

## Monitoring Geographical Indications

### Why in news?

\n\n

Cell for IPR Promotion and Management (CIPAM) recently launched a social media campaign to promote Geographical Indications (GIs).

\n\n

### What is GI?

\n\n

\n

- GI is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.

\n

- e.g Nagpur Orange, Toda Embroidery, Chanderi Fabric of MP, Kangra Tea of HP etc

\n

- Goods branded as GIs can be made indigenously by local communities independently and in a self-sustaining manner.

\n

- GIs are an integral part of India's rich culture and collective intellectual heritage.

\n

- It can potentially promote rural development in a significant manner.

\n

\n\n

### What was the purpose of the campaign?

\n\n

\n

- The ministry considers that their promotion is in line with the Government's 'Make in India' campaign.

\n

- It adds that "GI tag" has accorded protection to several handmade and manufactured products, especially in the informal sector.

\n

- It plans to promote by sharing interesting facts and stories of on social media.

\n

\n\n

## **What are the shortcomings of the move?**

\n\n

- \n
- Campaign is a wonderful idea to promote awareness.
- \n
- But there is more work that is required at the legislative level.
- \n
- A GI is supposed to convey to a consumer the assurance of a certain quality.
- \n
- European Community Regulation states that the added value of GIs is based on consumer trust and that it is only credible if accompanied by effective verification and controls.
- \n
- Further, GIs should be subject to a monitoring system that includes a system of checks at all stages of production, processing and distribution.
- \n
- In the Indian scenario, the word 'quality' itself appears in the Geographical Indications of Goods (Registration & Protection) Act only in two instances.
- \n
- GI Act does not provide for monitoring mechanisms at multiple levels.
- \n
- Currently, there is a proliferation of GI registrations in India without any legal provisions for quality control.
- \n
- This is detrimental because prolonged failure to meet consumer expectations would dilute the premium and credibility of GI-branded goods.
- \n
- A customer would not pay a premium to a GI branded product if there is no difference in quality.

\n

\n\n

## **Quick Fact**

\n\n

## **Cell for IPR Promotion and Management (CIPAM)**

\n\n

\n

- It has been created as a professional body under the the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry.

\n

- The purpose of it is to take forward the implementation of the National IPR Policy.

\n

- It is also working towards creating public awareness about IPRs, promoting the filing of IPRs through facilitation and providing inventors with a platform to commercialize their IP assets.

\n

\n\n

\n\n

**Source: The Hindu**

\n

