



Geographical Indication: Uttar Pradesh comes a long way

Sujit Kumar*, Sandhya Yadav and Sandeep Kumar Singh¹

U.P. Council of Agricultural Research, Lucknow

*corresponding author e-mail: sujit3773@gmail.com

¹Institute of Agricultural Sciences, Integral University, Lucknow

ABSTRACT

Geographical indication (GI) is a name or sign used on certain products which corresponds to a specific geographical location or origin (e.g. a town, region, or country). India, as a member of the World Trade Organization (WTO), enacted the Geographical Indications of Goods (Registration and Protection) Act, 1999 has come into force with effect from 15 September 2003. GIs have been defined under Article 22(1) of the WTO Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement as: "Indications which identify a good as originating in the territory of a member, or a region or a locality in that territory, where a given quality, reputation or characteristic of the good is essentially attributable to its geographic origin."

Received 29.07.2017

Revised 12.08.2017

Accepted 28.08.2017

INTRODUCTION

The GI tag ensures that none other than those registered as authorised users (or at least those residing inside the geographic territory) are allowed to use the popular product name. Darjeeling tea became the first GI tagged product in India, in 2004-05, since then by May 2017, 295 had been added to the list. These are listed below.

Significance of GI tag

You might have heard of intellectual properties rights like Copyright, Patent, Trademark, etc. Geographical Indication Tag provides similar rights and protection to holders. A geographical indication right enables those who have the right to use the indication to prevent its use by a third party whose product does not conform to the applicable standards. For example, in the jurisdictions in which the Darjeeling geographical indication is protected, producers of Darjeeling tea can exclude the use of the term "Darjeeling" for tea not grown in their tea gardens or not produced according to the standards set out in the code of practice for the geographical indication.

GI tags – a requirement of TRIPS agreement

- India, as a member of the World Trade Organization (WTO), enacted the Geographical Indications of Goods (Registration & Protection) Act, 1999 has come into force with effect from 15th September 2003.
- Darjeeling Tea was the first Indian product to get the geographical indication tag. In 2004, the famous beverage got the recognition.
- India has 295 GI products registered so far and over 270 more products have applied for the label.

Geographical Indications: Status of Uttar Pradesh

UP's journey of getting Geographical Indication (GI) tags for its exclusive products that made a modest beginning during Mayawati's regime, took a big leap when Akhilesh government came to power. Five GI tags out of 22 were granted during Mayawati's period, while the state received 17 GI certificates during Akhilesh's regime.

While Darjeeling Tea of West Bengal was the first to join the elite GI club in 2004-05, Allahabad surkha was the first from UP to join the league in 2007-08. Out of 24 products 17 come from handicraft sector,

while three each from agricultural and manufacturing sectors. The eastern UP has emerged as a hub of GI tagged products (10 out of 24)

GI experts say that getting a GI tag has nothing do with the state governments, as it is an intellectual property right granted by GI Registry. Till date the promotion of GI-tagged goods has not been treated as a poll issue by the major political parties.

Alone in eastern UP approximately 1.5 million people are involved in handicraft and weaving sector that make an annual turnover of around Rs 18,000 crore. About 26% handicraft items come from UP, which is the highest in the country. But, it is unfortunate that no major political parties showed interest in including this sector that involves large number of people after agriculture in their poll planks, lamented a GI expert Dr Rajni Kant, who is instrumental in getting GI tags to fame products of this region. The migration of artisans still continues, as nothing significant was done for branding and promotion of the GI products by the state or central government, he said.

However, additional director (handicraft) BS Singh said initiatives are being taken for the promotion of handicrafts through Gandhi Shilp Bazar and exhibitions. The GI products will be given first preference for display at the craft museum being built at BadaLalpur, said Singh. The Trade Facilitation Centre and Crafts Museum, for which Prime Minister Narendra Modi had laid foundation stone at BadaLalpur in November 2014, is near completion.

GI tag is a certification which indicates the distinctiveness of a product's origin at a particular geographical location and guarantees its quality. The Geographical Indications of Goods (Registration & Protection) Act, 1999, came into force on 15 September, 2003 in the country.

According to records, so far 282 GI certificates have been granted to products of different geographical areas, out of them 22 belong to UP. During the Mayawati government five products including Allahabad surkha, Lucknow chikan craft, Mango MalihabadiDusseheri, Banaras brocade and sarees and handmade carpet of Bhadohi joined the GI club between April 2007 and March 2011.

The maximum number of products were granted GI certificates from 2012-13 to till the date during AkhileshYadav government. These products include Agra Durrie, Farrukhabad prints, Lucknow zardozi, Banaras brocade &saree (logo), Kalanamak rice, Kannauj perfume, Kanpur 581addler, Moradabad metal craft, Saharanpur wood craft, Meerut scissors, Khurja pottery, Banaras gulabimeenakari craft, Varanasi wooden lacquerware& toys, Mirzapur handmade dari, Nizamabad black pottery, Banaras metal repouse craft and Varanasi glass beads.

"Eastern UP is emerging as a hub of GI products, as the certification of three more such products including soft stone undercut work, Ghazipur jute wall hanging, and Chunar sand stone is in the pipeline," said Kant. Adding that the Centre and state governments should take proactive measures for brand building, marketing linkage and design training in these sectors so that the artisans can get the real benefit of this certification.

Geographical Indications Registered from Uttar Pradesh

Sl.No	Geographical Indication	Type
1.	Allahabad Surkha	Agricultural
2.	Lucknow Chikan Craft	Handicraft
3.	Mango MalihabadiDusseheri	Agricultural
4.	Banaras Brocades and Sarees	Handicraft
5.	Handmade Carpet of Bhadohi	Handmade Carpets
6.	Agra Durrie	Handicraft
7.	Farrukhabad Prints	Handicraft
8.	Lucknow Zardozi	Handicraft
9.	Banaras Brocades and Sarees (Logo)	Handicraft
10.	Kalanamak Rice	Agricultural
11.	Firozabad Glass	Handicraft
12.	Kannauj Perfume	Manufactured
13.	Kanpur Saddlery	Manufactured
14.	Moradabad Metal Craft	Handicraft
15.	Saharanpur Wood Craft	Handicraft
16.	Meerut Scissors	Manufactured
17.	Khurja Pottery	Handicraft
18.	Banaras GulabiMeenakari Craft	Handicraft
19.	Varanasi Wooden Lacquerware&Toys	Handicraft
20.	Handmade Carpets of Mirzapur	Handmade Carpets
21.	Nizamabad black clay pottery	Handicraft
22.	Basmati	Agricultural
23.	Banaras Metal RepouseCraft	Handicrafts
24.	Varanasi Glass beads	Handicraft

REFERENCES

1. Dinesh, S. (2014). Geographical indications and Penal Provisions in India. *Intellectual Property Rights*, 3(10): 71-72.
2. International Symposium on Geographical Indications, WIPO & SAIC, Beijing, 2007.
3. Nair, L. and Kumar, R. (2005). Geographical Indications: A Search for Identity, New Delhi: LexisNexis, pp.01.
4. Ravindran, S. and Mathew, A. (2009). The Protection of Geographical Indication in India-Case Study on 'Darjeeling Tea'. International Property Rights Index 2009 Report.
5. Sahai, S. and Barpujari, I. Are Geographical Indications Better Suited to Protect Indigenous Knowledge? A Developing Country Perspective. Gene Campaign-Policy Briefing-II.
6. The Geographical Indications of Goods (Registration and Protection) Act, 1999-Section 22.
7. Watal, J. (2001). Intellectual Property Rights in Developing Countries. New Delhi: Oxford University Press.

CITATION OF THIS ARTICLE

Sujit Kumar, Sandhya Yadav and Sandeep Kumar Singh. Geographical Indication: Uttar Pradesh comes a long way. Bull. Env. Pharmacol. Life Sci., Vol 6 Special issue [3] 2017: 580-582