
INDIA'S SECRET SAUCE: HOW GEOGRAPHICAL INDICATIONS (GIS) ARE CONQUERING GLOBAL MARKETS

Dr. Sandeep Singh, Assistant Professor (Senior Scale), Dept. of Law, University of Rajasthan Jaipur

GI, the new concept which can give a boost to the economy of any country, specially the country which do not have that much resources but have such products which can be related to the specific area of that particular country so that the product can be named and get the fame all over the world because of that particular area and from that particular country. GI that is geographical indicator when attached with any particular product that give it a special value in the society worldwide and have a special place in the life of the people at large. The economy of particular country depends mostly on the job of the employment in which the people of that particular country is involved so that the gross domestic product can accelerate with a great pace. When we dive deep into the reality of GDP of a particular country, we have to meticulously find out how the GDP grows which sector is playing the major role and what are the things which is playing the lead role? Geographical indicator is basically a tag which tells you that a particular product is from a particular origin and have a particular taste or have a texture or anything specially from that area. This ultimately leads to a huge amount of revenue generation which gives employment to the people of that particular area. This geographical indicator directly or indirectly uplift Standard of the people in that particular area and have a great life.

The first, we have to find out how exactly the GI tag works. The main purpose for which the GI tag has been produced or had it has been recognised is that the consumer should not be misled or should not be cheated with in the name of a particular product and the owner of the person who are producing this particular product, having the GI tag should not lose the money, if a person produce a Darjeeling tea in the Darjeeling and put GI tag that this particular product belongs to Darjeeling. Then in that situation, if any other person is producing or selling a good from a place other than Darjeeling with a name that it is a Darjeeling product, then in that situation, the earlier stated, Person will drag them to the court as because of him, he is losing the huge amount of money and the ultimate result of that particular product will not be felt by

the people who are purchasing it, but on the other hand, if the product from any other country is being sold in the name of Darjeeling tea or in the name of Basmati rice from India then that particular product if it is sold in India only in that situation, we are able to drag that particular person in the court otherwise if it is sold in any other part of the world, we are helpless and the huge amount of money will be lost.¹ There was an Antigua coffee case in which the huge amount of coffee was sold out of Guatemala which ultimately leads to the huge amount of loss, and it has been estimated that around 300 to 700% of the actual produced are sold out of the country.² As it has been said that the GI tag have to be registered, only country wise and it is not recognise worldwide. As the multilateral GI registration system has not been established in the world trade organisation, except the few products like wines and spirit which has been recognised worldwide and given.³

With the help of the government support, especially in India, business are growing leap and bound having a relation or directly or indirectly involved in geographical indicators. The E business is growing worldwide they are getting business from far away from many other countries. If you take an example that carpet which is having a special quality and expertise in the area of Bhadohi near Allahabad. Demand for the carpet is going up day by day all over the world. There was a time when the people who were employed directly or indirectly in the carpet business were not able to meet the end but now because of having the special relation with a particular area called Bhadohi, give them a geographical indication, so the demand for the carpet, specially from Bhadohi is increasing day by day from various part of the world, especially from America. Stop these days. People who are employed in the carpet. Business are earning so much amount of money that their lifestyle has completely changed, and this is only because of the geographical indication. The businessman who are dealing in carpet are receiving their business through internet, having different websites apps and many other form of platforms through which they are receiving the orders. This ultimately leads to another business as the demand for the carpet are increasing. They have to make the website and app which give another opportunity or a business to the people who are directly or indirectly in world in the software business. Now the people who are involved in the software business need another sort of people who are taking the photographs of the product and which is to be

¹ <https://in.thedollarbusiness.com/magazine/geographical-indication-tags---are-gi-tags-helping-india-s-exports-/45759> Accessed on 22/11/25

² 'The International Protection of Geographical Indications' Dwijen Rangnekar, 2004

³ <https://in.thedollarbusiness.com/magazine/geographical-indication-tags---are-gi-tags-helping-india-s-exports-/45759> Accessed on 22/11/25

uploaded on the website and on the apps, this give the another job opportunity to the photographers, which ultimately leads to the generation of revenue and finally the GDP of the country will grow because of a particular thing.⁴ Now the government had started a new concept few years back, which give an initiative to the local called make in India program. So these two different things that is making in India and the geographical indicators comes together and provide the social and economic upliftment of the people in India.

Graphical indicator directly or indirectly needs a great support from the government, especially the government supports the people of their country in the development and creating the atmosphere in the society so that they can generate a huge amount of money. The country like China is working a great work in this field, especially at the ground level, they are working in the rural areas. The people from that particular locality having a special skill with them get the benefit of this concept called geographical indicator and create a huge amount of revenue by way of online retail or by selling through the website. They are generating more than 20% of the revenue annual in the rural areas and nationally by online retail, the agriculture product is going leads and bound, and they are creating the amount of \$94.4 billion in the year 2020 only by Way of applying this geographical indicator and imbibing them in the system.⁵

To get the benefit of GI status and for the purpose of increasing the export to the world at large, the government have to make established and reliable source so that the branding could be done according to the need and it should be advertise in the proper fashion so that it can be recognise worldwide and the demand increases when the product have a recognition in the market and have a distinguished position, unless and until the proper banding is done, no product can achieve the ultimate result. If we take an example of the Darjeeling tea, the time when it has started, it was recognised as a great product, but the branding was not done as per the requirement. It has a special link with the area which we nowadays considered as a geographical indicator or GI this product is specially from the area called Darjeeling for this to be recognise worldwide and having a proper tag of GI.⁶ We need to have a proper system to recognise the product, give them proper advertisement and have a proper GI tag for that. There should be a proper certifying bodies in a particular area or in the state, which can as soon as possible give them the certificate that this particular product have a special value, so the proper

⁴ <https://www.gatewayhouse.in/indian-gis-local-goes-national-and-global/> 22/11/25

⁵ Ibid.

⁶ <https://etedge-insights.com/industry/logistics/leveraging-geographical-indications-for-enhancing-exports-of-traditional-products-from-india/>

product get the proper recognition and proper value when they are sold worldwide, which ultimately leads to a huge amount of revenue generation and ultimately leads to a GDP growth.⁷

Apart from this, the government of India should also work upon the various products which are available in the market, having a special relation with a particular locality or the location and promote them to a level that it should be sold at the various E platforms like Amazon, Flipkart, Myntra, or anything else, which are dealing with that product, example Kanchivaram, silk, Darjeeling, tea, Basmati rice, et cetera. This type of thing has already been done by the government of Italy in which they have collaborated with Amazon so that the product of that particular country having a geographical indicator should be sold and none other product of that nature should be sold on that particular platform, this directly or indirectly leads to a win-win situation for both the Amazon as well as to the people who are direct or indirectly involved in the production of the product of Italy, having a special GI, both earn a good amount of money by selling them on their platform. In the same fashion, many products like Kanchivaram, silk, Darjeeling, tea, Basmati rice, Kota Stone, terakota product, which is specially produced in Gorakhpur should be sold on the E platforms and no other product should be sold having the same nature unless and until they hold the GI tag with them.⁸

Export Potential

The demand for the global product, especially having the GI tag is very important and they are increasing leap and bound in India. Specially the products of GI is increasing and it has been reached to over 450 products in the year 2025, Which has an export potential of great value.

- The protect which is very important worldwide or which has a huge demand at international market from India is the Darjeeling, Tea and the Basmati rice because they have a proper GI tag, which shows the great potential in the international market of this particular Indian GI tag product.⁹
- **Government Initiatives:** the government of India day and night working on this, and for that particular purpose, they are started working along with the bodies like agriculture and processed food products export development authority (APEDA) and

⁷ Ibid

⁸ Ibid.

⁹ <https://www.ibef.org/blogs/promotion-of-geographical-indications-gis-in-india>

the Directorate General of Foreign Trade (DGFT), is working with great passion for the purpose of promoting the products having the special GI tag:

- **Promotional Events:** the government is supposed to make such platform where the buyers and the sellers can come together and meet with each other to find out the real value of the product and the revenue generated by that will be of great growth to GDP.¹⁰
- **"One District One Product" (ODOP):** the another initiative which should be taken by the government is that a particular product from a particular distinct should be promoted in the society at large at the international level as well, so that that particular product have a GI tag with a unique taste or a quality as per the need. This should be called one district one product with having one GI tag so that the holistic development of the people, living and dealing in that particular product will get the ultimate result.¹¹
- **Target Setting:** the government is working day and night. In this, as till date, we have just more than 400 products having the GI tag, but the commerce minister has set an ambitious target of having more than 10,000 product from India, which should have the GI tag till the date of year 2030 so that we can be the leader of GI worldwide and this ultimately leads to the huge amount of revenue, job, employment, and the overall growth of the country by adding the revenue to GDP of the country.¹²

Challenges and Future Directions

Despite the huge amount of work in this GI government have to face a lot of challenge worldwide for the purpose of realising to the full potential of Indian Gis which need to be worked upon and should be reduced to a great extent so that we can be the leader and can achieve the target of having more than 10,000 GI tags by the year 2030. The challenges which India is facing as follows:

¹⁰ Geographical Indication: A Potential Tool for brand promotion and Recognition of Indian goods in today's globalized market by Md Tanweer Alam Sunny

¹¹ Ibid

¹² Geographical Indication: A Potential Tool for brand promotion and Recognition of Indian goods in today's globalized market by Md Tanweer Alam Sunny

- **Limited Global Recognition:** most of the products from India, which have a great value in India and have a GI tag, but they are not recognised at the international level because the proper branding and advertisement is not done at the international level. So these products are facing the great competition with the similar products and the other have one edge in this, so we have to remove this by proper branding and advertisement so that the product can be recognised at the international level and the people who are directly or indirectly employed in the product should have a proper status and generate revenue for their benefit and for the benefit of the country at large. This will ultimately increase the employment for which the government is working day and night, so the only thing is that the limited recognition at the global level of a product having the GI tag in India should be made and put at the global stage in such a fashion that it should be recognised and get business for that.
- **Counterfeiting and Enforcement:** the another most important thing which is creating a hindrance in the development of the GI tag products from India is the proliferation of the counterfeit products or the fake products made available in the market, and there is no proper legal system or the framework which can deal with it, so we have to work on this so that the product can be achieve their proper place and the proper value. The legal system should be in such a fashion that the people who are dealing in the counterfeit products are working in. It should be punished in such a manner that they should get threatened and in the future, they are not going to deal in the product.
- **Capacity Building:** the another drawback is that most of the geographical indicator tag in India are with the people who have a small scale business and they are the small state producers. They don't have the sufficient funds to produce at the large scale or to meet the demand in the society or at the international level, and if this will be the situation in future, the other person or the producers can create an alternative to the product and sell the in place of that so the government have to work on this and provide the easy Loan facility and other things so that the small scale producers and the industry should have proper access to the funds and can produce the product as per the demand at the international level. As the ultimate benefit is with the country. Only people will get the employment and the government. Direct or indirectly will leads to the great amount of GDP. So the capacity building should be the priority of the government and the small scale. Producers should have easy facility single window, Loan facility so that the issues

or the which they are facing should not be faced by them in the near future and they can produce and earn the huge amount of money.

So we can say that to remove all the hindrance in the way of this GI tech product production, we have to stand in the various international agreements like the Lisbon agreement which is dealing with the GI tag and the premium goods which are available at the international level which were produced or is being produced in India so that the legal framework work according to the need and no spurious things can be produced by the other person and take the credit from the real owner of that particular product. So we can say that the things which need to be done is that people should work government should help and the payment should be made for the real work. The people they are doing in the society having a proper GI tag. The future is with the GI tags and each and every product having any special quality should have a proper credit. Therefore, we learn that the proper thing should reach to the proper person and the benefit of that thing should reach to the ultimate person with the help of this GI tag. The new future is the GI tag.