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# NABARD Assistance for Geographical Indications (GI)

## What is Geographical indication (GI)?

Geographical Indications (GI) is a form of Intellectual Property right that identifies goods originating from a specific geographical location and having distinct nature, quality and characteristics linked to that location. Well-known examples of GI in India are : Darjeeling Tea, Basmati Rice, Banarasi Sarees, Lucknow Chikan, Pashmina Shawls, Madhubani Paintings, Makrana Marbles, Madurai Malli, to name a few.

## Who gives Geographical indications (GI)?

GI tags are issued as per the Geographical Indications of Goods (Registration and Protection) Act, 1999 (GI Act). The GI Registry in Chennai registers such names. This tag is issued by the Geographical Indication Registry under the Department of Industry Promotion and Internal Trade, Ministry of Commerce and Industry. Around 320 GIs are registered till 15 June 2022 and the list of registered GI may be accessed at <http://www.ipindia.nic.in/registered-gis.htm>

## Importance of GI

GIs play an important role in rural development, empowering communities, acting as product differentiators, support brand building, create local employment, creating a regional brand, preserving traditional knowledge and traditional cultural expressions, conserving bio-diversity.

## How GI will help increase income?

India's diversified and rich culture has opportunities for large number of products in farm and off-farm sectors to qualify for GI tagging.

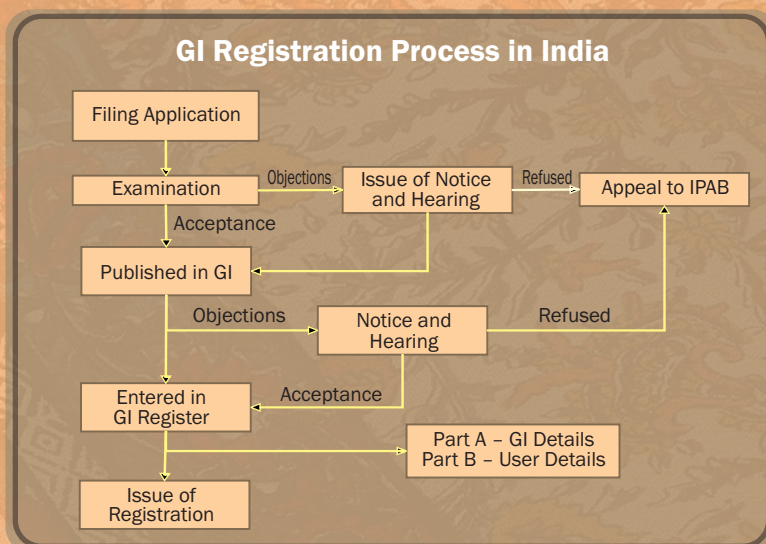
- GI of Products will help in consistency in quality, and ensure compliance with product specifications, It will help market monitoring to ensure legal compliance.
- Brand building and distribution by registered proprietors and authorised users, helps in market access outside a specific region.
- GI of products addresses the issue of lack of adequate awareness about the value of the product and its benefits to the individual producers.
- Enforcement of GI rights act against infringement and counterfeits.
- Reduces inequitable distribution of benefits thereby enabling the community dealing with the product reap the benefits.
- Helps in community led approach and
- A GI product price increases in the international market.





## NABARD support

- Providing end-to-end support in facilitating pre-registration as well as post registration activities for GI Registration.
- Marketing and Brand Building
- Supporting Producer Community/ GoI agencies including Panchayat Raj Institutions, Apex/State Level Institutions, Corporations and Boards, Colleges, Research Institutions, Universities, KVKs, Subsidiaries of NABARD, Trusts, Societies, Public/Private Companies, NGOS, MFIs, NBFCs.
- Regional Facilitation Centre (Selective basis)
- Upto a maximum of 5 years may be considered for support under the Fund
- NABARD assistance will be limited to a maximum of 90% of the total outlay.
- Mode of assistance – will be broadly supported on grant basis. Loan assistance also provided.



Very few GIs from India have been able to make their mark and achieve national / international recognition and create a niche market. NABARD has provided financial assistance for registration of 156 products under GI with grant assistance of Rs. 4.05 crores. As on date 25 products have secured GI certification while the remaining 131 products are under process. During FY 2021-22, 84 proposals were sanctioned to facilitate for GI registration. NABARD has also sanctioned projects for post GI activities namely registration of 1000 artisans as GI tag 'Authorized User' for 17 GI Crafts (Rs. 9.00 lakh) and Rs. 10.53 lakh for skilling of 300 Artisans of Varanasi Glass Beads and Mirzapur Hand made Dari (150 each) Further, there are 51 authorised GI users for the 13 products granted certificate who have themselves registered with Department of Promotion of Industry and Internal Trade (DPIIT) for using GI for selling and exporting their products.

Also with a view to create IPR awareness amongst the artisans and ensure quality of textiles, a grant assistance of Rs. 81 lakh was sanctioned to textile committee of India for facilitating GI Registration of 30 Products in 07 states of the country.



## NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT Off Farm Development Department

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Disclaimer:

This brochure is only for the purpose of creating awareness about the support provided by Off Farm Development Department (OFDD), NABARD for skill development. For detailed information please contact the Regional Offices and District Development Managers (DDMs).