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UPSC MAINS ANSWER WRITING

Q. The Indian bio geographical Indication economy can be a platform for India to showcase to the world a model for comprehensive development in various ways. Explain.

Ans-
A geographical Indication (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.

Need of GI for India regarding comprehensive development is as follows :-

(i) There has been problems in creating economic value for Indians GIs largely because people are not aware of how to derive commercial benefit from the GI tag.

(ii) Karnataka has reached the top slot among all Indian states with 32 GIs according to the Madras & GI registry.

(iii) A modern distribution system exists in India's robust global e-commerce backbone and a newly-released domestic drone policy, can propel the GI industry onto the national and world stage.

(iv) In the two years ending March 2021 Amazon exported such made in India goods worth \$ 2 billions.

(v) GI need the support of governments, like Europeans are masters at it

For example:- Brie cheese and sparkling wine from Champagne.

(vii) China has also done very well by GI, strengthening e-commerce in rural areas and actively promoting agricultural special product brands in less developed areas.

(viii) A 2017 UNCTAD report on inclusive growth and e-commerce deems China's e-commerce driven growth as inclusive.

(ix) The output value of GI products in China totalled \$ 92.77 billion as of 2020.

(x) Multiple benefits flow from a strong GI ecosystem but unfortunately in India some of major issues:-

- (a) Issues of poor pay for talent
- (b) low female participation in the labour force
- (c) urban migration.

(xi) We need to convert talent into entrepreneurship with gig workers, and create a "passion" economy.

(xii) GI offers the best solution to boosting the employment - to - population ratio in India.

In the last we can say government needs to work on social entrepreneurship, de-centralisation etc to, it will definitely change the future GDP of India.