

## GI Facilitation

The globalisation has brought about enormous challenges to the trade and industry; and the worst sufferers are the producers of unique textile products who loose their markets due to large-scale infringement of the product. The promulgation of Geographical Indication (GI) Act, 1999 by Government of India has created an avenue for protection of these unique products of the country. The GI Act stipulates protection of the market of the producers and safeguards the interests of the consumers of these unique products through registration and taking infringement action against the infringers. It is believed, that the IPR Protection of unique textiles products of the country with a predetermined market linkage strategy would help in brand building of the product, providing market linkages, generating more employment opportunities and enhanced income to the stakeholders.

### Intervention of Textiles Committee:

In order to protect these unique products, the Textiles Committee has been spearheading a nationwide campaign in the country through facilitating GI registration of potential products and technical knowledge transfers. Besides the Committee is disseminating the trade related information for capacity building. As a part of the endeavour, the Committee have also facilitated GI registration for products like Lucknow Chikan Craft, Banaras Saree & Brocades of Uttar Pradesh, Khandua Saree & Fabrics, Pipli Applique of Orissa, Bandhani Textiles and Surat Zari of Gujarat, Paithani Saree of Maharashtra, Bhagalpur Silk of Bihar, Guledgudda Fabrics of Karnataka etc. The state governments of Kerala and Uttar Pradesh have taken the support of Textiles Committee for GI registration of some of their unique products.

### Awareness Creation on GI:

The Textiles Committee, for creating awareness on GI among the stakeholders of these unique products, have conducted workshops/seminars in the following places:

Sr. No.	Date	Location	Organised by	Subject Covered/Theme Addressed	Achievements/ Outputs
<b>Inception Workshops</b>					
1.	27 <sup>th</sup> December 2005	Kolkata	Textiles Committee	GI Act under TRIPS: How beneficial to the Indian T&C Industry	> 1028 stakeholders participated and interacted on the issues relating to New EU-GSP and Geographical Indications (GI) Act.

Sr. No.	Date	Location	Organised by	Subject Covered/Theme Addressed	Achievements/ Outputs
2.	17 <sup>th</sup> February 2006	Bhubaneswar	Textiles Committee & NISDAR (Tier-II Partner)	Geographical Indication	<ul style="list-style-type: none"> <li>&gt; The State Government of respective states were also actively participated in the workshop.</li> <li>&gt; Feedbacks on the stakeholders on different trade related issues were collected and forwarded to UNCTAD India for policy decision.</li> <li>&gt; Platform was created in each state for implementation of the project activities.</li> <li>&gt; The workshops were also held in creating awareness among the stakeholders of different centres on burning trade related issues and globalisation.</li> </ul>
<b>Sectoral Workshops</b>					
3.	4 <sup>th</sup> May 2006	Mumbai	Textiles Committee	Deliberation on Future Road Map on GI	35 Tier - II Partners across the country participated and presented their area of interest on trade related issues before UNCTAD and Textiles Committee
4.	24 <sup>th</sup> May 2006	Chennai	Textiles Committee		
5.	12 <sup>th</sup> May 2006	Varanasi	Textiles Committee & Human Welfare Association (Tier-II Partner)	GI Registration on Banaras Sarees & Brocades	125 stakeholders participated and the issues relating to IPR Protection of Banaras Saree & Brocades were discussed at length.
6.	10 <sup>th</sup> August 2006	Lucknow	Textiles Committee & NEED, Lucknow (Tier-II Partner)	GI Registration of Lucknow Chikan Craft	115 stakeholders participated and the issues relating to IPR Protection of Lucknowi Chikan Craft were discussed at length.

Sr. No.	Date	Location	Organised by	Subject Covered/Theme Addressed	Achievements/ Outputs
7.	18 <sup>th</sup> August 2006	Puri	Textiles Committee & NISDAR, Bhubaneswar (Tier-II Partner)	GI Registration of Pipili Applique Craft, Orissa	90 stakeholders participated and the issues relating to IPR Protection of Pipili Applique Work were discussed and a consortium consisting of manufacturers, co-operative societies, and exporters was formed for taking up the GI Registration. The meeting was inaugurated by <b>Shri. Golak Bihari Nayak, Hon. Minister for Textiles &amp; Handloom, Animal Husbandry and Fisheries, Govt. of Orissa.</b> Shri. Bonapas Onguglu, Project Officer, UNCTAD, Geneva addressed the stakeholders as guest of honour.
8.	26 <sup>th</sup> August 2006	Raipur	Textiles Committee & FICCI, Chattisgarh (Tier-II Partner)	IPR Protection through GI and Status of Textiles & Clothing Sector in Chattisgarh	150 stakeholders participated and issues on GI Registration of different unique textile product of the states were discussed and the export competitiveness of the product were also delivered
9.	1 <sup>st</sup> December 2006	Bhubaneswar	Textiles Committee & ORIFAB and OSCARD, Bhubaneswar (Tier-II Partners)	Sensitisation Workshop on Geographical Indication registration of Khandua Sarees.	221 stakeholders participated and A consortium of stakeholders has been formed as part of registering the <i>Khandua Sarees and Ikats</i> under GI act. The Tier-II partner ORIFAB is taking up the study and documentation work and application will be made on completion of the study and documentation.
10.	30 <sup>th</sup> August 2007	Yeola	Textiles Committee & Shri Rajaswas Bahuuddesiya Sanstha, Yeola (Tier-II Partner)	Awareness Meeting on GI Registration of Paithani Sarees of Maharashtra	60 stakeholders including exporters, traders, weavers, master weavers and representatives of civil society organisations participated in the meeting. The stakeholders were briefed about the benefits of IPR protection. It was decided that Textiles Committee would take up the GI registration of the product with the help of Tier-II partners and the state government.

Sr. No.	Date	Location	Organised by	Subject Covered/Theme Addressed	Achievements/ Outputs
11.	12 <sup>th</sup> September 2007	Kolkata	Textiles Committee & West Bengal Hosiery Association, Kolkata (Tier-II Partner)	Protection of Unique Textiles through GI	282 stakeholders participated and interacted on the theme. The Secretaries of Science & Technology, Textiles & Clothing & Agriculture, Govt. of West Bengal interacted with the stakeholders about state government's policy for the development of the sector and IPR protection of handloom products of the state. The road map for the future strategic interventions has been drawn up. It is decided that the Secretaries will pursue for making IPR protection of traditional knowledge compulsory.
12.	6 <sup>th</sup> February 2008	Thiruvananthapuram	Textiles Committee	Protection of Unique Textiles through GI	450 stakeholders participated and the issues relating to GI Registration of unique textile products of state of Kerala were discussed. <b>Shri Elamran Kareem, Hon'ble Minister of Industries, Govt. of Kerala</b> inaugurated the meeting.
13.	25 <sup>th</sup> February 2008	New Delhi	UNCTAD	Exhibition of GI Designated Products of the Textiles & Clothing sector	Textiles Committee and 4 partners attended the programme and displayed the products taken up for development and market linkage under the project.
14.	16 <sup>th</sup> April 2008	Jamnagar	Textiles Committee & ATIRA, Ahmedabad (Tier-II Partner)	IPR Protection through GI for Bandhani	75 stakeholders participated in the workshop and the issues relating to GI Registration of Bandhani of Gujarat was discussed
15.	18 <sup>th</sup> April 2008	Surat	Textiles Committee & FICCI, Western Region, Mumbai (Tier-II Partner)	IPR Protection through GI for Surat Zari	75 stakeholders participated in the workshop and the issues relating to GI Registration of Surat Zari work of Surat was discussed

Sr. No.	Date	Location	Organised by	Subject Covered/Theme Addressed	Achievements/ Outputs
16.	3 <sup>rd</sup> & 4 <sup>th</sup> June 2008	Hyderabad	Textiles Committee	Southern Regional Conference on Geographical Indication	155 stakeholders from the state of Andhra Pradesh, Tamil Nadu, Kerala, Maharashtra, Goa, Gujarat and Rajasthan participated in the workshop and discussed on different issues relating to Geographical Indications. The officers of the regional offices of the Textiles Committee of southern and western region also participated. Smt. Lakshmi Puri, Deputy Secretary General of UNCTAD, Geneva inaugurated the conference.
17.	12 <sup>th</sup> June 2008	Nuapatna	Textiles Committee & ORIFAB, Bhubaneswar	Cluster Level Meeting for Filing of Applications	55 stakeholders including officer bearers of co-operative societies participated in the meeting. The application and statement of case for GI Registration of Khandua Sarees & Fabrics were also signed by the applicants in presence of offices of state government.
18.	27 <sup>th</sup> June 2008	Aurangabad	Textiles Committee and Shri Rajeshwa Bahuudesia Sanstha	IPR Protection of Paithani Sarees through GI	184 stakeholders participated and the issues relating to the GI Registration of Paithani Sarees & Fabrics were discussed.
19.	1 <sup>st</sup> August 2008	Bhagalpur	Textiles Committee	IPR Protection of Bhagalpur Silk Fabrics through GI	155 stakeholders participated in the workshop which was inaugurated by <b>Shri. Ashwini Kumar Chaubay, Hon. Minister, Govt. of Bihar</b> . The modalities for GI registration for Bhagalpur silk was discussed at length with the stakeholders.

Sr. No.	Date	Location	Organised by	Subject Covered/Theme Addressed	Achievements/ Outputs
20.	4 <sup>th</sup> & 5 <sup>th</sup> Sep'ber 2008	Lucknow	Textiles Committee & Govt. of UP	Northern Regional Conference on Geographical Indication	185 stakeholders from the state of Punjab, Haryana, Jammu & Kashmir, Chattisgarh, Orissa, Jharkand, Bihar, West Bengal and Uttar Pradesh participated in the workshop and discussed on different issues relating to Geographical Indications. <b>Shri Jagdish Narayan Rai, Minister for Textiles &amp; Sericulture, Government of UP</b> inaugurated the conference. Hon'ble Chairman of Textiles Committee, <b>Shri Eknath B. Gadkari</b> also addressed the gathering as Guest of Honour.
21.	13 <sup>th</sup> April 2009	Bhubaneswar	Textiles Committee & Govt. of Orissa	Deliberation on post GI registration initiatives	325 stakeholders participated including trade & industry associations, civil society organisations, state government, etc. The meeting was inaugurated by <b>Shri Ajit Tripathy, IAS, Hon'ble Chief Secretary of Orissa.</b>
22.	12 <sup>th</sup> June 2009	Delhi	UNCTAD India	Celebrating Traditional Treasure	The Textiles Committee partnered the conference on Geographical Indication and product exhibition.

### Regional Conference on Geographical Indication (GI):

In order to synergies the research and development pertaining to the Geographical Indication (GI), two regional conferences were organised at Hyderabad during 3<sup>rd</sup> - 4<sup>th</sup> June 2008. About 350 stakeholders from Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Maharashtra, Gujarat, Rajasthan, Pondicherry, Dadra-Nagar Haveli, Lakshadweep including Senior Officers from state government, centre of excellence, civil society organisations, manufacturing and trading associations, export promotion councils participated in the two days Regional Conference, Smt. Laxmi Puri, Deputy Secretary General, UNCTAD, Geneva inaugurated the conference and Lucknow during 4<sup>th</sup> - 5<sup>th</sup> September 2009. About 250 stakeholders from Punjab, Haryana, Uttar Pradesh, Madhya Pradesh, Himachal Pradesh, Jammu & Kashmir, New Delhi, Bihar, Jharkhand, Chattisgarh, Orissa, West Bengal and Assam including Senior Officers from state government, centre of excellency, civil society organisations, manufacturing and trading associations, export promotion councils participated

in the two days Regional Conference. Shri Jagdish Narain Rai, Hon'ble Minister (Textiles & Sericulture) Government of Uttar Pradesh inaugurated the conference.

The broad objectives of the conference are:

- Taking the issues relating to GI to researchers, policy makers, state governments, civil society organisations, centre of excellence for further research and dissemination for betterment.
- Creating a platform for the researchers and policy makers for regular interaction and carrying forward the research for betterment of stakeholders.
- Taking the Geographical Indication to a logical end for the sake of stakeholders.
- Sensitising the state government for better and pro-active implementation of project related activities.
- Disseminating the research and development, achievements of the project activities on GI with stakeholders.
- Sharing the concerns and impediments arised in the process of project implementation.

The theme of the conference is to showcase the different research and development activities taken up by UNCTAD, Textiles Committee and Tier - II Partners of the project on Geographical Indications.

#### **Achievements of the Conference:**

- a) The conference was able to streamline the much needed debate among the researchers on the various issues relating to pre and post GI registrations phases of the products and how the IPR protection could be converted into opportunities in terms of increase in income and employment for the producer's community. The experts shared different case studies of registered products and how the registration has brought about overall well being for the producers comment. The Textiles Committee shared the key findings of the study Pochampally Ikat: A Comparative Market Analysis of Pre & Post Registration Periods under Geographical Indication Act and informed the delegates about the rise in income employment and other important parameters of the products in the post registered period
- b) The conference was also acted a training platform for the officers of Textiles Committee and Tier-II Partners particularly on issues relating to Intellectual property rights and Geographical Indications.

- c) Almost all state governments were sensitised about the possible implications of IPR Protection of unique products through GI.
- d) The feedbacks of stakeholders were collected on the issue for further dissemination and deliberation.

#### **IPR Protection of Textiles and Clothing products through GI:**

- The Study & documentation for GI Registration of 12 products have been completed. The products are (1) Banaras Sarees & Brocades; (2) Lucknow Chikan Craft of Uttar Pradesh; (3) Pipli Applique Craft and (4) Khandua Sarees & Fabrics of Orissa; (5) Bhagalpur Silk Fabrics of Bihar; (6) Paithani Sarees and Fabrics of Maharashtra; (7) Bandhani and (8) Surat Zari Craft of Gujarat; (9) Uppada Jamadhani, (10) Gadwal Sarees and (11) Dharmavaram silk of Andhra Pradesh and (12) Guledgudda Khana of Karnataka.
- The GI registration of Pipli Applique Craft, Lucknow Chikan Craft, Uppada Jamadhani are successfully completed.
- The Consultation Committee Meeting for Banaras Sarees & Brocades, Gadwal Sarees, Khandua Sarees & Fabrics are completed. The Textiles Committee presented and defended the application on behalf of the applicants before the Consultative Committee.
- The applications for Paithani Saree & fabrics, Surat Zari Craft, Bhagalpur Silk Fabrics have been filed before the Registrar of GI, Chennai.
- The process of filing applications for Guledgudda Sarees and fabrics of Karnataka, Dharmavaram, Gadwal Saree, Bandhani of Gujarat are in advanced stage.

**Status of the GI Facilitation on Products taken for Registration:** The product wise status of the GI facilitation is as follows:

<b>Sr. No.</b>	<b>Product Name</b>	<b>Area and State</b>	<b>Status of GI Facilitation</b>
1	Lucknow Chikankari	Lucknow, UP	• <b>Registered</b>
2	Banaras Saree and Brocades	Banaras, UP	• Application filed • Consultative Committee Meeting completed
3	Maunath Banjan Sarees	Maunath, UP	• Study and Documentation in process
4	Agra Durries	Agra, UP	• Study and Documentation in process
5	Lucknow Zardosi	Lucknow, UP	• Study and Documentation is in process
6	Farukhabad Cotton Prints	Farukhabad, UP	• Study and Documentation in process

Sr. No.	Product Name	Area and State	Status of GI Facilitation
8	Khandua Sarees and Fabrics	Nuapatna, Orissa	<ul style="list-style-type: none"> <li>• Application filed</li> <li>• Consultative Committee Meeting completed</li> </ul>
9	Bhagalpur Silk	Bhagalpur, Bihar	<ul style="list-style-type: none"> <li>• Study and Documentation completed</li> <li>• Application filed</li> </ul>
10	Upada Jamadhani	Upada, AP	<ul style="list-style-type: none"> <li>• <b>Registered</b></li> </ul>
11	Dharmavaram Silks	Dharmavaram, AP	<ul style="list-style-type: none"> <li>• Application filed</li> <li>• Consultative Committee Meeting completed</li> </ul>
12	Gadwal Sarees	Gadwal, AP	<ul style="list-style-type: none"> <li>• Application filed</li> <li>• Consultative Committee Meeting completed</li> </ul>
13	Guledgud Khan	Guledgud, Karnataka	<ul style="list-style-type: none"> <li>• Study and Documentation is completed</li> <li>• Application to be filed</li> </ul>
14	Udipi Sarees	Udipi, Karnataka	<ul style="list-style-type: none"> <li>• Study and Documentation in process</li> </ul>
15	Balaramapuram Sarees and Fine Cotton Fabrics	Balaramapuram, Kerala	<ul style="list-style-type: none"> <li>• Application filed</li> <li>• Consultative Committee Meeting completed</li> </ul>
16	Kasargod Sarees	Kasargod, Kerala	<ul style="list-style-type: none"> <li>• Study and Documentation completed</li> <li>• Application filed</li> </ul>
17	Kuthampully Sarees & Fabrics	Kuthampully, Kerala	<ul style="list-style-type: none"> <li>• Study and Documentation completed</li> <li>• Application to be filed</li> </ul>
18	Chendamangalam Handlooms	Chendamangalam, Kerala	<ul style="list-style-type: none"> <li>• Study and Documentation is in process</li> </ul>
19	Kannur Handloom Furnishings	Kannur, Kerala	<ul style="list-style-type: none"> <li>• Study and Documentation is in process</li> </ul>
20	Paithani Sarees and Fabrics	Paithan and Yeola, Maharashtra	<ul style="list-style-type: none"> <li>• Study and Documentation is completed</li> <li>• Application filed.</li> </ul>
21	Bandhani Fabrics of Gujarat	Rajkot, Gujarat	<ul style="list-style-type: none"> <li>• Study and Documentation is completed</li> <li>• Application to be filed</li> </ul>
22	Surat Zari Work	Surat, Gujarat	<ul style="list-style-type: none"> <li>• Study and Documentation is completed</li> <li>• Application filed</li> </ul>

**Research & Studies completed on Geographical Indications (GI):**

Sr. No.	Name of the Report	Deliverables	Highlights
1	Assessment, Awareness & Identification of potential T & C Products for Geographical Indications (GI)	All India Study for Identification of Potential Textile Products for GI Registration	It's a unique study of its kind in the country and would help in facilitating GI registration of unique products.
2	Pochampally Ikat: A Comparative Market Analysis for Pre & Post GI Registration Period	Impact Study of GI Registration for assessing the benefits to the stakeholders	The study has quantified the benefits of IPR protection
3	Solapur Terry Towel & Chaddar: A Comparative Market Analysis for Pre & Post GI Registration Period	Impact Study of GI Registration for assessing the benefits to the stakeholders	The study has quantified the benefits of IPR protection
4	Evolution & Growth of Applique Craft of Orissa	GI Registration of the Pipili Applique Work of Orissa	A database at product level is developed for GI registration and future reference.
5	Dream of Weaving: Study & Documentation of Banaras Sarees and Brocades	GI Registration of the Banaras Sarees & Brocades of Banaras	A database at product level is developed for GI registration and future reference.
6	Art and Artifacts of Lucknowi Chikankari	GI Registration of Lucknow Chikan Craft of Uttar Pradesh	A database at product level is developed for GI registration and future reference.
7	Khandua Sarees and Fabrics: Tradition & Pride of Orissa	GI Registration of Khandua Sarees & Fabrics of Orissa	A database at product level is developed for GI registration and future reference.
8	Study & Documentation of Guledgudda Fabrics	GI Registration of Guledgudda Fabrics of Karnataka	A database at product level is developed for GI registration and future reference.
9	Study & Documentation of Paithani Sarees & Dress Materials	GI Registration of Paithani Sarees and Dress Materials of Maharashtra	A database at product level is developed for GI registration and future reference.
10	Study & Documentation of Balaramapuram Sarees & Fine Cotton fabrics: The Pride of God's Own Country	GI Registration of Balaramapuram Sarees & Fine Cotton Fabrics of Kerala	A database at product level is developed for GI registration and future reference.
11	Study & Documentation of Uppada Jamadhani	GI Registration of Uppada Jamadhani of Andhra Pradesh	A database at product level is developed for GI registration and future reference.

Sr. No.	Name of the Report	Deliverables	Highlights
12	Study & Documentation of Dharmavaram Silk	GI Registration of Dharmavaram Silk of Andhra Pradesh	A database at product level is developed for GI registration and future reference.
13	Study & Documentation of Gadwal Saree	GI Registration of Gadwal Saree of Andhra Pradesh	A database at product level is developed for GI registration and future reference.
14	Study & Documentation of Bhagalpur Silk	GI Registration of Bhagalpur Silk of Bihar	A database at product level is developed for GI registration and future reference.
15	Study & Documentation of Bandhani	GI Registration of Bandhani of Gujarat	A database at product level is developed for GI registration and future reference.
16	Study & Documentation of Surat Zari Work	GI Registration of Surat Zari Work of Gujarat	A database at product level is developed for GI registration and future reference.
<b>News Letter (includes activities on GI)</b>			
17	Trade Globalisation & Textiles Newsletter of UNCTAD/MOC&I/ Textiles Committee	January-June 2008	Helped in dissemination of trade related issue and capacity building of the stakeholders
18	Trade Globalisation & Textiles Newsletter of UNCTAD/MOC&I/ Textiles Committee	July-December 2008	
<b>Monograph Series</b>			
19	Frequently Asked Questions on Geographical Indications (GI)	English, Hindi, Marathi, Malayalam, Oriya, Kannada, Bengali, Gujarati	Helps in dissemination of issues relating to Geographical Indication and procedural aspects of filing application.
20	Procedure for IPR Protection through Geographical Indication (GI) Act, 1999	English	

### **Post GI Registration Initiatives on Market Linkage and Brand Building:**

**Preparation of product catalogue & hosting of websites for GI designated products:** As a part of transforming IPR Protection to tangible benefits for the stakeholders, the Textiles Committee has also initiated post GI initiatives by facilitating preparation of product catalogue and hosting dedicated website for Banaras Sarees & Brocades of Uttar Pradesh and pipli Applique of Orissa. The activities are expected to be completed very soon.

**Market Potential Study on Lucknow Chikan Craft in South Africa:** The study is one of the first of its kind try to study the potential market for GI designated product for creating market linkage in the international market. The study is sponsored by o/o the Development Commissioner (Handicraft), Government of India. The study has been taken up with sole objective of organising market linkage for the product in the post-GI registered period. Once completed the study would keep in identifying the potential international market for the product.