



5.5 Geographical Indication



Crafting Identity: How Geographic Indication Boosts Artisans' Craft and Livelihoods

Name of the Project: Registration of 76 GI Products of Uttar Pradesh

Implementing Entity: Human Welfare Association, Varanasi

Total Financial Outlay: ₹16.13 million

NABARD's Support: ₹14.52 million

Year of Sanction: 2012 (5 products), 2015 (3 products), 2018 (16 products), 2020 (10 products), 2021 (10 products), 2022 (10 products), 2023 (10 products), 2024 (12 products)

Year of Completion: Projects Sanctioned in 2018, 2020, 2021 & 2022 have been completed

Location of the Project: All 75 Districts of Uttar Pradesh

- ❖ Disagreements over GI ownership and usage between various producers or regions, resulting in legal conflicts and delays in the registration process.

Strategies

NABARD's GI Project has played a crucial role in addressing the challenges faced in the registration of Geographical Indications (GIs) in Uttar Pradesh.

- ❖ Through initiatives such as awareness campaigns, technical assistance, infrastructure development, and dispute resolution, NABARD has helped producers understand the benefits of GIs, streamline the registration process, improve access to resources, and resolve conflicts.
- ❖ These efforts have contributed to the growth and development of the GI sector in the state, promoting the recognition and protection of unique local products.

Challenges Addressed

Before GI Project of NABARD, only 16 products were registered during the period 2000-2015. The process of registering Geographical Indications (GIs) in Uttar Pradesh was facing several challenges:

- ❖ Lack of awareness among producers and consumers about GI and its benefits.
- ❖ The intricate and lengthy registration process, frequently requiring the involvement of several government agencies

Impact

- Number of Products:** NABARD has facilitated registration of 76 products, out of which 54 have been registered and 22 are in the final stages of registration.
- Number of Beneficiaries:** 4 million Artisans, Weavers and Farmers have been directly or indirectly benefited through the intervention
- Number of Women Beneficiaries Supported:** Amongst the total beneficiary, 35% beneficiary have been Women Artisans, Weavers and Farmers
- Enhancement in Income:** 40-200% increase in annual income of artisans, weavers and farmers



v. Impact of NABARD's Geographical Indication (GI) Project in Uttar Pradesh is as Follows:

- ❖ **Economic Boost:** GI tags have significantly increased the market value of local products, leading to higher income for artisans and producers.
- ❖ **Employment Generation:** The project has created numerous job opportunities in rural areas, reducing migration to urban centres.
- ❖ **Cultural Preservation:** GI tags help preserve traditional crafts and practices, such as Banaras Brocades, Gulabi Meenakari and Sarees.
- ❖ **Brand Recognition:** Products with GI tags gain national and international recognition, enhancing their marketability.
- ❖ **Quality Assurance:** GI tags ensure that products meet specific quality standards, boosting consumer trust.
- ❖ **Support for Small Producers:** NABARD's initiatives provide financial and technical support to small-scale producers, helping them compete in larger markets.

