

LEGACY TO PROSPERITY

UNLEASHING INDIA'S GI POTENTIAL

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GI PERSPECTIVE & POTENTIAL



The journey from legacy to prosperity through Geographical Indications (GI) pathway is more than just an economic strategy; it is a decisive step toward realizing India's aspiration to become the third-largest economy in the world. GIs play a pivotal role in this transformation by anchoring the country's growth in its rich cultural heritage, ensuring that the road to prosperity is deeply rooted in the respect and revival of traditional art, culture, and practices. Without a genuine appreciation and protection of these legacies, the dream of economic ascension would remain incomplete, as true prosperity must celebrate the spirit and identity of a nation.

GIs are far more than a mere label; they embody the heart of India's diverse traditions, craftsmanship, and the accumulated wisdom passed down through generations. By securing GI protection, India's communities gain more than just legal rights—they earn a platform to share their stories, techniques, and values with the world, reinforcing the idea that economic progress does not have to come at the cost of cultural dilution. This acknowledgment on a global stage instills a sense of pride and ownership among the artisans and farmers, allowing them to see their contributions as integral to India's journey toward becoming a global economic powerhouse.

The economic empowerment that stems from GI pathway is a key driver in its journey of growth. With more and more GI tagged products, communities unlock access to premium markets and audiences that value authenticity and quality, which in turn, enables them to command higher prices for their unique products. This premium pricing translates into enhanced income, not just for

individual producers but for entire regions, generating employment, sustaining livelihoods, and facilitating local economic ecosystems, setting the true standards of benefit sharing, the key aspect of GI protection. This ripple effect goes beyond mere monetary gain—it lays the foundation for sustainable economic growth, ensuring that India's march toward becoming a major economic force includes the upliftment of its rural and traditional sectors.

GIs also offer India a unique advantage in branding and global positioning. They are a testament to the country's diverse and rich cultural landscape, serving as a bridge between tradition and modernity. As these products gain recognition and popularity, they create opportunities for investment, tourism, and cross-industry collaborations that further amplify their reach and impact. This symbiotic relationship between tradition and contemporary market dynamics not only preserves the essence of India's heritage but also showcases how deeply rooted cultural assets can contribute to modern economic success.

In essence, Geographical Indications are not just tools for economic gain; they are catalysts for a broader, more inclusive form of prosperity that honors and integrates the legacy of India's diverse cultures. As India seeks to carve out its place as the third-largest economy, the GI pathway offers a model that blends heritage with innovation, ensuring that the pursuit of wealth does not overshadow the richness of its traditions. This journey from legacy to prosperity indicates that true economic success must be built on a foundation that respects and celebrates the soul of a nation.



UNDERSTANDING THE ROOT OF GI

At its core, a GI represents a collective legacy that has survived through generations, shaped by local wisdom, environment, and cultural practices. It's rooted in the idea that certain products are more than just commodities; they carry the history, legacy, stories, and hard work of countless artisans, farmers, and communities who have kept these traditions alive. The GI system recognizes this intrinsic value, providing a framework that protects and promotes these traditions in a way that ensures their survival and growth in a modern, competitive world.

In the modern era, the idea of protecting GIs gained momentum in the 19th century, particularly in Europe. One of the first legal frameworks for GIs was established in France in 1905, with the "Appellation d'Origine Contrôlée" (AOC) system that aimed to protect the reputation and authenticity of French wines. Similar systems spread across Europe, forming the foundation for the global recognition and protection of GIs.





TRIPS Agreement and GIs

The most significant development in the international recognition of GIs came with the establishment of the **Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement** under the World Trade Organization (WTO) in 1995. The TRIPS Agreement marked a turning point by setting comprehensive standards for the protection and enforcement of intellectual property rights, including GIs, on a global scale.

Under **Article 22** of TRIPS, GIs are defined as indicators that identify a good as originating from a specific place, where a given quality, reputation, or characteristic is essentially

attributable to its geographical origin. The agreement mandated that all member countries should provide legal means to protect GIs, ensuring that producers from a specific region could prevent others from using misleading names or labels.

TRIPS further enhanced GI protection for certain products such as wines and spirits under **Article 23**, which provides additional safeguards against misuse or imitation, even if there is no chance of the public being misled. This special level of protection highlighted the importance of GIs in international trade, paving the way for broader recognition of regional products.

THE INDIAN GI ACT



In response to its obligations under the TRIPS Agreement and to protect its rich cultural and agricultural heritage, India enacted the **Geographical Indications of Goods (Registration and Protection) Act, 1999**, which came into force on September 15, 2003. This landmark legislation established a comprehensive legal framework to protect GIs in India, allowing for the registration, protection, and enforcement of GIs across the country.

The Indian GI Act has several key attributes:

- **Registration:** The Act allows for the registration of GIs with the **Geographical Indications Registry** in Chennai. Once registered, the GI is protected for ten years, with the possibility of renewal for subsequent periods.
- **Collective Rights:** Unlike other forms of intellectual property, GIs are collective rights, meaning they belong to the community or association that produces the goods, rather than an individual. This ensures that all legitimate producers in a given region can benefit from the GI.

- **Protection and Enforcement:** The Act provides mechanisms for legal action against unauthorized use, infringement, or imitation of a registered GI, ensuring that the unique qualities and reputation of the product are safeguarded.

- **Prohibition of Registration as a Trademark:** The Act prevents GIs from being registered as trademarks, ensuring that no single entity can monopolize the use of the geographical name.

Impact and Implementation in India

The enactment of the Indian GI Act has had a profound impact on preserving India's diverse heritage and empowering communities. Over 645 products have been registered GI status, including iconic items such as **Darjeeling Tea, Kanjivaram Silk, Pashmina Shawls, Alphonso, Madhubani Paintings, Mysore Silk, Channapatna Toys, and others**. These GIs have helped protect traditional knowledge, prevent counterfeiting, and create market opportunities for producers, artisans, and farmers, enabling them to command premium prices for their products.



UNDERSTANDING GI BASED ECONOMY

India's GI-based economy holds immense untapped potential, with traditional products gaining national and global recognition. However, their true value remains underutilized due to limited promotion and development efforts. By investing in coordinated strategies and fostering collaboration among stakeholders, these products can become powerful economic drivers. This approach will expand market reach and significantly contribute to India's economic growth, creating a more inclusive and prosperous future.

ECONOMY OF INDIAN GI

Darjeeling Tea



- **Overview:** Known as the "Champagne of Teas," Darjeeling Tea was the first Indian product to receive a GI tag in 2004.
- **Market Size:** The annual export value of Darjeeling Tea is estimated to be around INR 300-350 crore (USD 40-50 million).
- **Live Transactions:** A significant portion of Darjeeling Tea is exported to Europe, Japan, and the US, with buyers willing to pay premium prices due to the tea's distinct flavor and aroma linked to its geographical origin. Auctions often see Darjeeling Tea fetching prices of up to INR 2,000–3,000 per kg, far above the average price for other varieties.

Pashmina Shawls (Kashmir)



- **Overview:** Famous for their softness and warmth, Pashmina Shawls from Kashmir have long been coveted globally. The GI tag, obtained in 2008, has helped protect these shawls from imitations.
- **Market Size:** The Pashmina market in India is estimated to be worth over INR 400 crore (USD 55 million) annually.
- **Live Transactions:** Genuine Pashmina Shawls can sell for INR 10,000 to 50,000 (USD 150-700), depending on the intricacy of the design and craftsmanship. The GI tag has enabled Kashmiri artisans to compete in luxury markets, where these shawls are now recognized as premium products, particularly in countries like the UAE, the US, and Europe.

Alphonso Mango (Ratnagiri)



- **Overview:** Alphonso Mango, often called the "King of Mangoes," is renowned for its sweetness and aroma. It received the GI tag in 2016.
- **Market Size:** The annual market size for Alphonso Mango is around INR 500 crore (USD 70 million), with a significant portion being exported.
- **Live Transactions:** During peak season, a single box of Alphonso Mangoes can sell for INR 1,000–2,500 (USD 15-35) in domestic and international markets. The GI tag has ensured that only genuine Alphonso Mangoes from the Ratnagiri and Devgad regions carry the brand, protecting farmers from counterfeit products and ensuring they receive fair prices.

Mysore Silk



- **Overview:** Mysore Silk, known for its fine texture and vibrant colors, is one of India's oldest silk products with a rich heritage. It obtained the GI tag in 2005.
- **Market Size:** The market for Mysore Silk is estimated at INR 300-400 crore (USD 40-55 million) per year.
- **Live Transactions:** Authentic Mysore Silk sarees can range from INR 8,000 to 50,000 (USD 110-700), depending on the craftsmanship and the intricacy of zari work. The GI status has allowed Mysore Silk to penetrate international markets, particularly in countries with large Indian diasporas, thereby boosting export revenues.

Basmati Rice (North India)



- **Overview:** Basmati Rice, grown in the Himalayan foothills, is one of the most famous GI products from India, celebrated for its aroma and long grains. The GI status was granted in 2016.
- **Market Size:** The Basmati Rice market is one of the largest among GI products, with an export value exceeding INR 48,500 crore (USD 5.7 billion) annually.
- **Live Transactions:** Basmati Rice commands a premium price in international markets, with Indian exporters receiving 20-30% higher prices compared to non-GI-labeled rice. Major importers include Iran, Saudi Arabia, and European countries, where Basmati is regarded as a premium, high-quality product.

Kancheepuram Silk Sarees (Tamil Nadu)



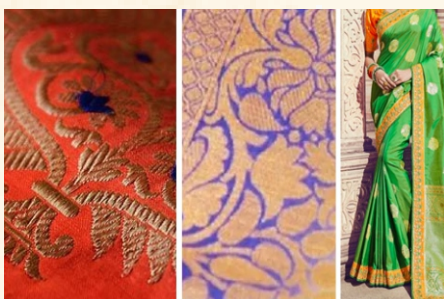
- **Overview:** Kancheepuram Silk Sarees, known for their durability and intricate designs, received the GI tag in 2005.
- **Market Size:** The annual market for Kancheepuram Silk Sarees is estimated to be over INR 1,200 crore (USD 170 million).
- **Live Transactions:** A genuine Kancheepuram Silk Saree can fetch anywhere from INR 10,000 to over 1 lakh (USD 150-1,400), depending on the quality and design. This GI status has boosted demand, especially during festivals and weddings, ensuring weavers receive fair prices and recognition for their craftsmanship.

Channapatna Toys (Karnataka)



- **Overview:** These traditional wooden toys are handcrafted in Channapatna and received GI protection in 2006.
- **Market Size:** The market size for Channapatna Toys is approximately INR 15-20 crore (USD 2-3 million) annually.
- **Live Transactions:** With the GI tag, these toys have gained visibility in international trade fairs, leading to exports to countries like the US, Germany, and Japan. Artisans have seen their incomes rise as they are now able to sell these toys at a premium price, ranging from INR 200 to 2,000 (USD 3-30), depending on the complexity and size of the toy.

Banarasi Sarees (Uttar Pradesh)



- **Overview:** Banarasi Sarees are renowned for their intricate zari (gold and silver brocade) work and luxurious silk. The sarees are a hallmark of Varanasi's rich weaving heritage and received the GI tag in 2009.
- **Market Size:** The Banarasi saree market is valued at over INR 1,000 crore (USD 140 million) annually.
- **Live Transactions:** A genuine Banarasi Saree can range from INR 5,000 to 2 lakhs (USD 70 to 2,800), depending on the complexity of the design and the quality of silk and zari used. The GI tag has provided greater visibility and protection to weavers, enabling them to earn fair prices and prevent counterfeit products from flooding the market, thus enhancing the overall livelihood of the weaving community in Varanasi.

Bikaneri Bhujia (Rajasthan)



- **Overview:** Bikaneri Bhujia, a crispy and spicy snack made from moth bean and gram flour, is famous worldwide for its distinct flavor. It received the GI tag in 2010.
- **Market Size:** The Bikaneri Bhujia market is estimated to be around INR 1,500 crore (USD 210 million) annually, with both domestic and export sales contributing to this figure.
- **Live Transactions:** The GI tag has allowed authentic producers to command premium prices, with large manufacturers exporting Bikaneri Bhujia to markets in the US, UK, Middle East, and Southeast Asia. This has led to increased revenue for the local industry and provided employment to thousands of workers in and around Bikaner.

Kullu Shawls (Himachal Pradesh)



- **Overview:** Kullu Shawls, known for their vibrant colors and intricate geometric patterns, are woven using traditional handlooms and received the GI tag in 2004.
- **Market Size:** The market for Kullu Shawls is valued at approximately INR 100 crore (USD 14 million) per year.
- **Live Transactions:** Authentic Kullu Shawls, which can range from INR 1,000 to 10,000 (USD 15-140), have seen a surge in demand in both domestic and international markets since receiving the GI tag. The GI status has not only helped protect the uniqueness of these shawls but has also enhanced the income of local weavers, who now receive better prices for their handcrafted products.

Kangra Tea (Himachal Pradesh)



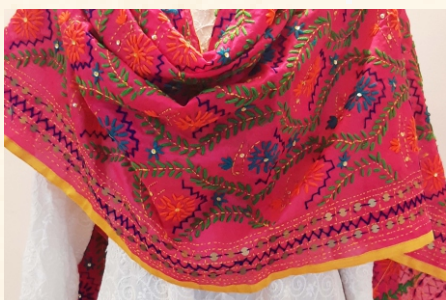
- **Overview:** Kangra Tea, grown in the Kangra Valley, is known for its distinct flavor and aroma, resulting from the region's unique climatic conditions. It received the GI tag in 2005.
- **Market Size:** The annual market size for Kangra Tea is around INR 10-15 crore (USD 1.4-2 million).
- **Live Transactions:** The GI tag has helped Kangra Tea producers access premium markets, with exports reaching countries like Germany, Japan, and the US. The tea fetches higher prices in the market, ranging from INR 600 to 1,500 per kg (USD 8-20), allowing tea growers in the Kangra Valley to benefit from increased income and improved livelihoods.

Pashmina Wool (Jammu & Kashmir)



- **Overview:** Pashmina Wool from Jammu & Kashmir is renowned for its exceptional softness, warmth, and fineness. The GI status for Pashmina Wool was granted in 2008, helping distinguish the authentic product from imitations.
- **Market Size:** The Pashmina wool market, including shawls and other products, is valued at over INR 400 crore (USD 55 million) annually.
- **Live Transactions:** Genuine Pashmina products can fetch high prices, ranging from INR 5,000 to 2 lakh (USD 70-2,800) depending on the quality and design. The GI tag has helped protect the interests of Kashmiri artisans, enabling them to command premium prices, especially in luxury markets in Europe, the US, and the Middle East.

Phulkari (Punjab)



- **Overview:** Phulkari, meaning "flower work," is a traditional embroidery style from Punjab, known for its vibrant and intricate designs. It received the GI tag in 2011.
- **Market Size:** The Phulkari market is estimated to be worth INR 50-70 crore (USD 7-10 million) annually.
- **Live Transactions:** Authentic Phulkari products such as dupattas, shawls, and sarees range from INR 2,000 to 20,000 (USD 30-280). The GI status has revived interest in this traditional craft, creating more opportunities for artisans and enhancing their income through higher-value sales in urban Indian markets and among the Indian diaspora abroad.

Agra Petha (Uttar Pradesh)



- **Overview:** Agra Petha, a famous sweet made from ash gourd, is an iconic product from Agra. The GI tag was granted in 2013.
- **Market Size:** The annual market for Agra Petha is estimated to be around INR 250 crore (USD 35 million).
- **Live Transactions:** The GI tag has helped establish authenticity, allowing genuine producers to maintain quality and charge premium prices. Petha from Agra is widely distributed across India and exported to countries with a significant Indian population, contributing to the growth of local sweet makers.

ECONOMIC BENEFITS OF GI

These examples highlight how GI registration has helped Indian products gain recognition, authenticity, and premium pricing in both domestic and international markets. The GI-based economy not only protects traditional crafts and agricultural products but also generates significant economic benefits. Accordingly, promoting GI based economy may boost:

- **Increased Income:** Producers and artisans can earn 20-30% higher prices for GI-tagged products.
- **Market Access:** GI products have better access to global markets, with exports increasing substantially for many of these items.
- **Employment Generation:** The GI status has led to job creation in rural areas, providing livelihoods to thousands of artisans, farmers, and craftsmen.
- **Brand India:** GI products, like Darjeeling Tea, Pashmina Shawls, and Basmati Rice, have helped establish "Brand India" as a source of high-quality, authentic products, which boosts the overall image of Indian exports.
- **Rural Development:** The economic upliftment of communities involved in producing GI goods leads to overall rural development, reducing migration to urban areas and fostering balanced regional growth.
- **Market Control:** By safeguarding the product's identity, GI registration helps maintain consistent quality and standards, preventing market dilution caused by counterfeit products and ensuring that the economic benefits reach the rightful producers.
- **Preservation of Traditional Knowledge:** GI registration encourages producers to maintain traditional methods and practices, which are often more sustainable and environmentally friendly. This helps protect the environment and ensures the long-term availability of resources.
- **Boost to Tourism:** GI products often attract tourists who are interested in experiencing the culture and heritage behind these goods. This leads to the growth of tourism in regions known for their GI products, such as Varanasi for Banarasi Sarees or Mysore for its silk.
- **Multiplier Effect:** The increased tourism generates revenue for related sectors, such as hospitality, transportation, and local handicrafts, contributing to the overall economic growth of the region.

- **Economic Clustering:** As regions become known for specific GI products, ancillary industries and services (such as packaging, marketing, and logistics) develop around them, leading to more efficient production processes and economies of scale.
- **Market Differentiation:** GI registration provides a competitive advantage by differentiating products in crowded markets, making them stand out as unique and high-quality. This helps capture niche markets and loyal consumer bases willing to pay a premium for authentic goods.
- **Tax Revenues:** The growth in sales, exports, and overall demand for GI products contributes to increased tax revenues for local and national governments. This revenue can be reinvested into infrastructure, education, and other developmental projects, creating a positive feedback loop for the economy.
- **Export Duties and Levies:** As GI products gain popularity in international markets, governments benefit from export duties and levies, further contributing to the national economy.
- **Increased Investment Opportunities:** The recognition and protection offered by GI registration can attract investments from government schemes, private investors, and international agencies interested in supporting traditional industries and sustainable practices.

Overall, GIs have emerged as a powerful tool for transforming India's rich cultural heritage into tangible economic wealth, supporting the country's journey toward greater prosperity and economic growth. Through these examples, it's clear that GIs are not only preserving India's rich cultural heritage but are also driving economic growth and prosperity, making them a critical component of India's journey towards a more inclusive and sustainable economy.



LEVERAGING **THE LEGACY**

Leveraging India's rich legacy of Geographical Indications (GIs) can drive its economic growth, cultural preservation, and sustainable development. By capitalizing on traditional knowledge and craftsmanship, India can position itself as a global leader in heritage-based goods. This approach not only supports local economies but also protects cultural traditions, fosters innovation, and promotes fair trade. The growing global demand for authentic, sustainable products offers a unique opportunity to elevate India's presence in international markets while preserving the integrity of its GI legacy.



STRATEGIES TO MAXIMIZE GI POTENTIAL

1. Building Strong Brand Identity and Awareness

- **Promote Authenticity:** Highlight the unique story, heritage, and cultural significance behind each GI product. By sharing the history, legacy, craftsmanship, and geographical uniqueness, producers can create a strong emotional connection with consumers, making them more willing to pay premium prices.

- **Marketing and Branding:** Develop national and international branding campaigns to showcase GI products. Using digital platforms, social media, and e-commerce can help reach a broader audience, especially among younger consumers who value authenticity and heritage.

2. Developing and Strengthening Supply Chains

- **Improve Infrastructure:** Invest in modernizing supply chains, including better storage, transportation, and packaging facilities. This ensures that GI products maintain their quality and reach markets efficiently, reducing wastage and enhancing profitability.

- **Collaborative Networks:** Encourage producers to form cooperatives or associations, enabling them to pool resources, negotiate better prices, and access larger markets. This collective approach helps build a more robust supply chain and enhances bargaining power.

3. Encouraging Innovation and Value Addition

- **Product Diversification:** Explore ways to create value-added products from GI-tagged goods. For example, turning Basmati Rice into ready-to-cook meals or using Pashmina wool to create high-fashion apparel can tap into new market segments.

- **Adopt Technology:** Use modern techniques for quality testing, production efficiency, and packaging without compromising the traditional aspects. This ensures consistency in quality and makes products more appealing to tech-savvy consumers.

4. Strengthening Legal Protection and Enforcement

- **Effective Enforcement Mechanisms:** Ensure strong enforcement of GI laws to prevent counterfeiting and misuse. This includes regular market inspections, legal actions against infringers, and international collaboration to protect GIs in export markets.

- **International GI Registration:** Register Indian GIs in major export markets to secure legal protection abroad. This prevents unauthorized use and enhances the credibility of Indian products in foreign markets, ensuring producers can fully capitalize on the brand value.

5. Expanding Market Access and Exports

- **Leverage Trade Agreements:** Utilize existing Free Trade Agreements (FTAs) and trade partnerships to promote GI products in international markets. Collaborating with Indian embassies, trade missions, and international fairs can help in reaching potential buyers and investors.

- **E-commerce Platforms:** Expand access to domestic and global markets by partnering with e-commerce platforms like Amazon, Flipkart, IndyaHaat, and Alibaba. This provides a direct channel for consumers to purchase GI products, especially in regions where physical access might be limited.

6. Promoting GI Tourism and Experiential Marketing

- **Develop GI Tourism:** Create experiences around GI products by organizing tours, workshops, and festivals in regions where they are produced. For example, tourists visiting Varanasi can witness the weaving of Banarasi Sarees, enhancing the product's value and creating an additional revenue stream through tourism.

- **Cultural Festivals and Exhibitions:** Participate in global trade fairs, cultural festivals, and exhibitions to showcase GI products. This not only boosts sales but also raises awareness and appreciation of India's rich heritage.

7. Capacity Building and Skill Development

- **Training and Workshops:** Conduct regular training sessions for artisans, farmers, and producers on improving quality, packaging, and marketing. Empowering them with modern skills while preserving traditional methods enhances both product quality and competitiveness.

- **Financial Literacy:** Provide financial education and access to credit facilities, enabling producers to invest in quality improvements, marketing, and scaling their operations.

8. Utilizing Government Schemes and Support

- **Access to Funding:** Take advantage of government schemes and subsidies aimed at supporting GI products. This includes funding for infrastructure, marketing, capacity building, and export promotion.

- **Policy Advocacy:** Engage with policymakers to ensure that GI products are included in government procurement programs, tourism initiatives, and international trade negotiations.

9. Creating Strategic Alliances and Partnerships

- **Collaborate with Designers and Brands:** Partner with renowned designers, fashion brands, or culinary experts to create limited-edition collections or gourmet products using GI goods. This enhances visibility and positions GI products as luxury or premium items.

- **Academic and Research Collaboration:** Collaborate with universities, research institutions, and NGOs to document traditional practices, GI based survey, improve production techniques, and promote sustainability, adding more credibility and value to GI products.

10. Fostering Sustainability and Ethical Production

- **Promote Eco-Friendly Practices:** Highlight the sustainability aspect of GI products, as many are produced using traditional, eco-friendly methods. This appeals to environmentally conscious consumers and enhances the marketability of the products.

- **Certification and Fair Trade:** Obtain certifications like organic, fair trade, or eco-labels, which can further enhance the marketability of GI products and ensure that producers receive fair compensation.

11. Creating Consumer Awareness and Education

- **National GI Awareness Campaigns:** Launch nationwide campaigns to educate consumers about the significance, benefits, and authenticity of GI products. This will create a strong demand for GI products and encourage consumers to support local heritage.

- **Educational Programs:** Introduce GI-related topics into school curricula and higher education to raise awareness about the importance of preserving and promoting India's rich cultural and geographical heritage.

12. Monitoring, Evaluation, and Continuous Improvement

- **Establish a National GI Monitoring Body:** Create a dedicated body to monitor the implementation, impact, and progress of GI initiatives across the country. This body should evaluate the success of GI registrations, enforcement, and market penetration and provide recommendations for improvement.
- **Regular Impact Assessments:** Conduct periodic assessments to measure the economic, social, and cultural impact of GI products on communities, regions, and the national economy. Use these insights to refine strategies and policies.

By effectively leveraging GIs, India can transform its rich cultural heritage into a dynamic and sustainable source of economic growth. It requires a multi-faceted approach that combines branding, legal protection, innovation, market expansion, and capacity building. Embracing these strategies ensures that GI products not only preserve the legacy of traditional knowledge and craftsmanship but also evolve into powerful assets that drive India's journey towards becoming a global economic powerhouse.



LEGACY TO BE CONTINUED

The journey of Geographical Indications (GIs) from legacy to prosperity is far from being a single milestone; it is a continuous evolution that demands thoughtful nurturing to ensure that our rich heritage, traditions, and cultural wisdom not only survive but thrive in the hands of future generations. To truly strengthen this legacy and amplify the economic potential of GI-tagged products, several additional steps need to be undertaken. These steps will help solidify the foundation of GI-based economies, enhance the livelihoods of communities, and ensure that these treasures remain relevant in a rapidly changing world.



GI HERITAGE CITY

The GI Heritage City concept aims to establish cities or regions with multiple Geographical Indications (GIs) as thriving hubs that celebrate and promote India's rich cultural heritage, traditional crafts, and products. These cities will serve as centers for cultural preservation, economic growth, and tourism, ensuring that the legacy of India's GI products is respected and uplifted.

artisans can create, demonstrate, and sell their products.

3. Tourism Circuits: Offer GI tourism experiences where visitors can witness the making of GI products and participate in workshops.

4. Digital Integration: Create e-commerce platforms for global market access and ensure product authenticity through traceability.

5. Branding and Marketing: Develop a unified branding strategy and promote the city's GI products through festivals, events, and digital campaigns.

6. Training and Financial Support: Provide skill development, marketing training, and financial incentives to artisans.

Expected Outcomes:

- **Economic Benefits:** Increased income for artisans, job creation,

Key Objectives:

- **Cultural Preservation:** Protect and showcase the traditional knowledge, skills, and artistry behind GI products.
- **Economic Development:** Enhance visibility and marketability, creating sustainable income and job opportunities for local communities.
- **Tourism Promotion:** Transform these cities into cultural tourist destinations with experiences centered around GI products.
- **Community Empowerment:** Involve local artisans and producers, ensuring they benefit from the commercialization of their heritage.

Key Features:

- 1. Cultural and Exhibition Centers:** Establish GI museums and interactive exhibits showcasing the history and production of GI products.
- 2. Artisan Villages:** Develop craft hubs where

and enhanced trade.

- **Cultural Preservation:** Safeguarding traditional skills and enhancing community pride.
- **Tourism Growth:** Attraction of both domestic and international tourists, boosting local economies.
- **Global Recognition:** Positioning India as a hub for authentic and high-quality cultural products.



PROPOSED EXAMPLES OF GI HERITAGE CITIES IN INDIA

GI Heritage Cities provide a unique opportunity to experience India's diverse cultural heritage, offering interactive and educational experiences that showcase the skills, craftsmanship, and traditions behind each region's GI products. Here's some representation **GI Heritage Cities in India**, highlighting their unique GI products and the immersive experiences they offer:

1. Kolkata (West Bengal): Known for its famous Baluchari Sarees, Darjeeling Tea, and Nakshi Kantha Embroidery. Visitors can explore tea plantations, participate in saree weaving workshops, and learn about traditional Kantha stitching techniques.

2. Lucknow (Uttar Pradesh): Renowned for Chikankari Embroidery, Zardozi, and Zarbuland work. Tourists can experience Chikankari embroidery sessions, visit traditional attar-making workshops, and explore the variety known as Lucknawi chikan.

3. Madurai (Tamil Nadu): Celebrated for Madurai Sungudi Sarees, Palani Panchamirtham (herbal jam), and Chettinad Kottan Baskets. Visitors can participate in dyeing workshops, taste local delicacies, and learn about traditional basket weaving.

4. Amritsar (Punjab): Known for Phulkari Embroidery, Amritsari Papad, and Basmati Rice. Tourists can engage in Phulkari embroidery workshops, visit rice fields, and explore the process of making Amritsari Papad.

5. Hyderabad (Telangana): Famous for Hyderabad Pearls, Pochampally Ikat, and Nirmal Paintings. Visitors can explore pearl trading markets, participate in Ikat weaving workshops, and witness the creation of traditional Nirmal paintings.

6. Mangaluru (Karnataka): Known for Udupi Mattu Gulla Brinjal, Mysore Silk, and Mangaluru Tile. Tourists can visit silk weaving centers, explore tile-making factories, and learn about the unique cultivation of Mattu Gulla brinjal.

7. Ahmedabad (Gujarat): Famous for Bandhani Tie and Dye, Tangaliya Shawls, and Gir Kesar Mangoes. Visitors can participate in tie-dye workshops, witness shawl weaving, and experience mango harvesting.

8. Thanjavur (Tamil Nadu): Renowned for Thanjavur Paintings, Swamimalai Bronze Icons, and Thanjavur Veena. Tourists can experience the process of creating bronze sculptures, learn the art of Thanjavur painting, and witness the crafting of the traditional veena.

9. Bhubaneswar (Odisha): Known for Pattachitra Paintings, Konark Stone Carving, and Odisha Ikat Weaving. Visitors can participate in painting workshops, observe intricate stone carving, and explore the Ikat weaving process.

10. Varanasi (Uttar Pradesh): Recognized for Banarasi Silk Sarees, Banaras Gulabi Meenakari Craft, Wooden Toys, and Varanasi Glass Beads. Tourists can explore saree weaving centers, learn enamel work and wooden work techniques, and witness glass bead-making processes.

By implementing the GI Heritage City concept, more cities like Jaipur, Gaya, or Mysuru can become models of how traditional crafts can be preserved, celebrated, and turned into drivers of economic prosperity and cultural pride, ensuring India's GI legacy thrives for future generations.

GI TOURISM

The **GI Tourism** concept aims to create immersive travel experiences centered around India's Geographical Indication (GI) products, offering tourists an opportunity to explore the rich cultural heritage, craftsmanship, and traditions associated with these products. This concept focuses on transforming GI products into cultural experiences, helping preserve India's legacy while driving economic growth and tourism.

Key Objectives:

- 1. Cultural Immersion:** Provide tourists with authentic experiences of traditional crafts and GI products.
- 2. Economic Empowerment:** Create new income sources for local artisans and farmers through tourism.
- 3. Cultural Preservation:** Sustain and promote traditional skills and practices by generating demand through tourism.
- 4. Promotion and Awareness:** Increase global recognition and appreciation of India's GI products.

Key Features:

- 1. GI Tourism Circuits and Trails:** Develop themed circuits connecting multiple GI products in a region, offering guided tours of workshops, farms, and production units.

- 2. Interactive Workshops:** Organize hands-on experiences where tourists can learn to create their own GI products, engaging directly with artisans.

- 3. GI Museums and Interpretation Centers:** Establish centers that educate visitors about the history and cultural significance of GI products.

- 4. Craft Villages and GI Bazaars:** Set up craft villages and markets where tourists can interact with artisans and purchase authentic GI products.

- 5. Cultural Events and Festivals:** Host annual GI festivals featuring craft demonstrations, performances, and culinary experiences.

- 6. Culinary Tourism:** Offer cooking classes and tours featuring GI-tagged ingredients and dishes.

Expected Outcomes and Benefits:

- 1. Economic Growth:** Increased income for artisans and farmers through direct sales, workshops, and tourism-related services.
- 2. Cultural Preservation:** Sustaining traditional skills and knowledge by involving younger generations.
- 3. Global Recognition:** Enhancing the visibility and market access of India's GI products on a global scale.

We visit Banaras for the ghats and the holy chants,
for the temple bells and wishes grants.

But beyond the beauty of it's streets and ancient grace,
is a world of silk where threads embrace.

Banarasi sarees rich and rare,
its a beauty that everyone wants to wear.

Yet, they are hidden beneath the stalls in sheen,
lie stories of sellers that stay unseen.

Customers are drawn by the heritage fame,
fell inside the same war game.

Where they are sold goods in the name of real,
but in actual life, it's fake covered with a seal.

So, it's not just the temples or the silk that allure,
but choosing what's real and finding what is pure.

- Sidhatri Gauba

PROPOSED EXAMPLES OF GI TOURISM CIRCUITS IN INDIA

- **Textile Circuit in Tamil Nadu and Uttar Pradesh:** A tour showcasing Kanchipuram Silk Sarees, Chanderi Sarees, and Banarasi Silk, with opportunities to visit weaving centers, participate in dyeing workshops, and purchase sarees directly from weavers.

- **Spice and Plantation Trail in Kerala:** An immersive experience covering Alleppey Coir, Malabar Pepper, and Wayanad's Cardamom, allowing tourists to visit spice plantations, see the processing methods, and enjoy spice-infused local cuisine.

- **Art and Craft Journey in Rajasthan:** A tour that includes witnessing the creation of Blue Pottery, Sanganeri Block Printing, and Jaipur Quilts, combined with cultural performances and traditional Rajasthani cuisine.

- **Saffron and Craft Circuit (Jammu & Kashmir):** Visit Pampore, Srinagar, and Kishtwar to experience Kashmiri Saffron farming, Pashmina weaving, and Khatamband woodwork.

- **Tribal Craft and Weaving Circuit (North-East India):** Discover Assam Muga Silk, Manipuri Handloom Textiles, and Naga Shawls, with weaving and embroidery workshops.

- **Coffee and Coir Trail (Karnataka):** Explore Chikmagalur, Coorg, and Hassan to learn about Chikmagalur Coffee, Coorg Arabica Coffee, and Hassan Coir through plantation tours and coffee tasting sessions.

- **Textile and Embroidery Circuit (Gujarat):** Visit Ahmedabad, Kutch, and Patan to experience Patan Patola Sarees, Kutch Embroidery, and Tangaliya Shawls, with hands-on weaving experiences.

- **Tea Tourism Trail (North-East and North India):** Explore Darjeeling, Assam, and Nilgiri to learn about Darjeeling, Assam, and Nilgiri Orthodox Tea through estate tours and tea-tasting sessions.

- **Bidriware and Carpets Circuit (South and Central India):** Visit Bidar, Bhadohi, and Warangal to witness the creation of Bidriware, Bhadohi Carpets, and Warangal Durries.

- **Mango and Handicraft Circuit (Maharashtra and Andhra Pradesh):** Tour Ratnagiri, Pune, and Machilipatnam to experience Alphonso Mango harvesting, Paithani Saree weaving, and Machilipatnam Kalamkari painting.

- **Lac and Sericulture Circuit (Bihar and Jharkhand):** Tourists can explore the complete process of silk production, from rearing silkworms to spinning and weaving Bhagalpuri silk sarees. They can also visit lac cultivation centers in Jharkhand, learn about the harvesting process, and participate in jewelry-making workshops using lac. The circuit offers insights into the traditional Sohrai Khovar painting, where visitors can observe and even try their hand at this art form.

GI Tourism offers a sustainable way to celebrate and promote India's rich GI heritage, driving economic empowerment, cultural preservation, and global recognition. It transforms GI products into dynamic travel experiences, ensuring that India's legacy continues to thrive and prosper for future generations.



FESTIVE BASED GI ECONOMY

The festive-based economy is a strategic way to uplift GI products and artisans by leveraging India's vibrant festival seasons, which naturally attract high consumer spending and interest in culturally significant items. This approach involves integrating GI products into various aspects of festive celebrations, thus expanding their market reach, enhancing artisans' livelihoods, and reinforcing the cultural heritage associated with these products.

Key Strategies for Upliftment:

• Festival-Centric GI Destinations:

Transforming places renowned for their GI products into festival-centric destinations, such as Mathura for Holi, Allahabad for Kumbh Mela, Mysore for Dussehra, Vrindavan for Janmashtami, Varanasi for Dev Deepawali, Puri for Rath Yatra, Jaipur for Teej, Kutch for Rann Utsav, and Bihar for Chhath Puja, helps establish a unique identity that celebrates local culture, heritage, and craftsmanship. These locations become vibrant hubs during festivals, attracting tourism and offering artisans a broader platform to showcase their products.

• **GI Melas and Markets:** Organizing GI-specific markets and melas during festivals allows artisans to showcase and sell their crafts directly to a large audience, offering them the chance to maximize sales and gain recognition. These events create a direct connection between consumers and artisans, helping the latter gain valuable feedback and market insights.

• **Customized Gift Hampers:** Creating gift hampers that combine multiple GI products (e.g., textiles, spices, handicrafts) appeals to consumers looking for unique, authentic festive gifts. This not only boosts sales but also introduces consumers to a variety of GI products, broadening their appreciation for these crafts.

• **E-Commerce Integration:** Partnering with e-commerce platforms to promote GI products during festive seasons ensures that artisans can reach a national and international audience. Offering discounts, special packaging, and fast delivery enhances the appeal of these products, helping artisans tap into a wider market.

• Collaborations with Hotels and

Restaurants: Featuring GI products in festive decorations, gift hampers, or menus at hotels and restaurants exposes guests to the richness of India's GI heritage. This creates additional revenue streams for artisans and integrates GI products into mainstream festive celebrations.

• Educational Workshops and Experiences:

Hosting workshops where consumers can learn to make or use GI products fosters a deeper connection and appreciation for these crafts. It also provides artisans with opportunities to earn from teaching their skills, thereby diversifying their income sources.

Impact on Artisans and GI Upliftment:

• **Economic Empowerment:** By linking GI products with festivals, artisans experience a surge in demand, leading to increased sales and income. This economic boost encourages them to continue their craft, invest in better materials, and improve their techniques.

• **Cultural Preservation:** Associating GI products with festivals ensures that traditional crafts remain relevant and are passed down through generations. Artisans gain pride and motivation when their work is celebrated as part of national and cultural festivities.

• **Market Expansion and Recognition:** The festive-based economy allows GI products to reach new markets and consumers who may not have been aware of them before. This increased visibility helps establish GI products as premium, culturally significant items, elevating their status both domestically and internationally.

By incorporating these strategies, the festive-based economy serves as a dynamic platform for the upliftment of GI products and artisans, transforming their crafts from mere traditional practices into thriving economic assets. This not only secures the artisans' livelihoods but also ensures that the rich legacy of India's GI products continues to prosper and gain global recognition.

GI POTENTIAL FOR PERFORMING ARTS



Including performing arts under the Geographical Indications (GI) regime can drive economic growth by protecting traditional cultural expressions tied to specific regions. This recognition enhances the brand value of performing arts, boosting cultural tourism, creating jobs, and supporting local economies. However, including performing arts under TRIPS would open discussions on how to balance cultural preservation with intellectual property rights in the global economy.

PERFORMING ARTS UNDER TRIPS

There is an increasing awareness and discussion regarding the expansion of the TRIPS framework to better address intangible cultural heritage, such as performing arts and traditional knowledge. Here are some potential avenues and considerations for this inclusion:

1. Extension of Geographical Indications to Cultural Products and Services:

- **Advocacy for Broader Scope:** Some member countries, particularly those with rich cultural heritage, have advocated extending the scope of geographical indications to include traditional cultural expressions and performing arts. This would involve recognizing the unique characteristics and traditional knowledge associated with these cultural products and linking them to their place of origin.

- **International Precedents:** There is precedence in other international agreements that could support such an extension. For example, the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (2003) already recognizes the importance of safeguarding performing arts and other intangible cultural expressions, which could inspire an expansion of TRIPS.

2. Provisions for Traditional Knowledge and Folklore:

- **Inclusion of Traditional Knowledge:** Some discussions at the World Intellectual Property Organization (WIPO) have explored the idea of creating a sui generis (unique) system within the TRIPS framework that would protect traditional knowledge, including performing arts, under intellectual property rights. This could involve creating a new category of IP protection specifically designed to address the unique characteristics of services and cultural expressions.

- **Benefits for Developing Countries:** Expanding TRIPS to include services and performing arts could benefit developing

countries with rich cultural heritages by providing legal recognition and protection for their intangible cultural assets, allowing them to prevent misuse, commodification, or cultural appropriation by other entities.

3. Expanding the Definition of Geographical Indications:

- **Adapting GIs to Cover Services:** One possible route for expanding TRIPS to include services, particularly performing arts, would be to broaden the definition of geographical indications to encompass intangible products. This could allow for the registration and protection of performing arts that are intrinsically linked to a geographical region's cultural identity.

- **Cultural Branding and Market Access:** Extending GI protection to services could also enhance cultural branding and market access for communities and countries by ensuring that their unique cultural products, such as dance forms or theater styles, are recognized and protected globally.

4. Rationale for Expanding GIs to Include Performing Arts

1. Cultural Significance of Performing Arts:

- Performing arts, such as dance, music, theatre, drama, puppetry, martial arts, circus arts, and traditional performances, are an integral part of the cultural heritage of many regions worldwide. These art forms are often deeply connected to their places of origin, embodying unique cultural expressions, historical contexts, and traditional knowledge passed down through generations.

- Like tangible goods, these art forms have a specific "geographical identity," meaning their styles, techniques, and reputations are tied to particular regions. For example, Indian classical dances like Kathak from North India or Bharatanatyam from Tamil Nadu have

distinct regional characteristics and historical connections to their places of origin. Similarly, performing arts such as Ballet from Russia or France, Flamenco from Spain, Kabuki from Japan, and Opera from Italy hold profound ties to their cultural landscapes.

2. Economic and Social Benefits:

- Expanding GIs to include performing arts could stimulate local economies by promoting cultural tourism, increasing the market value of performances, and creating employment opportunities for artists and local communities.
- It would empower local communities by giving them control over the use and commercialization of their cultural expressions, preventing unauthorized uses or misappropriation of these arts by external entities.

3. Preservation of Intangible Cultural Heritage:

- Protecting performing arts under the GI framework could help safeguard these forms of intangible cultural heritage, ensuring their continued practice and transmission to future generations. It could also promote respect for cultural diversity and raise awareness about the significance of these art forms.

While the TRIPS Agreement currently does not cover services or performing arts, there is growing recognition of the need to protect these forms of intangible cultural heritage. Expanding the scope of TRIPS to include these elements could provide new economic opportunities and preserve cultural diversity, but it would require careful consideration, consensus-building, and the development of new legal frameworks.

I could also fly
Wish I had a chance
I could say a lot too
Wish I had a stance

Better is the world where
The heart can dance
Better is the heart when
It can have a glance

Show me the fate
Which I wish to romance
Show me the way, the manner, the nuance
Only if I could fly I could feel the trans

Only if I could feel
The heart would have expanse
The way you see
The ugly, the sans
I see them become
The beautiful swans...

-Shruthi Kaushik



EXAMPLES OF PERFORMING ARTS IN INDIA

Performing arts are live, creative expressions that involve dance, music, theatre, drama, puppetry, martial arts, and circus arts, where artists convey stories, emotions, or themes through movement, sound, and performance. These arts serve as a dynamic medium to promote traditional skills, crafts, and cultural practices, fostering a sense of pride and ownership among communities. By enhancing the visibility of GI-tagged products through performances, they help create demand and awareness, thereby generating revenue streams for artisans, performers, and related industries.

North India

Jammu & Kashmir



Himachal Pradesh



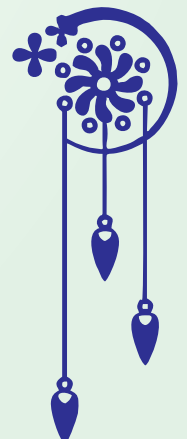
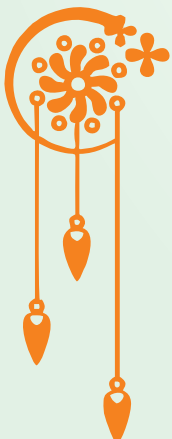
Punjab



Uttar Pradesh



Rajasthan



West India

Maharashtra

Classical Dance
None specific

Puppetry
None specific



Theatre
Tamasha

Music
Natya Sangeet,
Powada

Folk Dance
Lavani, Koli

Gujarat

Folk Dance
Garba, Dandiya Raas

Puppetry
None specific



Theatre
Bhavai

Classical Dance
None specific

Music
Sugam Sangeet,
Bhavai Songs

Goa

Classical Dance
None specific

Music
Mando, Dulpod

Puppetry
None specific



Folk Dance
Dekhnni, Fugdi

Theatre
Tiatr

Central India Madhya Pradesh

Classical Dance
None specific

Music
Pandavani, Nirguni



Theatre
Maanch

Folk Dance
Jawara, Matki

Puppetry
None specific

Chhattisgarh

Classical Dance
None specific

Music
Pandavani

Puppetry
None specific



Folk Dance
Panthi, Raut Nacha

Theatre
Nacha

East India West Bengal

Classical Dance
None specific

Music
Baul, Rabindra Sangeet



Theatre
Jatra

Folk Dance
Chhau, Jatra Dance

Puppetry
Rod Puppetry

Odisha

Classical Dance
Odissi

Music
Odissi Music,
Pala

Puppetry
Shadow Puppetry



Folk Dance
Chhau, Ghumura

Theatre
Prahallada Nataka

Bihar

Classical Dance
None specific

Music
Sohar, Birha



Theatre
Bidesia

Folk Dance
Jat-Jatin, Bidesia

Puppetry
None specific

North-East India

Assam

Classical Dance
Sattriya



Folk Dance
Bihu, Bagurumba

Theatre
Ankiya Nat

Music
Borgeet, Lokageet

Puppetry
String Puppetry

Manipur

Classical Dance
Manipuri



Folk Dance
Thang Ta,
Lai Haraoba

Music
Pena Music

Theatre
Shumang Leela

Puppetry
None specific

Meghalaya

Classical Dance
None specific



Folk Dance
Nongkrem, Shad Suk

Music
Traditional Khasi
Songs



Mynsiem



Theatre
None specific

Puppetry
None specific

South India

Tamil Nadu

Classical Dance
Bharatanatyam



Folk Dance
Karagattam,
Kummi

Music
Carnatic Music

Theatre
Therukoothu

Puppetry
Bommallattam
(String puppetry)



Kerala

Classical Dance
Kathakali,
Mohiniyattam



Folk Dance
Theyyam,
Thiruvathirakali

Martial Arts Dance
Kalaripayattu

Music
Sopana
Sangeetham

Theatre
Koodiyattam

Puppetry
Pavakathakali
(Glove puppetry)

Karnataka

Classical Dance
None specific



Folk Dance
Yakshagana,
Dollu Kunitha

Music
Carnatic Music

Theatre
Bayalata

Puppetry
Togalu Gombeyaata
(Shadow puppetry)

Andhra Pradesh

Classical Dance
Kuchipudi



Folk Dance
Veeranatyam,
Butta Bommalu

Music
Carnatic Music

Theatre
Burra Katha

Puppetry
Shadow Puppetry



KATHAK

1. Geographical Origin and Distinctive Characteristics:

- **Regional Roots:** Kathak is a classical dance form that originated in North India, particularly in Uttar Pradesh, Rajasthan, and Bihar. It is named after the 'Kathakas' or storytellers who narrated mythological stories through dance in ancient temples. The dance form evolved over centuries, influenced by the Mughal courts and later by the Bhakti movement, which brought in devotional elements.

- **Distinctive Schools or Gharanas:** Kathak has three main schools, known as gharanas — Lucknow, Jaipur, and Banaras — each with its distinctive style:

- **Lucknow Gharana:** Known for its graceful movements, subtle expressions, and emphasis on "abhinaya" (expression), highlighting the delicacy of gestures and footwork. The style is closely linked with the Nawabs of Awadh and the cultural milieu of Lucknow.

- **Jaipur Gharana:** Characterized by its vigorous footwork, fast spins, and intricate rhythmic patterns. It reflects the influence of Hindu temples and emphasizes the rhythmic and technical aspects of dance.

- **Banaras Gharana:** A combination of the Lucknow and Jaipur styles, with a focus on storytelling and devotional themes, and includes distinctive footwork and expressive movements.

2. Cultural and Traditional Significance:

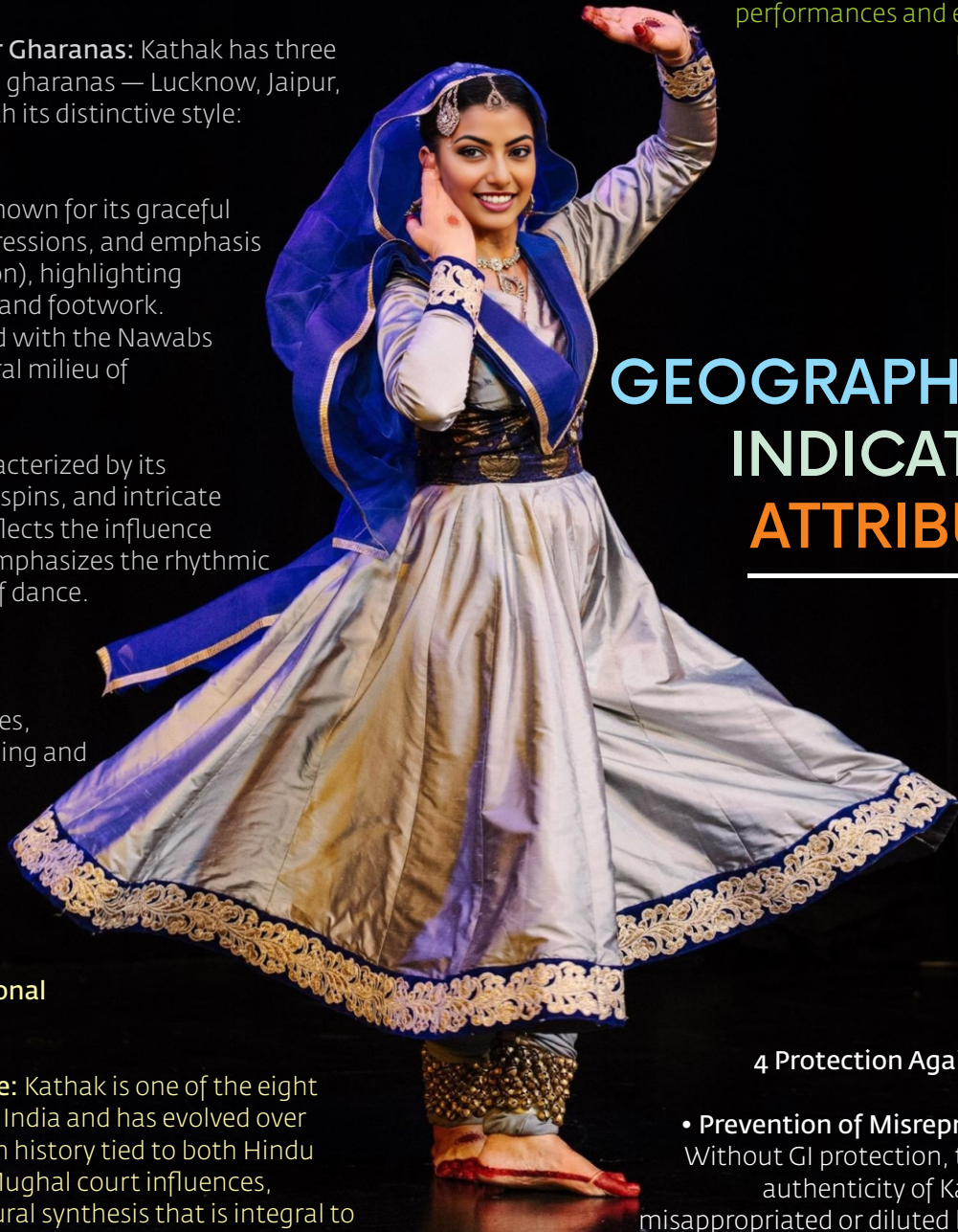
- **Historical Importance:** Kathak is one of the eight classical dance forms of India and has evolved over 2,000 years. It has a rich history tied to both Hindu temple traditions and Mughal court influences, reflecting a unique cultural synthesis that is integral to North India's heritage.

- **Traditional Costumes and Music:** Kathak performances are noted for their traditional costumes, including lehenga-choli for female dancers and dhoti-kurta for males, accompanied by intricate jewelry. The music typically involves classical instruments like tabla, pakhawaj, sarangi, and harmonium, forming a unique soundscape that is integral to Kathak's identity.

3. Economic and Community Impact:

- **Livelihood for Artisans and Performers:** The preservation and promotion of Kathak provide economic opportunities for dancers, musicians, costume designers, and instrument makers, fostering a cultural economy that supports thousands of artisans.

- **Cultural Tourism:** Kathak, as a GI-recognized art form, could enhance tourism in its geographical regions (Lucknow, Jaipur, Banaras), drawing cultural tourists who wish to experience authentic performances and engage with local artists.



GEOGRAPHICAL INDICATION ATTRIBUTES

4 Protection Against Misuse:

- **Prevention of Misrepresentation:** Without GI protection, the style and authenticity of Kathak can be misappropriated or diluted by untrained performers or entities outside its cultural context, leading to misrepresentation. GI recognition ensures only authentic practitioners are recognized, maintaining the integrity of the dance form.



BHARATANATYAM

1. Geographical Origin and Distinctive Characteristics:

- **Regional Roots:** Bharatanatyam is one of the oldest classical dance forms in India, originating from Tamil Nadu in South India. It is closely linked to the temples of Tamil Nadu, particularly in regions like Thanjavur, and was traditionally performed by Devadasis (temple dancers) as part of temple rituals.

- **Unique Style and Movements:** Bharatanatyam is known for its distinctive style characterized by:

- **Geometric Movements:**

Involving a fixed upper torso, bent legs (aramandi posture), intricate footwork, and expressive hand gestures (mudras).

- **Narrative Techniques:** Incorporates "nritta" (pure dance), "nritya" (expressive dance), and "natya" (dramatic storytelling). It involves a highly structured repertoire called the "margam," beginning with an invocation and progressing through various compositions like "Alarippu," "Varnam," and "Tillana."

- **Costume and Music:** Traditional costumes, including vibrant silk sarees draped in a unique style with jewelry and headpieces, and music that involves Carnatic compositions played on instruments like the mridangam, veena, flute, and violin.

2. Cultural and Traditional Significance:

- **Historical and Religious Importance:** Bharatanatyam dates back to over 2,000 years and has deep connections with Hindu religious traditions.

It was initially performed in temples as a form of devotion and storytelling, embodying religious narratives and Hindu philosophy.

- **Cultural Revival and Preservation:** After a period of decline during British colonial rule, Bharatanatyam experienced a revival in the early 20th century, particularly through the efforts of Rukmini Devi Arundale and others who worked to preserve and modernize the dance form while retaining its traditional roots.

3. Economic and Community Impact:

- **Local Artisanal Support:** The promotion of Bharatanatyam sustains local artisans involved in creating costumes, jewelry, and traditional musical instruments, thereby preserving these crafts.

- **Cultural Hubs and Tourism:** Cities like Chennai and Thanjavur could benefit from increased cultural tourism, with travelers seeking to experience authentic Bharatanatyam performances and engage with local dance schools and communities.

GEOGRAPHICAL INDICATION ATTRIBUTES



4. Protection Against Misuse:

- **Authenticity and Standardization:** Recognizing Bharatanatyam as a GI would prevent unauthorized performances and misrepresentation by untrained individuals or organizations, preserving the dance's authenticity and standardized teaching methods.

- **Cultural Appropriation Prevention:** GI protection would prevent cultural appropriation, where Bharatanatyam's unique elements are used outside their traditional context without proper acknowledgment or benefits to the originating community.

KALARIPAYATTU

1. Geographical Origin: Kalaripayattu is indigenous to Kerala and has been practiced for centuries, making it a martial art form that is inherently linked to the region's culture, traditions, and landscape.

2. Traditional Techniques and Movements: The art form is characterized by its unique blend of physical agility, defensive and offensive techniques, weaponry skills, and rhythmic movements. These techniques are distinct to Kerala and have been passed down through generations, preserving their authenticity.

3. Use of Specific Weaponry and Training Tools: Kalaripayattu employs a variety of traditional weapons such as swords, spears, daggers, and shields, along with hand-to-hand combat techniques. The craftsmanship of these weapons, often made by local artisans, contributes to the GI identity.

4. Cultural and Ritual Significance: Kalaripayattu is not just a martial art but also an integral part of Kerala's cultural rituals, festivals, and ceremonies. It often includes performances with dance-like movements, demonstrating the art's connection to the performing arts of the region.

5. Regional Training Spaces (Kalaris): The training in Kalaripayattu takes place in specialized arenas called "Kalaris," which are unique to Kerala. These spaces, designed according to specific architectural principles, play a crucial role in preserving the traditional training methods and regional authenticity.

6. Ayurvedic Connection and Healing Practices:

Kalaripayattu is closely linked with Ayurveda, where practitioners learn traditional healing techniques, massage therapies, and treatments for injuries. This holistic approach is a distinctive attribute that enhances its GI value.

7. Cultural Transmission and Guru-Shishya

Tradition: The teaching and learning process of Kalaripayattu follow the age-old Guru-Shishya (master-disciple) tradition, which is a defining attribute of its GI status. This method of transmission ensures that the art form retains its originality, regional essence, and integrity.



GEOGRAPHICAL INDICATION ATTRIBUTES



Including **Kathak, Bharatanatyam, Kathakali, Mohiniyattam, Kuchipudi, Kalaripayattu** and others in the GI regime provides a comprehensive strategy for safeguarding these unique cultural expressions. By legally protecting their authenticity, recognizing their cultural and economic value, and preventing misappropriation, GI protection can ensure that these art forms continue to flourish, benefit local communities, and maintain their rightful place on the global cultural stage. This step would align with international efforts to protect intangible cultural heritage while fostering sustainable development.

Likewise, incorporating foreign performing arts like Ballet from Russia/France, Flamenco from Spain, Kabuki from Japan, Opera from Italy, and Tap Dance from the United States into the Geographical Indication (GI) regime would recognize their deep cultural roots, unique techniques, and regional heritage. By granting GI status, these art forms would receive formal protection and acknowledgment as expressions of intangible cultural heritage, ensuring their authenticity, preservation, and transmission to future generations. This would also enhance their economic potential, promote cultural tourism, and create opportunities for performers, artisans, and related industries, ultimately supporting the sustainability and global recognition of these art forms.



SUGGESTIONS AND RECOMMENDATIONS

To Boost GI Based Economy



By strengthening the GI economy, local communities can benefit from increased income, job creation, and opportunities for global recognition. Additionally, a robust GI sector can help prevent the misappropriation of indigenous resources and ensure that profits are directed toward those who sustain these traditions, contributing to long-term economic development and cultural preservation.



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- **GI Mela and Mahotsav:** Organize annual festivals showcasing GI products, allowing artisans to demonstrate their skills, sell their crafts, and interact with consumers, thereby boosting awareness and sales.

- **Cross State GI Celebrations:** Host inter-state GI celebrations to promote cultural exchange and learning, helping artisans explore new markets and expand their reach.

- **Festive Based GI Mela:** Conduct GI Melas during major festivals, capitalizing on increased consumer interest to enhance sales and appreciation of GI products.

- **Promotion of Gifting GI and Handicraft Products:** Encourage gifting of GI products during celebrations and corporate events, integrating them into daily life and driving demand.

- **Promotion of Right to Play with Handicraft Toys at School Level:** Introduce programs to promote handmade GI toys in schools, fostering cultural appreciation and supporting artisans.

- **Night Mela for Handicraft in Metro Cities:** Establish night markets in metro areas where artisans can sell handicrafts, providing a unique shopping experience and broader exposure.

- **Artisan's Subsidy on Logistics and Exporting:** Offer subsidies on logistics and exporting for artisans, facilitating easier access to national and international markets.

- **Allowing Artisans to Sell Products at Public Places:** Permit artisans to sell their products at public places, increasing visibility and direct consumer engagement.

- **Encouraging Cultural Programs with Artisans at Government Conferences and big events:** Include artisans in government events, allowing them to showcase their

crafts and share their stories, enhancing GI promotion.

- **Promoting Occasion-Based Award and Recognition to Artisans and Associations:** Introduce awards and recognition for artisans during key events, motivating them to maintain quality and innovation.

- **GI Survey:** Conducting a comprehensive Geographical Indications (GI) Survey is crucial to gain insights into the current state of GI products, artisans, and the overall ecosystem.

- **Policy Integration and GI Authority:** Establish a national GI authority and integrate GIs into economic policies to streamline protection, promotion, and growth.

- **National and International Branding:** Launch branding campaigns to position Indian GI products as premium, authentic, and culturally rich on a global stage.

- **Digital Transformation and E-Commerce:** Create dedicated e-commerce platforms and use digital tools like blockchain for traceability and authenticity verification.

- **Skill Development and Financial Literacy:** Offer training programs and financial literacy initiatives to enhance the capabilities of GI producers.

- **Sustainable Practices:** Encourage eco-friendly production with green certifications, making GI products appealing to eco-conscious consumers.

- **Legal Protection and International Registration:** Strengthen GI protection through international registrations and enforcement mechanisms to prevent counterfeiting.

- **Public-Private Partnerships (PPPs):** Foster partnerships with private companies and NGOs to provide funding, technical assistance, and market access.

- **GI Tourism and Experiential Learning:** Develop tourism circuits and workshops to showcase GI products, driving tourism revenue and consumer engagement.

- **Retail and Export Facilitation:** Create dedicated retail spaces and export programs to improve the market reach of GI products.

- **Consumer Awareness Campaigns:** Educate consumers about GI products through national campaigns and celebrate GI Day or Week to increase demand.

- **Research and Development (R&D):** Invest in R&D for quality improvement, value addition, and diversification of GI products.

- **Rural Development and Women Empowerment:** Promote women-led GI enterprises and improve rural infrastructure to boost GI production and economic inclusion.

- **Data Analytics and Market Intelligence:** Utilize data analytics to monitor GI performance, understand market trends, and adapt strategies accordingly.

- **Regional GI Clusters and Hubs:** Create regional hubs and common facility centers for GI producers to share resources, improve efficiency, and enhance collaboration.

- **GI Incubation and Innovation Centers:** Establish incubation centers and provide innovation grants to support emerging GI entrepreneurs and develop new products.

- **GI-Based Educational Programs:** Introduce vocational training institutes and scholarships to promote youth involvement and research in GI crafts and agriculture.

- **Sustainable Supply Chains:** Develop sustainable and circular economy models to ensure eco-friendly and ethical production practices for GI products.

- **National GI Digital Library:** Create a digital library and storytelling platform documenting the history, techniques, and cultural significance of GI products.

- **Export Facilitation Desks:** Set up export facilitation desks to guide GI producers through export procedures and market access.

- **GI Homestays and Craft Trails:** Promote homestays and craft trails where tourists can experience GI product-making firsthand and purchase directly from artisans.

- **International Collaborations:** Engage in collaborative projects and exchange programs with international organizations to enhance GI knowledge and promotion.

- **Domestic Consumption Incentives:** Include GI products in government procurement and introduce loyalty programs to encourage local consumption.

- **Innovative Packaging and Presentation:** Invest in eco-friendly packaging and storytelling labels to enhance the market appeal of GI products.

- **Engage Diaspora Communities:** Launch marketing campaigns targeting the Indian diaspora and appoint them as GI ambassadors abroad.

- **Use in Cultural Diplomacy:** Feature GI products in diplomatic gifting and international exhibitions to promote India's heritage globally.

- **Certification and Grading System:** Introduce quality certification and a GI Seal of Authenticity to build consumer trust and ensure product standards.

- **Targeted Marketing Campaigns:** Utilize digital influencers, advertisements, and storytelling to reach a wider audience, especially younger consumers.
- **National GI Day:** Celebrate an annual "National GI Day" to raise awareness, promote products, and boost sales.
- **GI Producer Networking Platform:** Create a digital platform that connects GI producers with buyers, exporters, and traders for collaboration.
- **GI Incubation Awards:** Introduce awards, scholarships, and recognition programs to motivate GI producers and artisans.
- **Educational Institution Partnerships:** Partner with schools and colleges to conduct GI awareness programs and research initiatives.
- **GI Investment Fund:** Establish an investment fund and crowdfunding platform to financially support GI producers and startups.
- **Technology for GI Storytelling:** Use Virtual Reality (VR) and Augmented Reality (AR) to create immersive experiences showcasing GI product origins and craftsmanship.
- **Integration with Tourism Infrastructure:** Collaborate with state tourism boards to integrate GI products into tourism itineraries, enhancing visitor experiences and boosting sales directly from artisans.
- **GI Product Showrooms at Airports and Railway Stations:** Establish dedicated showrooms or kiosks at major airports and railway stations to provide exposure to GI products for travelers, enhancing accessibility and sales.
- **Incentives for GI Exports:** Offer export incentives, reduced tariffs, and streamlined export processes to encourage international trade and increase the global reach of GI products.

- **Mobile GI Exhibitions and Pop-up Stores:** Organize mobile exhibitions and pop-up stores in urban and international markets to introduce GI products to new audiences and drive sales.
- **Celebrity Endorsements and GI Ambassadors:** Engage celebrities and influencers as brand ambassadors for GI products to boost visibility and create aspirational value around these goods.
- **GI Certification Courses:** Introduce certification courses for artisans and producers, ensuring standardized quality and enhancing the skill sets required for premium GI product creation.
- **Partnership with E-Commerce Giants:** Collaborate with major e-commerce platforms to create dedicated sections for GI products, ensuring wider market access and consumer reach.
- **Cluster-Based Skill Development Centers:** Establish skill development centers within GI clusters to train artisans in advanced techniques, design innovation, and digital marketing.
- **Microcredit and Financing Schemes:** Provide microcredit facilities and low-interest loans for GI producers, enabling them to invest in quality improvements, technology, and marketing.
- **B2B Networking Events:** Organize Business-to-Business (B2B) networking events to connect GI producers with wholesalers, exporters, and retailers, facilitating large-scale trade opportunities.
- **Establish GI Parks:** Create GI parks that serve as production, training, and marketing hubs, where multiple GI products are showcased, and producers have access to modern infrastructure.
- **Consumer Loyalty Programs:** Implement loyalty programs and reward schemes to

encourage consumers to buy GI products regularly, creating a sustainable demand cycle.

- **GI Product Gift Hampers:** Promote GI gift hampers for corporate gifting, festivals, and events to popularize GI products and introduce them to new audiences.

- **Cross-Border GI Collaborations:** Engage in cross-border collaborations with other countries that have similar GI products to exchange best practices and tap into international markets.

- **Mandatory GI Education for Government Employees:** Include GI awareness training in government employee orientation programs to ensure that public officials understand and support the promotion of GIs.

- **Training for Enforcement Agencies:**

Provide training to customs officials, lawyers, judges and police to identify genuine GI products.

- **Legal Support Cells:** Offer legal assistance to GI producers to help them enforce their rights.

- **Simplify Registration:** Streamline the GI registration process with digitization and reduced paperwork.

These steps collectively aim to uplift India's GI products from heritage status to economic drivers, contributing to the country's journey towards becoming the third-largest economy.





CONCLUSION

The journey from legacy to prosperity through the upliftment of Geographical Indications (GIs) represents a transformative path that aligns India's rich cultural heritage with its aspirations to become a global economic powerhouse. By facilitating a robust ecosystem that integrates GI Heritage Cities, GI Tourism, festive GIs, inclusion of performing arts, sustainable practices, technological advancements, and strategic market interventions, we can turn these age-old traditions into thriving sources of income, employment, and global recognition.

This endeavor requires a holistic approach encompassing protection, promotion, education, innovation, monetization, and community empowerment. By implementing effective enforcement, streamlined examination processes, and innovative monetization strategies, India can ensure that its GI products not only preserve their authenticity but also achieve economic significance on a global stage.

Ultimately, the legacy of India's craftsmanship, agriculture, and cultural traditions holds the potential to contribute significantly to the nation's prosperity. By nurturing this legacy with a vision of sustainability, inclusivity, and economic empowerment, we can ensure that GIs become more than just symbols of heritage—they become dynamic engines of growth that drive India's journey toward becoming the third-largest economy, while respecting and celebrating the rich heritage of its cultural identity.

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About RIPA

RIPA is a not-for-profit organization with a mission to promote and facilitate indigenous Intellectual Property (IP) on both national and international stages. Dedicated to addressing the current and future needs of the indigenous IP ecosystem, RIPA fosters an environment where local innovation and traditional knowledge can thrive. A key initiative of RIPA is the protection and promotion of Geographical Indications (GI), which safeguards products that have a specific geographical origin and possess qualities, reputation, or characteristics unique to that location.

In addition to GI protection, RIPA enhances the indigenous IP ecosystem by supporting local research and development (R&D) efforts, providing resources, guidance, and infrastructure to help innovators and researchers develop and protect their IP from conception through commercialization. Additionally, RIPA plays a vital role in uplifting indigenous artisans and the handicraft industry by offering training, market access, and legal assistance, enabling them to preserve traditional craftsmanship and compete globally. Beyond direct support, RIPA builds a comprehensive IP ecosystem through awareness, education, and capacity-building initiatives, conducting workshops and seminars to educate stakeholders on IP protection and management. Through national and international advocacy, RIPA collaborates with government bodies, international organizations, and industry stakeholders to create an enabling environment for IP protection and commercialization, positioning indigenous IP as a key contributor to global innovation and economic development.

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Authors



Lalit Ambastha
IP Attorney & Strategist

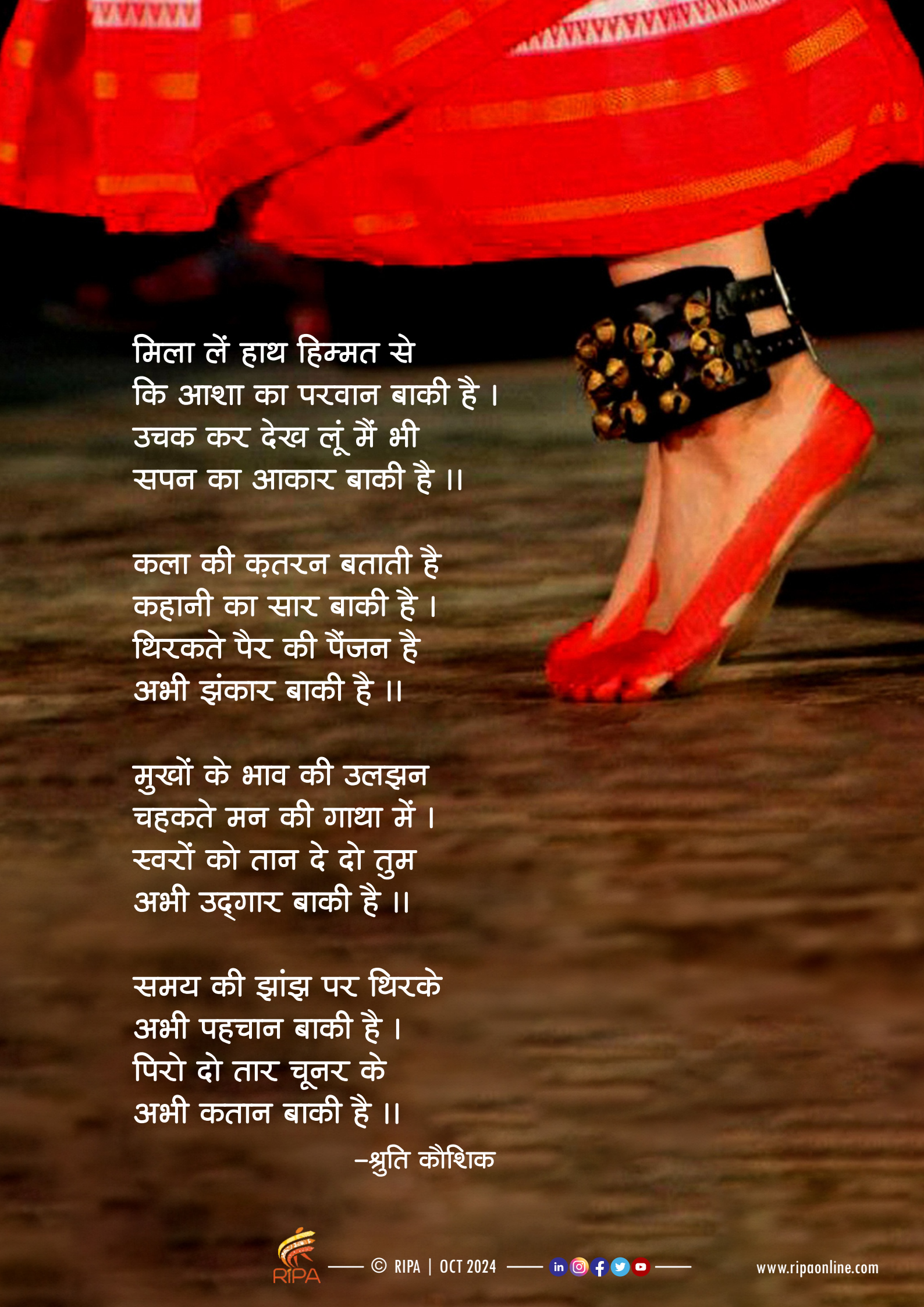


Shruthi Kaushik
IP Attorney



Dr. Medha Kaushik
IP Strategist





मिला लें हाथ हिम्मत से
कि आशा का परवान बाकी है ।
उचक कर देख लूं मैं भी
सपन का आकार बाकी है ॥

कला की कतरन बताती है
कहानी का सार बाकी है ।
थिरकते पैर की पैंजन है
अभी झंकार बाकी है ॥

मुखों के भाव की उलझन
चहकते मन की गाथा में ।
स्वरों को तान दे दो तुम
अभी उद्गार बाकी है ॥

समय की झांझ पर थिरके
अभी पहचान बाकी है ।
पिरो दो तार चूनर के
अभी कतान बाकी है ॥

—श्रुति कौशिक

