
GEOGRAPHICAL INDICATIONS: INDIAN SCENARIO WITH SPECIAL REFERENCE TO KASHMIR PASHMINA

Kartik Sharma & Navdeep Kour, Research Scholar, A.P Goyal Shimla University, Mehli-Shoghi Bypass road, Shimla, (H.P), 171013

ABSTRACT

Geographical Indications occupy a prominent position in economic and social life in every society and have emerged as an important and effective tool for the protection of goods having a specific Geographical origin and having certain qualities and specialties with respect to a particular region. In India, the process of registration of Geographical Indications has been kicked off since 2003. Till 9th March 2022, out of 846 applications, 419 products were registered under GI, 53 products were refused, 27 were withdrawn, 28 were abandoned and 319 products are pending registration. The Dhaka muslin, Kanchipuram silk saree, Kashmir Pashmina, Kullu shawls, Mysore silk, Darjeeling tea, are some of the common examples of the GI for different regions of India. Kashmir Pashmina is one of the most famous products which is known for its use in beautiful shawls produced in Kashmir. The Kashmir Pashmina GI mark is used by the Authorized user only and at present, there are 482 authorized users of Kashmir Pashmina in the country. Geographical Indications, as the primary goal, played a critical role in the preservation of Pashmina's cultural identity. Even though Geographical Indications is not widely known and has been exploited in the state of Jammu and Kashmir. Therefore, the state has put forth little attempts to safeguard its ethnic and regional explicit products through Geographical Indications.

The present study aims to analyze the present registration status of Geographical Indications in India and further helps the common man and researchers to understand the concept and the present situation of Geographical Indications in India and analyze the impacts of Geographical Indications on the value chain of the Pashmina Industry and to suggest policy measures for easing the predicament of the key segments of the Kashmir Pashmina Industry.

Keywords: Geographical Indications, Kashmir Pashmina, GIs, Intellectual Property, Handicrafts.

INTRODUCTION

The concept of intellectual property is the creation of the human brain and intellect, it is something that is related to new inventions and creativities by humans and therefore is called Intellectual Property. In general, IPR is the right that is given to the inventor, the creator by law to protect his/her work from any sort of infringement as whenever a person creates or invents something new he/she utilizes their skills, time, and hard work and therefore they require some rights over their work which is also the intangible property of that person and therefore because of this need the concept of the IPR was introduced that provides recognition and protection to the new and useful invention of the inventor. The word intellectual refers to that the invention or any sort of creation is the product of intellect and hence it requires all sorts of protection. “Intellectual property is a broad concept that covers several types of legally recognized rights arising from some type of intellectual creativity, or that are otherwise related to ideas.”

IPR because of the high global advancement, innovation risk, product competition has gained importance in the trading environment. The innovations, inventions, or any sort of new creation that comes under the ambit of intellectual is very vast and includes all sorts of economical, cultural, managerial, marketing innovations, etc. In general, intellectual property is categorized under two headings i.e. industrial property and copyright. Industrial property includes patents, trademarks, trade secrets, industrial designs, and Geographical Indications while copyright include literary and artistic work. Therefore the ultimate goal behind the concept of IPR is to provide the economic harvest to the inventor or creator for their hard skills.

GEOGRAPHICAL INDICATIONS

Geographical Indications is one of the types of industrial property that comes under the ambit of intellectual property. Geographical Indications (GI) in simple terms is the sign or identification that is used to identify or distinguish goods having a specific Geographical origin and having certain qualities and specialties concerning that particular region. GI builds a bridge between the product and the place of origin of that particular product. The GI usually represents the name of the place from where the good is originated and includes natural, agricultural, and manufactured goods. The Dhaka muslin, Kanchipuram silk saree, Kashmir Pashmina, Kullu shawls, Mysore silk, Darjeeling tea, Alfanso mangoes are some of the common examples of the GI for different regions of the country. The Trade-Related Aspects of Intellectual Property

Rights (TRIPS) provides proper protection to IP and therefore it provides international protection to GI as a separate branch of IP. The protection of GI is necessary to make sure that the Indications is not used by the third-party whose product is not complying with the necessary standards of the products.

GIs are defined under Article 22(1) of the TRIPS as “Indications which identify good as originating in the territory of a member, or a region or locality in that territory, where a given quality, reputation or other characteristics of the good is essentially attributable to its geographical origin.”¹

The GI has become an important area within World Trade Organization (WTO) and according to World Intellectual Property Organization (WIPO) GI is defined as “a sign used on products that have a specific geographical origin and possess qualities or reputation that are due to that origin.”²

According to section 2(e), of the Geographical Indications of Goods (Registration and Protection) Act, 1999 (48 of 1999), “Geographical Indications”, in relation to goods, means an Indications which identifies such goods as agricultural goods, natural goods or manufactured goods as originating, or manufactured in the territory of a country, or a region or locality in that territory, where a given quality, reputation or other characteristic of such goods is essentially attributable to its Geographical origin and in case where such goods are manufactured goods one of the activities of either the production or of processing or preparation of the goods concerned takes place in such territory, region or locality, as the case may be.³

Section 2(f) defines “goods” as any agricultural, natural or manufactured goods or any goods of handicraft or of industry and includes food stuff.⁴

Most usually, a GI comprises the name of the area where good has been originated, besides whether a sign functions as GI is something that depends on national law and the perception of a consumer. Moreover, to fill in as GI, a sign should distinguish an item as originating at a

¹World Trade Organization. Agreement on Trade Related Aspects of Intellectual Property Rights. “Protection of Geographical Indication. Article 22.1,” available at https://www.wto.org/english/docs_e/legal_e/27-trips_04b_e.htm. (Last visited on 1 March, 2022).

²World Intellectual Property Organization, “Geographical Indication”, available at https://www.wipo.int/geo_indications/en/. (Last visited on 1 March, 2022).

³The Geographical Indications of Goods (Registration and Protection) Act, 1999 (48 of 1999) S. 2(e).

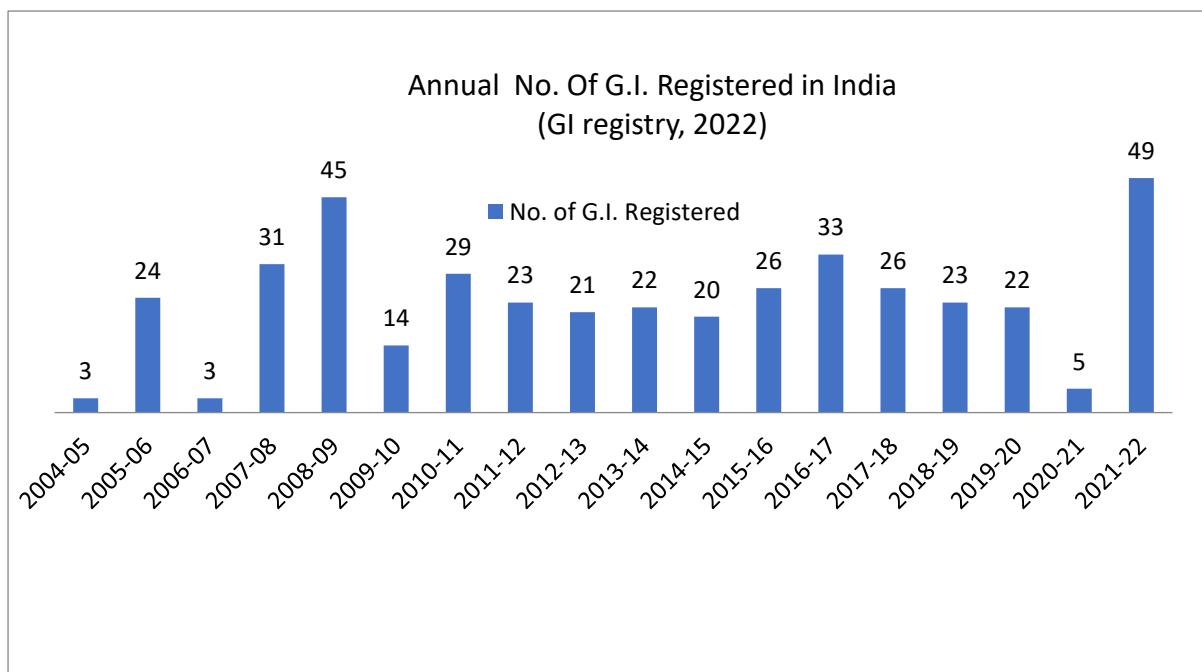
⁴The Geographical Indications of Goods (Registration and Protection) Act, 1999 (48 of 1999) S. 2(f).

given place, since the characteristics rely upon the Geographical spot of creation, there is an interface between the item and its unique spot of creation.

REGISTRATION STATUS OF G.I. IN INDIA

The process of registration of Geographical Indications in India has been kicked off since 2003. Till 9th March 2022, out of 846 applications, 419 products were registered under GI, 53 products were refused, 27 were withdrawn, 28 were abandoned and 319 products are pending registration. The annual no. of Geographical Indications from 2004 to 2022 which are registered in India is given in the table below:

Table 1: Annual no. of G.I. Registered in India



Source: Compiled from GI Registry as of March 2022⁵

There are 27 products in the register, out of the total 419, who were registered by foreign countries in India. A total no. 12 countries- UK, USA, Thailand, Ireland, Greece, France, Italy, Mexico, Germany, Peru, Czech Republic, and Portugal have registered products in India. The number of GIs from each of these countries and the list of products are given in the table below.

⁵ State wise registration details of Geographical Indications, GI registry, (Government of India), available at https://ipindia.gov.in/writereaddata/Portal/Images/pdf/GI_Application_Register_16-11-2021.pdf. (Last visited on 9, March, 2022).

Table 2: Products from foreign countries

Country	No. of GIs registered in India	GIs
Italy	14	Asiago , Chianti, Franciacorta, Conegliano Valdobbiadene Prosecco, Toscana, Montepulciano D'abruzzo, Lambrusco Grasparossa Di Castelvetro, Lambrusco Di Sorbara, Brunello Di Montalcino, Gorgonzola, Grana Padano, Prosecco, Parmigiano Reggiano, Prosciutto di Parma
France	2	Champagne, Cognac
Portugal	2	Douro, Porto
Greece	1	Chios Mastiha
Ireland	1	Irish Whiskey
Thailand	1	Lamphun Brocade Thai Silk
Mexico	1	Tequila
Peru	1	Peruvian Pisco

U.K	1	Scotch Whisky
U.S.A	1	Napa Valley
Germany	1	Münchener Bier
Czech Republic	1	Žatecký chmel ⁶

Source: Compiled from GI Registry as of March 2022⁶

Karnataka has the highest number of registered GI tags in India i.e. 45. Tamil Nadu with 35 and Maharashtra with 30 products are the next highest numbers following Karnataka. All GIs are classified into 5 categories by the GI registry- handicrafts, agricultural, manufactured, foodstuff, and natural goods. The product-wise distribution in India is given in the table below:

Table 3: Product wise distribution in India

Sr. No.	Type of goods	No. of GI registered
1	Handicrafts	232
2	Agricultural	130
3	Manufactured	36
4	Food Stuff	19
5	Natural Goods	2
Total		419

⁶ State wise registration details of Geographical Indications, GI registry, (Government of India) available at https://ipindia.gov.in/writereaddata/Portal/Images/pdf/GI_Application_Register_16-11-2021.pdf (Last visited on 9, March, 2022).

Source: Compiled from GI Registry as of March 2022⁷

There are wide varieties of products used as GIs in India such As Basmati Rice, Kangra Tea, Kullu Shawl, Kohlapuri Chappal, Kanchipuram Silk Saree, Coorg Cardamom, etc. Kashmir Pashmina is one of the most famous products which is known for its use in beautiful shawls produced in Kashmir, India. The ethnic and regional products of the state have recognition all over the world. Geographical Indications is not widely known and has been exploited in the state of Jammu and Kashmir. Therefore, the state has put forth little attempts to safeguard its ethnic and regional explicit products through Geographical Indications.

KASHMIR PASHMINA: CASE STUDY

Handicrafts are renowned worldwide among the people of Kashmir. The State has a long history of rich crafts practiced for centuries. These crafts are known for their intricate designs and exclusivity. The contribution of these crafts to the economy is presently estimated at Rs. 3,000 crores. There are currently 16 crafts being practiced, but crafts like Pashmina, Kani, Sozni, Carpets, and Walnut wood, Paper-machie, Crewel, and Chain-stitch occupy an important place due to their economic importance and ability to create employment opportunities. In terms of job opportunities, the handicraft industry ranks second in the state after agriculture, with approximately 5 lakh people involved directly or indirectly. Despite this, the handicraft industry has been unable to reach its full potential. Kashmir handicrafts have been marginalized due to competition from imitations and look-alikes of other countries. Therefore, it is imperative to protect and preserve the inherited originality of the Kashmir handicrafts through a mechanism that protects the handicrafts of Kashmir and provides a distinctive brand identity; the handicrafts of Kashmir can be protected and showcased. An important place is occupied by Jammu and Kashmir in the handloom industry and this handloom industry has become an important source of income of the State for a long time. The unique handloom products that have originated from Jammu and Kashmir are not only confined to India but are popular in the international market. Kashmir Pashmina is the product of the first craft that has been registered as GI. The word “**pashm**” means wool in Persian, but in Kashmir, pashm referred to the raw unspun wool of domestic Changthangi goats.

⁷ State wise registration details of Geographical Indications, GI registry, (Government of India) available at https://ipindia.gov.in/writereaddata/Portal/Images/pdf/GI_Application_Register_16-11-2021.pdf . (Last visited on 9, March, 2022).

Kashmir Pashmina is renowned for its delicacy and the weaves need to attract the consideration of the countries from everywhere throughout. The use of the stylishly crafted dress material is always the pride of European lords. Notwithstanding, the Kashmir Pashmina is most famous among the international and national textile industries. Pashmina may be alluded to as the fabric woven from Pashm- the fragile fiber, which is unique and special and is produced from the Himalayan mountain goats found in high pastures to Ladakh and Tibet hundred miles away from Kashmir. **The fiber of Pashmina is unique in itself because of its long fine fibers, which are as thin as 12 microns.** In comparison for a qualitative idea, human hair is 200 microns and fine microns and fine merino wool is 23 microns. The Pashmina-related production from the State of Jammu & Kashmir at a present scale is estimated to have an approximate annual turnover of Rs. 1000 crore of which Rs. 700 crore is from exports. Over 1,00,000 workers, including women spinners, are directly engaged in the production of Pashmina in the valley and about 10,000 more are benefited by the industry, indirectly.⁸

Traditionally the entire Pashmina woven work is done by hand but now the traditional aspect is losing its charm and now a large percentage of its is machine woven in India. Pashmina Shawls are produced using a wide range of materials like fleece, silk, angora fleece, pashmina, and so on. These machine-woven cloaks are rivaling the hand-woven Kashmir pashminas and driving them bankrupt. They are all being sold under the nonexclusive brand of pashmina. Accordingly, more Kashmir pashmina is being sold on the planet than what Kashmir delivers. Due to modern insurgency and motorization, clones of pashmina were created in mass all through the world on machines. Throughout some stretch of time, the fine customarily made Pashmina has become equivalent to Cashmere that has currently been normalized and benchmarked in the global business sectors. This development of economically delivered pashmina worldwide known as Cashmere was further upgraded by the gigantic market request around the world. The provincial pashmina industry, rather than fostering a particular market picture and expanding upon its customary assets, took an amateurish and non-visionary methodology of going into an immediate rivalry with these mechanically created products. Thus, the conventional brand picture of Kashmir Pashmina got weakened, however it additionally came about in loss of upper hand that was acquired to customary merchandise due to their interesting nature. The local pashmina couldn't appropriately rival the precisely created

⁸Yaseer Ahmad Mir and Mushtaq Ahmad Darzi, "Kashmir pashmina - A journey of standardization through geographical indication", 3(5) IJAR 01-04 (2017). Available at <https://www.allresearchjournal.com/archives/2017/vol3issue5/PartA/3-4-149-517.pdf> (Last visited on 9, March, 2022).

pashmina ordinarily known as Cashmere in the worldwide market. Subsequently, the need of the hour is to reconstruct the picture of Kashmir Pashmina with a zero in on credibility and therefore focus on the proper market segment. The longing for legitimacy presently involves a focal situation in contemporary culture. Whether in looking for selfhood, recreation experience, or material buys, there is a need to look for the genuine and the veritable.

Kashmir Pashmina has been registered under the Geographical Indications of Goods Act of India. The GI Act has the provision for Geographically specific handicrafts to be registered under the Act. The registration is an acknowledgment of the fact that a given handicraft is unique and produced in a particular area, with traditional knowledge and skills that are special to a region.

The Application details of Kashmir Pashmina are provided below:

Application no	46
Geographical Indications	Kashmir Pashmina
Status	Registered
Applicant name	TAHAFUZ
Applicant address	TAHAFUZ,(Registered under the J&K Societies Act, Registration Number: 5611-S/2007) Nowshera, Zadibal, P.O. Nowshera, Distt Srinagar-190011, Jammu and Kashmir, Srinagar, Jammu and Kashmir, INDIA, 190011
Date of filing	09/12/2005
Class	23,24,25
Goods	Handicrafts

Geographical Area	Jammu and Kashmir
Priority Country	India
Journal Number	13
Availability Date	18/09/2006
Certificate Number	97
Certificate Date	12/09/2008
Registration valid up to	8/12/2025

Source: Compiled from GI Registry as of March 2022⁹

Testing of Kashmir Pashmina

To determine the specified and unique quality of the traditionally handmade Kashmir Pashmina certain parameters have been set up that have to be tested using the proper instruments and methodology and to test the standard of authentic Kashmir Pashmina, a technical laboratory is appointed by the applicant.

S. no	Parameter to be tested	Testing Instrument	Testing Methodology
1	Origin of fibre	Differential Scanning Calorimeter	By testing the thermal properties of Kashmir Pashmina Fibre

⁹Geographical Indications Registry, Government of India, "Application details of Kashmir Pashmina", available at <https://search.ipindia.gov.in/GIRPublic/Application/Details/46>. (Last visited on 9, March, 2022).

2	Finness of fibre	Projection Microscope	By testing the diameter of Kashmir Pashmina Fibre
3	Spinning process	Twist Tester	By testing the twist direction of the Pashmina Yarn which in case of hand-spun yarn is to be S twist and Z twist in case of machine spinning
4	Weaving process	Pick Glass	By Comparing the consistency/variation level of ends and picks in a given product or item

Source: Compiled from GI Registry as of March 2022¹⁰

Kashmir Pashmina Label

The Secure Fusion Authentication Labels (SFAL) shall be used for certification of authentic Kashmir Pashmina. Each label will have Covert (hidden; readable by using ultraviolet based instrument) and Overt (visible) information as well as a unique number that shall be used to record the particulars of the party to whom it has been issued to. Further, each SFAL will carry invisible nano-particles known as Microtagant (only visible by using an infrared based instrument) having a unique code formulated specifically for Kashmir Pashmina

Physical Appearance and dimensions	<ul style="list-style-type: none"> i) Shape- Circulated with Serrated edges ii) Size- Diameter 2.5 cm
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¹⁰Craft Development Institute, Srinagar “Quality Manual for Enforcement of Kashmir Pashmina GI”, available at <http://www.cdisgr.org/public/Quality%20Manual%20KP.pdf> at pg. 5 (Last visited on 10, March, 2022).

Overt Text and Visual	<ul style="list-style-type: none"> i) Kashmir Pashmina ii) Registered GI Logo iii) Certified Genuine iv) Unique Number
Covert Text	<ul style="list-style-type: none"> i) Registered GI ii) 100% handmade
Care and Handling	<ul style="list-style-type: none"> i) The Label can be flat ironed from the reverse side only, up to a maximum temperature of 60 degrees. The SFAL cannot be ironed using calendaring rollers ii) The label is not resistant to dyeing

Source: Compiled from GI Registry as of March 2022¹¹

The Kashmir Pashmina GI mark is used by the Authorized user only and at present, there are 482 authorized users of Kashmir Pashmina.

Certification and Labeling

<ul style="list-style-type: none"> i) The Authorized User has to submit a detailed list of all items desired to be certified and labeled. All such items must have a personal identification code of the authorized user, to avoid any possible misplacements
<ul style="list-style-type: none"> ii) Before labeling of any item, its authenticity will be certified through testing that will be carried out in two stages. <ul style="list-style-type: none"> a) Selection of samples by the inspection body b) Testing of samples in a laboratory
<ul style="list-style-type: none"> iii) The minimum quantity of a batch of goods that shall be accepted for certification and labeling, at one time will be as follows

¹¹ Craft Development Institute, Srinagar "Quality Manual for Enforcement of Kashmir Pashmina GI", available at <http://www.cdisgr.org/public/Quality%20Manual%20KP.pdf> at pg. 7 (Last visited on 10, March, 2022).

<p>a) From a registered trader..... 20 Nos</p> <p>b) From an Artisan Manufacturer.....10 Nos</p> <p>c) From an Artisan.....05Nos</p>
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Source: Compiled from GI Registry as of March 2022¹²

After conducting all the satisfactory verification the Kashmir Pashmina Labels shall be put on the finished goods only and for putting the labels on the goods certain guidelines have to be followed

<p>a) For Fabric</p>	<p>i) Gentle shawl (4.5 inches from ends- length-wise within an approx item length of 106 inches</p> <p>ii) Ladies Shawl (4.5 inches from ends- length-wise within an approx item length of 81 inches</p> <p>iii) Muffler(4.5 inches from ends-length-wise within an approx item length of 72 inches</p> <p>iv) Stole(4.5 inches from ends- length-wise within an approx item length of 81 inches</p> <p>v) Scarf(4.5 inches from ends- length-wise within an approx item length of 45 inches</p>
<p>b) For made-Ups and Accessories</p>	<p>The Kashmir Pashmina label is only placed over finished Made-Ups and Accessories, entirely having Kashmir Pashmina fabric as the true side of a given item. However, the location of the label may be decided</p>

¹² Craft Development Institute, Srinagar “Quality Manual for Enforcement of Kashmir Pashmina GI”, available at <http://www.cdisgr.org/public/Quality%20Manual%20KP.pdf> at pg. 11 (Last visited on 10, March, 2022).

	<p>considering the desirability of the authorized user.</p> <p>The Kashmir Pashmina Label shall not be put on such Made-Ups and Accessories that have any other material combination along with Kashmir Pashmina fabric, over its true side.</p>
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Source: Compiled from GI Registry as of March 2022¹³

The Applicant shall decide the fee of Certification and labeling from time to time and publish it in a regional newspaper to notify the general public and the fee is decided by following the cost break-up.

COST BREAK-UP	<ul style="list-style-type: none"> i) Label (actual cost of the SFAL) ii) Testing(testing procedure and facilities) iii) Certification(inspection and labeling) iv) Administration(logistics and management) v) Overheads(maintenance, insurance, promotion, etc)
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Source: Compiled from GI Registry as of March 2022¹⁴

Farmers: The Producers of Pashm

In the Pashmina world, the “The Farmer” is the one who owns the livestock of goats, sheep, and yaks. These farmers belong to Leh and are known as “**Changpa**” in their local language. Pashmina is produced in the State of Jammu and Kashmir in India and the entire Pashm producing region is called “**Changthang**”. The state of Jammu and Kashmir lies between

¹³ Craft Development Institute, Srinagar “Quality Manual for Enforcement of Kashmir Pashmina GI”, available at <http://www.cdisgr.org/public/Quality%20Manual%20KP.pdf> at pg. 8-9 (Last visited on 10, March, 2022).

¹⁴ Craft Development Institute, Srinagar “Quality Manual for Enforcement of Kashmir Pashmina GI”, available at <http://www.cdisgr.org/public/Quality%20Manual%20KP.pdf> at pg. 12 (Last visited on 10, March, 2022).

Latitude 32°17' and 37°05' North and longitude 72°31' and 80°20' East. These farmers climb the high altitude pastures of Western Himalayas, including the contiguous South Eastern Ladakh with an altitude of above 4500 meters (14500 feet) with harshly windswept terrain and winter temperatures that fall as low as minus 30 degrees centigrade to comb fine woolen undercoat from the neck and belly of the **Capra Hircus** or Pashmina goat, as it is popularly known. In summer, Ladakhi traders come to Changthang to exchange the raw fleece for grain, tea, and manufactured goods. It is a type of barter system. The traders collect the fleece and transport it to Leh, the capital of Ladakh, where the Kashmir dealers make the purchases and then forward the wool to Srinagar.

According to the survey of farmers as a key segment of the Kashmir Pashmina industry, the average age of the Farmers is **48.4 years**. The majority of the Farmers belong to the adult age group of 28 to 70 years. These people have no education. Most of them work full time. Annually they are capable of earning approximately **Rs. 1, 25,714.29** and possess around **109** pashmina goats, sheep, and yak. The cost of a goat is approximately Rs. **5,000**. The total annual production of pashm is around **29 kg** whereas the selling price of pashm per kg is **Rs. 2,365**. The farmers sell some part of their produce to All Changthang Pashmina Growers Co-operative Marketing Society Limited, Leh (ACPGCMSL), and the rest to the local vendors.

The income from Pashm has increased by **25% to 30%** for the last 6 years. The living standard has also increased in such a way that these farmer families now have access to formal education for their children, they have started availing medical facilities, their means of transportation has changed. It has been observed by the studies that due to harsh climate and tough Geographical regions with no knowledge of Geographical demography these farmers lead a very hard life but still are very happy with their livelihood.

Artisans: The Pioneers of Pashmina Shawls

“These are those people who with the help of their family members make Pashmina shawls”. Artisans related to Kashmir Pashmina are confined to Srinagar, the vicinity of Srinagar and Leh, and nearby Leh. Now more and more of these Artisans are migrating to Basoli in Jammu. Still, all the raw material is being provided by the artisans of Leh. The artisans associated with embroidery are still in Srinagar. Kashmir Shawls produced in Kashmir are the best and world-famous. Pashmina is the woven form of Pashm. The process of converting raw Pashm into marketable Pashmina fabric involves elaborate stages of manufacture and artisans who are

specialists in a particular task. Therefore, it can be described as a highly specialized production chain. The fabric is dyed according to the requirements of the end product. Finally, the fabric is carefully washed by the traditional washers in the running waters of the tributaries of river Jhelum. Once the Pashmina is obtained as fibre the process of weaving the fabric begins. After the fabric is complete as per the requirement then the process of embroidery begins, this type of shawl thus produced is known as “Sozani Shawl”. The other type of Pashmina shawl is known as “Kani Shawl”. In this type of shawl, the embroidery is done on the loom itself during the weaving of the fabric. This is the traditional method of weaving and embroidering collectively.

The lifestyle of these Artisans is very basic and simple. Generally, they do not have any facilities like a loan, medical, education, transportation, and any other thing present to a civilized modern world. They do not know Geographical Indications. The work of producing a Pashmina shawl from Pashm requires rigorous labor therefore Artisans are the actual pioneers of the art.

Enterprise Owners: The Shawl Manufacturers

Enterprise Owner is the real manufacturer and supplier of the Kashmir Pashmina in modern India. The business of making pashmina shawls where almost all the work is done by hired workers and embroiders. . Majority of the Enterprise ownership is dominated by the Muslim community and it is a small-scale industry where high labor and skill of artesian is required. It is the backbone of the Jammu and Kashmir Handloom Industry. The Enterprise Owners hire workers on daily wages. These workers are mostly illiterate and earn very little. The artisans among these workers are skilled which they inherit from previous generations.

According to the survey of Enterprise Owners as a key segment of Kashmir Pashmina industry, Most of these Enterprise Owners are Muslims by religion. These people live in Srinagar, vicinity of Srinagar, Leh, and Basoli. Enterprise Owners buy raw Pashm from different sources on average the buying cost is approximately **Rs. 11,727** per kg. Generally, an Enterprise Owner employs around **47** workers in their factory and showroom. The average cost of a single plain shawl is approximately **Rs. 31,898** which in turn is sold on an average profit of **18.5%**. On average a single plain shawl takes around **5 to 6** days to manufacture and with embroidery (Kani or Sozani) it takes **3 to 4** months. The average cost of embroidery on a plain shawl is **Rs. 7,590**.

As per the survey, there is a moderate response in the increase of income at the same time average increase in income from pashmina for the last 6 years is approximately **18%** but due to the hike in the cost of production and inflationary pressure, this increase has been dissolved. This has further slowed the further growth of living standards for Enterprise Owners. High competition, financial crises, poor electricity, imitation of the product, hike in production cost, reduced demand, inefficient government policies are the basic problems to be dealt with in the future. These people are not aware of GI but they are satisfied with the overall lifestyle and business.

Embroider: The True Craftsmen

These are those people because of whom the entire Pashmina Trade is embraced with true craftsmanship. The Embroider is the one who gives a true shape to a plain piece of shawl using very fine needlework. Embroiderers are classified into Kani Embroider and Sozani Embroider. Kani and Sozani are two different types of traditional embroidery techniques inherited by these workers from past generations. The Kashmir Embroiders are usually Muslims by religion. Embroiders are the most hardworking people in the entire Pashmina industry. The classification of Embroiders is as such they work for either Enterprise Owners or as freelancers. While working for Enterprise Owners they either work on daily wages or as regular employees. In both cases, they work as a weaver and as skillful embroider. While working as a weaver the Embroider generally work on Kani embroidery. The Embroider is the actual person who with his craftsmanship brings life to a plain fabric. The type and density of embroidery done, decides the actual selling price of the finished shawl. To accomplish precision the Embroider has to work on a microscopic scale which requires extraordinary skill and patience. After working for almost nine to ten hours per day the embroider gets fatigued and poor lighting conditions, especially during winter puts more pressure on their eyesight.

The enterprise owners take anywhere from **200 to 500** shawls as ordered by traders. Therefore, the Embroiders have enough work and take very little money as compared to the actual selling price in the market. These embroider usually take **150rs to 200rs** per day. This exploitation is very common and is the focus of the Government. Both Central and State governments are trying to control this exploitation by all means. The efforts of the Government to improve the overall lifestyle of embroiders hopefully will bring fruitful results in the future.

Traders: The True sellers of the art

Traders are the people who engage themselves in the commercial exchange i.e. buying or selling in international and domestic markets professionally. The Pashmina shawls are produced worldwide in many countries like Nepal, Mongolia, Afghanistan, Europe, the United States et.al. But the quality of Kashmir Pashmina is the best in the world because of the thickness, delicacy, softness, warmth, and weight of the fabric. Traders directly survey the market for useful demand; they directly go to consumers as well. There are generally two categories of traders in the market, i) Wholesalers and ii) Retailers.

Wholesalers: This type of trader directly deals with Own Account Workers, Enterprise Owners, and Embroidery Artisans. They place the order to these in bulk according to the market demand or they interact with these people and buy the available stock in bulk and then sell it as per the requirement. The wholesalers are those traders who deal in the global market.

Retailers: This type of trader directly deals with Own Account Workers, Enterprise Owners, Embroidery Artisans, and wholesalers within the domestic market. These types of traders usually are confined to a certain Geographical area. Retail Traders usually face tough competition from machine-made duplicate Pashmina from Ludhiana, Gurgaon, etc. Such type of pashmina is also known as Semi-Pashmina. Retail Traders generally do not have enough floating money or petty cash for the huge demand. According to the survey of traders as a key segment of the Kashmir Pashmina industry, on average a single trader sells around **300 pieces** of shawls, particularly in Srinagar and Leh and the annual income from this trade to a single trader is approximately **Rs. 5,00,000 to Rs. 35,00,000**.

As seen the Kashmir Pashmina Trade is no more confined to a home, one city, or a state. This trade has a global presence. The way the trade was traditional, has improved drastically over time. Now a day, this trade is being done through the internet as well. Duplicity, machine products are also known as Semi-Pashmina have always hampered the trade of original Kashmir Pashmina however the charm, smoothness, delicacy, warmth, and royalty of the original fabric has made it possible for the traders to sell the produce willingly and globally. The efforts of Government organizations such as the Handloom department, Handicraft Department of Jammu and Kashmir, and the Textile department of Central Government have proven fruitful in promoting the trade in the International market. Government should put more

effort into financing this trade so that the traders will be able to easily compete in the global market.

CONCLUSION

The Kashmir Pashmina Industry, which is part of the informal sector, is one of the most important sectors that require rapid attention. Even though the Indian government has taken several initiatives, the premium owing to Brand-Value (Geographical Indications) the manufacturers or producers of raw Materials of Kashmir Pashmina are not enjoying the intended benefits, according to Indications.

As a result, the Jammu and Kashmir Planning Commission and the Geographical Indications Registry should recognize this fact and make the necessary changes in Geographical Indications registration norms and implementation processes so that the premium due to Brand-Value (Geographical Indications) reaches the last player in the key segments of the Kashmir Pashmina Industry in general, and to Manufactures or Raw-Material Producers in particular.

Geographical Indications, as the primary goal, played a critical role in the preservation of Pashmina's cultural identity. Supply agents who understand Geographical Indications command a higher retail price and a more equitable distribution of economic returns for primary producers. GI has decreased information asymmetry and kept imitation at bay. Since the commencement of GI, production, and export have increased. Manufactures and raw-material producers do not receive Geographical Indications, which have an impact on the supply chain. Due to widespread misuse of Indian GI, weak GI protocols create loopholes, affecting the Pashmina chain. A detailed and clear examination of all of the data leads to the conclusion that there are significant inequalities in income amongst key divisions due to a variety of factors, including differences in work knowledge, talent, capital, marketing skills, government support, and so on.

The study looked at broader macro trends through a review of the literature and pertinent data on one level. On another level, it looked at the structural changes in Jammu and Kashmir's Pashmina sector over the years, particularly in the last decade, and their consequences for employees' circumstances and livelihood.

SUGGESTIONS

The Pashmina business in Kashmir is a centuries-old heritage afflicted with a slew of issues. As a result, the sector requires a multi-pronged approach to breathe life into it and keep it growing. The Kashmir Pashmina sector provides one of the most fundamental necessities of people, and it must continue to grow to improve the living conditions of the key segments of the industry. After studying the socio-economic conditions of the Key Segments of the Kashmir Pashmina Industry, this section attempts to propose a few suggestions for easing the predicament of the Key Segments of the Kashmir Pashmina Industry.

1. In terms of product promotion, the handloom sector faces stiff competition from power looms and large-scale textile units. To address this issue, the government could establish more sales outlets and purchase its needs from weavers.
2. The Handloom Boards/Departments should work more to promote the handloom sector and strengthen the Handloom Societies, especially in terms of selling their products.
3. The government should provide suitable work sheds for the weaver community, as well as electrification for the work sheds, so that they may work more efficiently.
4. The government should create permanent pucca huts for handloom weavers to safeguard their looms and raw materials in all seasons, as well as financial help to meet their needs, particularly during the winter season. The government should be able to return the financial help in tiny installments.
5. To improve the economic situation of individual weavers, the government should offer working capital as well as marketing support. The government should teach weavers in current dyeing, weaving, and design techniques, as well as provide the essential raw materials (hank yarn) at reduced prices.
6. In each handloom village, the government should take the initiative to establish weavers' cooperative associations.
7. The Indian government has issued different National Textile Policies from time to time. Rather than focusing on textile policies, the Indian government should focus on developing a National Handloom Policy to help handloom weavers manage the difficulties of the global environment.
8. Increase transparency in the functioning of Units, Organizations, Departments, Cooperatives, Non-Profit Organizations, and other entities.

9. Because more women are employed in the handloom sector, the government should establish separate women welfare plans for women weavers/workers.
10. Implement Geographical Indications Registry regulations properly in the state so that people can benefit from them.

The governing body of the GI should amend/revive the articles relating to the GI so that it indicates the uniqueness of products toward the origin and thus reduces the asymmetry of information between producer and consumer, ensuring market transparency, price stability, and reduction in information costs, as well as being used as an effective tool for ensuring the quality of the product and developing brands for local products.

The Indian government should intervene right away to revamp the entire GI implementation process. Finally, the state and federal governments should focus on each factor in the Pashmina Chain to increase commerce and socioeconomic development.

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