

GI Tag – A brief Explanation

*A **geographical indication (GI)** is a mark used on products which corresponds to a specific geographical location or origin. The use of a geographical indication to classify a source, acts as a certification that the product possesses certain qualities, is made according to traditional methods, or enjoys a certain reputation, due to its geographical origin.*

*Geographical Indications protection is granted through the **TRIPS Agreement** (Trade-Related Aspects of Intellectual Property Rights). At the International level, GI is governed by the World Trade Organisation's (WTO's). In India, Geographical Indications registration is administered by the Geographical Indications of Goods (Registration and Protection)*

Benefits:

- 1. Provides legal protection to the registered products*
- 2. Boosts exports of the goods*
- 3. Prevents unauthorized use*
- 4. Promotes economic prosperity of the producers*

Statewise List of GI tags for the year 2019-2020

Arunachal Pradesh:

- **Idu Mishmi Textiles** – It is a textile woven by women of a sub-tribe of the Mishmi tribe, a prized possession and a supplement to their family income.



Assam:

- **Kaji Nemu** – This lemon has an elongated shape. It has more juice than the standard lemon. It is popular in Assam and is associated with Assamese cuisine.



Goa:

- **Khola Chilli** - Khola Chillies are grown on the hill slopes under rainfed conditions only. Local soil and climate play a crucial role in maintaining the quality of this Chilli variety, which is known for its brilliant red color and medium-pungent taste.



Karnataka:



- **Gulbarga Tur Dal** - The high calcium and potassium content of the soil in the Gulbarga tur dal-growing region has been one of the major factors for its

superior quality. It also has a good taste and aroma compared to that grown in other regions. It also takes less time to cook

Kerala:



- **Tirur Betel Leaf (Tirur Vettila)** - It stands out for its medicinal properties, with significantly high chlorophyll and protein content.

Mizoram:

The holders of GI tag from Mizoram are the shawl like garments that offers protection against the cold of the Lushai Mountains, indicates various hues of celebration, bravery or mourning.

- **Tawlhlohpuan** - It is worn only by a very courageous warrior among the Mizo men as a symbol of their bravery.
- **Mizo Puanchei** – is the most colourful and popular among the Mizo shawls. It is wrapped around the waist.



Odisha:

- **Kandhamal Haladi** – It is popular for its healing properties and aroma. It is the main cash crop of tribal people in Kandhamal district of Odisha



- **Rasagola** - Odisha Rasagola is a sweet made of chhena (cottage cheese) cooked in sugar syrup using the principle of caramelisation of sugar.



Tamil Nadu:



- **Kodaikanal Malai Poondu** - Kodaikanal Special Hill Garlic is known for its medicinal properties, increased shelf life with its extraordinary odor and pungent taste.
- **Palani Panchamirtham:**



- In Palani Murugan temple, Tamil Nadu, panchamrita consists of banana, sugar, ghee, honey, seedless dates, and cardamom and sugar candy. The banana used is the Virupatchi variety, which grows only in the Palani hills and has very low water content.
- **Dindigul Locks:**



- The Dindigul locks are known throughout the world for their superior quality and durability. The locks are made of iron and brass and are entirely handmade.
- **Kandangi Saree:**



- Kandangi is a type of saree made from silk threads in Tamil Nadu state of India. Traditionally, Chettinad and Koorainad are two types of Kandangi saree native in Tamil Nadu.
- **Srivilliputhur Palkova:**



- Palkova is a sweet which is made from milk, sugar and rice flour. Srivilliputhur palkova has a fine texture. It takes a lot of practice to get a fine grained texture and to balance the sweet quotient.