is that it can keep up with its quality in cool stockpiling for quite some time. Archives submitted to the Registry expressed that 'the noticeable element of Banganapel mangoes is that they have exceptionally light spots on their skin, stones are corner to corner in shape and have extremely dainty seeds, which have scanty and delicate filaments.

The public authority likewise called the first focal point of Kurnool area, which remembers

Nandyal Mandal for Banganapalle, Penman and Telangana and Khammam, Mahbubnagar, Rangareddy, Medak, Adilabad areas. As per an affirmation outfitted in 2011, the then Commissioner of Andhra Pradesh, Rani Kumudini said that regarding 7,68,250 families were associated with the creation of Banganapalle mangoes. An expected 24.35 lakh metric huge loads of mangoes were filled each year in Andhra Pradesh, and around 5,500 tons of Banganpal mangoes were traded yearly to nations like the U.S., U.K., Japan, and the Gulf nations.

## **Registration process of Geographical Indications**

### **Step 1: Application filing**

Please check if the Indication falls within the definition of Section 2(1)(e) of GI Act. The association of individuals or producers or any association or authority should represent the interest of the producers of the goods concerned and file an affidavit as to how the Applicant claims to represent their respective interests. Applications must be made in triplicate. The Application must be signed by the Applicant or his agent and must be accompanied by a description of the case. Describe the special features and how those standards are maintained. Three certified copies of GI-related field maps. Description of the inspection structure if there is an area for regulating the use of G.I. Provide details of all applicants with the address. If there are a large number of manufacturers, then collective reference applications for all producers of goods and G.I. should be made. If registered, it should be indicated accordingly in the register. The Application must be sent in a respective address in India.

### **Step 2 and 3: Preliminary Examination and Examination**

The examiner will check the Application for any deficiencies. The Applicant should take measures in this regard within one month of communication. The content of the case description is evaluated by an advisory group of experts who will master the subject. Furnished will ascertain the correctness of the description. After that, an examination report will be issued.

### **Step 4: Show cause notice**

If the Registrar has any objection to the Application, he shall file such objection. Applicant must reply within two months or apply for a hearing. The decision will be duly communicated. If the Applicant wants to appeal, he can request it within a month. The Registrar also has the right to withdraw an application, if it is mistakenly accepted, after giving it on the occasion of a hearing.

### **Step 5: Publication in Geographical Indication Journal**

Every Application, within three months of acceptance, will be published in the Geographical Indications Journal.

### **Step 6: Resist Registration**

Any person opposing the G.I. application, published in the journal, can file a notice of protest within three months (another month upon request which is to be filed before three months). The Registrar will provide a copy of the notice to the Applicant. Within two months, the Applicant will send a copy of the counter statement. If he does not do so, he is believed to have dropped his application. Where a counterclaim has been filed, the Registrar will serve a copy on the person giving notice of the protest. Thereafter, both parties will lead their respective evidence through affidavits and supporting documents. After this, the date of hearing of the case will be fixed.

### **Step 7: Registration of Application**

Where an application for G.I. has been accepted, the Registrar will register the Geographical Indication. If the date of filing the Application after being registered will be considered as the date of registration. The Registrar will issue a certificate to the Applicant with the seal of the Geographical Indicators Registry.

### **Step 8: Renewal of Application**

A registered G.I. will be valid for 10 years and can be renewed on payment of a renewal fee.

### **Step 9: Additional Security for Notified Goods**

An application can be made to the Registrar for respective goods which are notified by the Central Government for additional protection for the registration of geographical Indication in Form GI-9, there will be three copies of the case details and three copies of issued notification. The Application will be made jointly by the registered owner of Geographical Indication in India and jointly by all the producers of Geographical Indication.

### **Step 10: Appeal**

Any person who is aggrieved by an order or decision which may prefer an appeal to the Intellectual Property Appellate Board (IPAB) within three months.

### **Success in Getting G.I Tag in India**

At all its constraints, expressing that the demonstration has helped no item/item would be nothing under an unmitigated untruth. Taking the case of two significant contextual investigations in India, which have introduced flourishing for both the native laborers and the exporters, subsequently cutting a specialty for themselves in the market, we look to examine a few main considerations that drove these to turn into the examples of overcoming adversity which they are today.

### **Darjeeling Tea**

Darjeeling tea, with its flower fragrance and an unmistakable flavour has won the support of quite a large number of shoppers, across the globe. Regularly named as the Champagne of teas, its experts have liked it for a really long time. Tea development in these precarious, sloping regions have brought monetary development and prosperity through improvement in the nearby occupants' work circumstance. Another, significant social viewpoint to be noted here is that most representatives on Darjeeling's tea bequests are ladies. More than 70% of the absolute produce is sent out abroad. The significant part of the yearly creation of Darjeeling tea is sent out, the key purchasers being Japan, Russia, the United States, and the United Kingdom and other European Union (EU) nations like France, Germany, and the Netherlands.<sup>1</sup>

### **Chanderi Saree**

Chanderi is a town located near Betwa river in District Ashok Nagar (Madhya Pradesh), India. With a population of about 30,000, approximately 10,000 to 12,000 are estimated to be involved in weaving of chanderi sarees/ fabrics. There are 4,000 looms functioning here, thereby leading to the development of a business worth Rs 65 crore every year, as per a 2012 industry report. The uniqueness of Chanderi lies in its fabric- it is transparent, shiny and has a sheer texture; a close weaving style is

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<sup>1</sup> Ravindran, S. & Mathew, A., *The Protection of Geographical Indication in India – Case Study on 'Darjeeling Tea'*. International Property Rights Index 2009 Report. (2009)

involved, and it has individual woven booties – single and double pick (motifs).

### **Threats to legitimacy of chanderi saree and its weavers**

The authentic Chanderi items, which were handwoven by skillful weavers of Chanderi confronted extreme contest from counterfeit power loom items made in Varanasi and Surat, which could be sold at a lot less expensive rate. They are either woven with Zari or woven plain and shipped off Jaipur for block printing and are not engaged with Chanderi or its weavers.

The completed items look so like the first one that it is hard to make out any contrast between the impersonation power loom and the first handloom ones. In this manner, there was a decrease popular, prompting cutback of paid positions and pay for the native weavers. Another result of this adventure is the movement of another age to metropolitan regions consequently representing a danger to its endurance.

### **Products Unsuccessful in Getting G.I Tag in India**

The advantages of GI are plentiful and whenever used appropriately, they can assume a significant part in helping the economy of a district and leading the way for development and improvement in the native local area. Particularly for non-industrial nations like India, GI behaves like a protection or then again security, for the assembling occurring in country regions where the makers can't contribute in marking attributable to an absence of advertising abilities, foundation, legitimate mindfulness, and so on. The GI tag assumes a vital part in making brand value for these native makers. Like it has on account of tequila makers in Tequila (Mexico). Tequila, the most seasoned GI external Europe is a seriously compelling case, perceived as one of the most financially effective non-European GIs. In any case, it is basic to comprehend that the Act has not finished without a hitch when it comes to its examination. Its disappointments have been supposedly trio. Some battle that its failure to limit the extent of genericide as referenced in Section 9 goes to be tricky. Others are discontent with its approach suggestions, for it doesn't accommodate severe after creation control as well as help. The third relates to the absence of logical force that should not be related with the GI-labelling of horticultural item.

### **Banarsi Saree**

The Banarasi saree has been very much a design explanation among superstars of late. Yet, behind this shroud of joy and custom, lies an obviously bleak truth of the makers of this GI-labelled item. There has been inescapable destitution and hunger all through the conventional weaver local area. Such dejection and sadness among the weavers have constrained them to submit self-destruction or has accelerated work shifts, as confirmed by MGNREGA benefits. The vast majority of the talented laborers have now gone to incompetent work.

Since the Mughal period, Banarasi sarees have partaken in a recognized standing in view of record of their fine silk, gold or silver brocade or Zari, and extravagant weaving. To safeguard this very genuineness, a few associations had documented an application for GI enlistment in 2007. They at last got the GI in 2009.

The candidate bunch had recognized five investigation bodies in their application to the GI library. These examination bodies are the Department of Handlooms (Government of Uttar Pradesh), the Advancement Commissioner (Handlooms), the Weavers' administration place, Master Weavers' Self-Regulation, and the Textiles Committee.

As of now, the Banarasi Saree works with a large number of accreditation stamps like the Silk mark and the Handloom mark. The Silk Mark Organization of India (SMOI), the enlisted proprietor of the SILK mark, had presented a high-security nano molecule inserted combination name as a

characteristic of virtue for Banarasi silk to empower clients to confirm the realness of the wellspring of the silk. Ground-breaking thoughts have arisen in the endeavours to advocate Banarasi sarees as 'green items' to catch more up to date showcases abroad.

### **The Venkatagiri Saree**

The Venkatagiri Handloom Sarees Apex Society of Andhra Pradesh is the enlistment holder of the Venkatagiri Saree. This saree is woven in Venkatagiri, a modest community which is arranged about 60 kms from Nellore in Andhra Pradesh. It is woven with fine 100's cotton yarn in both twist and weft. The saree is ornamented with Zari in pillow and line. Jacquards are utilized to weave additional weft plans. By and large, delicate and pastel tones are utilized in the saree. It is woven on a customary fly transport pit loom. Its specialty lies in estimating of its twist and weft yarns. It turned into the eighteenth Indian saree to get the GI tag. Regardless, even the Venkatagiri saree couldn't save itself from confronting the brunt of abuse also replication because of the laxity of rules concerning quality control. Power looms in Tamil Nadu are accounted for to have duplicated the plans of these sarees. The absence of support from government wings combined with the weavers' absence of consciousness of financial action has ended up being disadvantageous. It has been accounted for that the Department of Handicrafts under Ministry of Textiles, Government of India, offers help to these craftsman's and welcomes them to presentations and other business exercises in the country. Yet, the division is restricted to giving personality cards overlooking postproduction support. While it is being focused on that the public authority needs to supply silk yarns at sponsored costs to safeguard weavers from prize unpredictability; it is additionally a fact that the weavers are not considering legitimate activity against the copyists of their plans. This is on the grounds that they feel purchasers would have the option to recognize handloom and power loom items. The weavers additionally fault absence of appropriate exposure for their defeat. It is likely the anxiety toward extended prosecution that mitigates the makers from taking any lawful activity. In this manner, the requirement for setting up or permitting elective components or method for debate goal stands featured once more.

### **Pashmina Silk**

The Pashmina Silk is yet another GI-tagged product which has been facing adversity from the power loom industry imitating its designs and selling fake Pashmina products. A lot of such fake products can be sourced to Amritsar (located in Punjab). The locals lament that this mechanization is threatening their livelihood as well as bringing disrepute to handcrafted Kashmir pashmina This indigenous fabric is said to have been presented by Napoleon Bonaparte to his lady love, Josephine. The Kashmir Pashmina refers to the extremely soft woolen fabric with fibers spun out of 'Capra Hircus', also known as the Pashmina goat. The Craft Development Institute (CDI) was responsible for facilitating the GI Registration of the Pashmina Silk. However, it only acted as a temporary registered proprietor since the GI was assigned to TAHFAUZ, an association that comprises a diverse group of Kashmir artisans. Unfortunately, when the application for the GI was filed, the identification of an inspection body was suspended until a later time. "The establishment of a testing center is basically useless as it was never started (became operational). The only thing there is a building with a bunch of fancy equipment inside, but it was never put to work, no quality checking has ever taken place there, it's a wastage of resources." The Pashmina Testing and Quality Certification Centre (PTQCC) was sanctioned under the Assistance to State for Infrastructure Development of Exports (ASIDE) scheme by the Union Commerce Ministry and Rs. 4.40 crore was provided for its establishment. The authorities claim that they have fined a lot of traders for selling fake Pashmina products.<sup>35</sup> Procedurally, authentic Kashmiri Pashmina<sup>2</sup> shawls will receive the Kashmir Pashmina Mark (GI) by the PTQCC after verification of the weaving technology, the spinning method and the genuineness of the raw materials.

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<sup>2</sup> Press Trust of India, Kashmir's famed pashmina threatened by cheap imitations (Jul. 28, 2015), <https://www.freepressjournal.in/india/kashmir-s-famed-pashmina-threatened-by-cheap-imitations>



In order to ensure greater authenticity, a microchip known as the Secure Fusion Authentic Label (SFAL) would be attached to the product with a unique number that could be read under infrared light. To date, the effectiveness of the PTQCC in guaranteeing the quality of the GI-denominated products still needs to be proven, as the system is in a nascent stage.

Despite the above provisions, the artisans claim no relief and allege that the traders are mixing some other fabric to it so that it could survive power loom vibrations. The Pashmina Silk, too, has become a victim of the non-regularization of inspection bodies. It is because there is no legal provision that governs how inspection bodies function which leads to the denigration of the quality of such products and fails to incentivize the artisans.

### **Position of Geographical Indication (GI) labels in India**

As we probably are aware, a Geographical Indication (GI) is a name or sign which is utilized on items to separate them from others, since they have a specific quality, use of any conventional strategies in their creation, or partake in a standing because of their topographical beginning.

GI has dated its first use in France in the mid twentieth century known as label d'origine controlee (AOC), yet it has spread to different nations including India who are individuals from the World Trade Organization (WTO) by the WTO Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) which got closed in 1994<sup>3</sup>

The GI labels in India are given according to the arrangements of the Geographical Indications of Goods (Registration and Protection) Act, 1999<sup>4</sup> which came into power with impact from 15 September 2003, by the Geographical Indication Registry under the Department of Industry Promotion and Internal Trade, Ministry of Commerce and Industry.

Any singular maker, a relationship of people, any association, or authority laid out by or under the law can apply to get a GI tag and the application moved in such a possibility ought to be written in the appropriate organization alongside a recommended charge to the concerned power. A GI tag is substantial just for 10 years in spite of the fact that it very well may be recharged now and again for a further time of 10 years each through each resulting restoration.

Darjeeling Tea turned into the first GI label gave item in Quite a while, which was given to it from 2004 to 2005 and from that point forward, the quantity of enlistments, as well as applications, has expanded quickly.<sup>5</sup>

As per the Indian Government, around 370 GI labels have been doled out to different products according to Section 2(f) of the Geographical Indications of Goods (Registration and Protection) Act, 1999.

### **Recommendations and take away**

As seen on account of Venkatagiri Saree, the public authority needs to implement after creation control even after the item gets GI enlisted. Another suitable arrangement could be connecting a CPU to the genuine item; a thought considered on account of the Pashmina silk, however with little execution to be seen. Defilement, helpless worth-based valuing, buyers getting deluded from fake items would've prompted monstrous harm to the standing of Darjeeling Tea. A significant perception which is very

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<sup>3</sup> Dr.Ruppal W Sharma & Ms. Shraddha Kulhari, *Marketing of GI Products: Unlocking their Commercial Potential*, Centre for WTO Studies IIFT 10, 52 (2015)

<sup>4</sup> The Geographical Indications of Goods (Registration and Protection) Act, 1999, § 9

<sup>5</sup> Kaushik Basu, *Darjeeling Tea -A Geographical Indication (GI)*, World Intellectual Property Organization, (Nov. 27,2021), [https://www.wipo.int/edocs/mdocs/geoind/en/wipo\\_geo\\_lim\\_11/wipo\\_geo\\_lim\\_11\\_11.pdf](https://www.wipo.int/edocs/mdocs/geoind/en/wipo_geo_lim_11/wipo_geo_lim_11_11.pdf)

commendable is that much before the coming of GI in a nation like India, where Intellectual Property Rights stayed a covered idea during the 1980s, Tea Board of India acted way forward thinking by making a logo, enlisting something similar in different areas of the planet. Obviously, this was a positive development and has taken care of all around well. An effective execution of GI tag has brought about fruitful insurance of the maker's business and lawful interests, subsequently uplifting the buyers to see Darjeeling Tea as a extravagance tea, which would legitimately determine a premium and guarantee financial success for all partners. Assuming different makers of GI Tagged items additionally utilize the administrations of current innovation (like Compumark) it will empower them to save a severe legitimate watchfulness for fake items and keep them from flooding the market. The makers ought to likewise take the endeavours like the makers of Darjeeling Tea to get their IPR Tags enlisted in different nations also to guarantee a compelling insurance. On account of Chanderi texture, it is seen that in the underlying stages; compelling intercession by the government, with the help got from UNIDO, assumed a significant part in laying out SHGs, furthermore in later stages, a more proper affiliation. What at first started as an undertaking of neediness mitigation, brought about an effective undertaking, with the weavers presently having a more coordinated agent body. A significant highlight be noted is that the endeavours of the Chanderi Advancement Foundation (CDF), prompted the GI Registration. Accordingly, it very well may be effortlessly deduced that when the laborers got together and shaped an organized aggregate, they, when all is said and done, took the fitting lawful positive development. In addition, the expenses engaged with the plan, control and oversight of brands are monstrous. The examination and oversight framework for quality control and encroachment is either non-existent or non-working on account of most GI Tagged items. Most makers of GI labelled items are in the chaotic area and a few degrees of hand holding as far as financing for mindfulness, brand building and contribution of partners will go quite far in fortifying the market networks in the underlying stages. Besides giving infrastructural support at the underlying level, the Government ought to likewise work with the production of free legal bodies, liable for examinations and quality control. As seen in the ineffective contextual analyses, there exist various Governmental review bodies which facilitates the disarray prompting absence of responsibility and abandonment of obligations. It is proposed that a solitary autonomous legal body delegated by an assemblage of prominent people be made, which would be answerable for adjusting the interests of the credible GI libeled item makers (for the most part having a place with the disorderly area), and the quality cognizant shoppers going from the homegrown to worldwide level. One more surprisingly intriguing point with regards to the Chanderi Case Study, is that even after the GI Enrolment, the CDF kept assuming a functioning part in the advertising and advancement of their item. Drives, such as laying out internet business site, being dynamic via online media stages, working together with computerized stages have all prompted the item being seen around the world, to such an extent that they were utilized broadly as keepsakes in the Commonwealth Games. It is said that higher risk can result in bigger rewards, and fortune favoured Chanderi with the inescapable exposure it got from the 2010 Commonwealth Games as well as big name visits to the town. This prompted soaring requests, spreading the word about Chanderi locally as one of India's trustworthy legacy handlooms, and building an outlandish, impeccable brand for itself on the worldwide front.

Provincial the travel industry of Rampur has been utilized in a viable way to feature the Chanderi texture, consequently bringing about its advancement. The Chanderi GI example of overcoming adversity is a seriously healthy one, as it has prompted advancement of the economy as well as has prompted improvement of the general public as a entirety. With an increment in the ways of life, and the weavers acquiring a lot higher sum than previously, the general public has advanced. While the Case Study of Chanderi Fabric is one of the couple of cases, which has ended up being all around well, post GI enlistment, it can fill in as a galvanizer for other GI Registered items, and the social orders behind them.

## **Conclusion**

It is right to say that the Geographical Indication Act, 1999 is as yet advancing and its underlying foundations are as yet not extremely amazing to safeguard its encroachment. GI regulations are new to India and need a severe understanding to give full insurance against encroachment. The spot of beginning or assembling of any item is given due significance under GI in light of the fact that such a spot is particularly recognized in view of its environment, area, and so on Prior to enlisting a GI every one of the models should be remembered for its qualification. According to the business perspective, each business visionary needs to procure increasingly more benefit by selling the items which buyers request and each client needs standard quality unique item, yet dealers deceitfully sell imitated merchandise for benefit. Each nation has an alternate assortment of merchandise which are a remarkable mix of its rich culture, climatic conditions and India being a different country in each term has an alternate state which is wealthy in their separate culture so it should be remembered those items addressing the core of spot should be safeguarded and given full insurance from any sort of encroachment.

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