



ANNAMALAI UNIVERSITY

EK BHARAT SHRESHTHA BHARAT CLUB



Annamalainagar 608 002

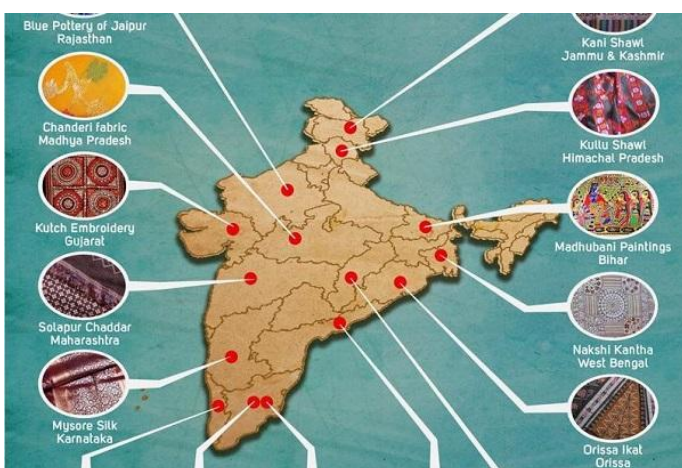
Awareness campaign about GI Tag for Saffron and appreciation for Jammu and Kashmir through E-platform was done on 24.4.2020

India is unique country with rich cultural diversity coupled with diverse eco-geographical diversity and rich traditional wisdom in various fields. Recently under the protection of Intellectual Property Rights in addition to patents for process or products recognition to the traditional wisdom is also granted to the society which was responsible for development of certain unique product. There are many products which are known by the place of origin because the name has got some quality assurance the consumer. You must have heard Mathura's Peda, Agra's Petha, Darjeeling tea, Black rice of Manipur, Banarasi, and Kanjeevaram Sarees are very famous in India by their names and every shopkeeper wants to sell their products with these names. This is called a Geographical Indication (GI) tag.

Inorder to impart knowledge about Geographical Indicator, methods to obtain GI and agencies involved in giving GI tag, an awareness programme was launched on 24.4.2020. Since the institution was locked down due to COVID-19. The following material as well as the poster was circulated to spread awareness both among the staff and students of various faculties of study in out university.

What is a Geographical Indication (GI) tag?

A geographical indication is a name or mark that is given to, agricultural products' natural and manufactured products (sweets, handicrafts, and industrial goods) of a particular region (country or states or a town). Geographical Indication (GI) tag is given to only those products that are special in quality and unique in features. No one is allowed to use this name other than the region to which this tag is given.



Who Give GI Tag in India?

This tag is issued as per the Geographical Indication of Goods (Registration and Protection) Act, 1999. This tag is given by the Geographical Indication Registry under the Department of Industry Promotion and Internal Trade, Ministry of Commerce and Industry.



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So far, around 361 products in India have received GI Tag. Kashmiri Saffron is the latest which got this tag. The first GI tag was issued to Darjeeling tea in 2004.



The Geographical Indication Registry has given GI tag to Kashmiri Saffron on the application of the Directorate of Agriculture, Government of **Jammu and Kashmir**.

Why Kashmiri Saffron has to take GI Tag?



Actually, the **largest saffron producing country in the world is Iran which cultivates more than 300 tonnes of saffron on 30,000 hectares of land every year**. Apart from this, Spain and Afghanistan sell saffron of poor quality at a low price. Due to which the price of Kashmiri saffron has fallen by almost 50%.

Kashmiri saffron is different from saffron in other countries. It is superior in quality due to its high aroma, dark colour, long and thick thread, that is why it has high medicinal value.



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But due to the low-quality saffron of Iran and other countries, Kashmiri saffron producers are suffering a lot of losses. Therefore, Kashmiri saffron growers want their saffron to be distinguished in the world so that they get a good price for good quality saffron.

So the Kashmiri saffron will have a unique identity in the market which was possible only after getting the Unique tag i.e. GI recognition.

Benefits of GI tag for Kashmiri Saffron

After getting the GI tag, the producers of Kashmiri Saffron can differentiate their saffron from the low-quality saffron of Iran and other countries. So Kashmiri Saffron producers can charge a bit higher prices to cover the loss.

After the GI tag, the customers will not hesitate to pay higher prices for the good quality Kashmiri saffron. Hence GI tag will not only increase the benefits of the producers but also open the door in the international markets.

Where is Kashmiri saffron Produced?

The Kashmiri saffron is grown at an average height of 1600 m to 1800 m above sea level. It is mainly produced in Pulwama, Budgam, Kishtwar, and

Srinagar. Kashmiri saffron is considered to be of the highest quality in the whole world. **The saffron available in Kashmir is of three types:- Lachha Saffron, Mongra Saffron, and Guchhi Saffron.** Its cultivation is in progress since the first century BCE.

Hopefully, after reading this article, you must have understood what is this GI tag and how the saffron producers in Kashmir will get benefit from this GI tag recognition.

Ref: <https://m.jagranjosh.com/general-knowledge/what-is-the-meaning-of-geographical-indication-tag-to-kashmiri-saffron-1588680149-1>





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This set of 10 important GK questions and answers on the Geographical Indications (GI) Tags in India was used to disseminate knowledge on GI tag under intellectual property act.

1. Which was the first Indian product to get the geographical indication tag?

- (a).Aranmula Kannadi
- (b).Darjeeling Tea
- (c).Katarni Rice
- (d).Madhubani Paintings

Answer:- b

Explanation:- Darjeeling Tea was the first Indian product to get the geographical indication tag in 2004.

2. How many products got GI tags till now?

- (a) 361
- (b) 729
- (c) 624
- (d) None of the above

Answer:- a

Explanation:- Till date 361 products have been issued GI tag. The latest recipient of the GI tag is Kashmir saffron.

3. Geographical Indication (GI) tag is given as per the

- (a) Indian Copyright Act, 1957
- (b) New Design Act, 2000
- (c) Patent Act, 1970
- (d) Geographical Indications (Registration and Protection) Act,1999

Answer:- d

Explanation:- Geographical Indication (GI) tag is given as per the Geographical Indications of Goods (Registration and Protection) Act, 1999. It is an act of the Parliament of India for the protection of geographical indications in India. It came into force since 2003.

4. Who issues GI tag in India?

- (a) Geographical Indication Registry
- (b) The patent authority of India
- (c) World Trade Organisation
- (d) Ministry of Finance, Govt. of India

Answer:-a

Explanation:- This tag is given by the Geographical Indication Registry under the Department of Industry Promotion and Internal Trade, Ministry of Commerce and Industry.



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5. Which of the following is not matched correctly?

- (a) Chak-Hao (Black Rice): Manipur
- (b) Bandar Laddu: Andhra Pradesh
- (c) Aranmula Kannadi: Andhra Pradesh
- (d) Bardhaman Sitabhog: West Bengal

Answer:- c

Explanation:- The second GI tag in India was given to Aranmula Kannadi (Handicraft) which is a mirror and made in Kerala.

6. Which of the following is matched correctly?

- (a) Tezpur Litchi: Nagaland
- (b) Patan Patola: Gujarat
- (c) Bhalia Wheat: West Bengal
- (d) Bomkai Saree & Fabrics: Andhra Pradesh

Answer:-b

Explanation:- Patola is a double ikat woven sari, made in Patan, Gujarat. Patola Sarees are very expensive because these Sarees are worn only by those belonging to royal and aristocratic families during the Monarchy regime in India.

7. Which of the following is the benefit of getting GI Tag?

- i. It helps consumers to get quality products of desired traits.
 - ii. Legal protection to the products
 - iii. Promotes the economic prosperity of the producers of GI tagged goods
- (a) Only i,ii
 - (b) Only ii,iii
 - (c) Only ii
 - (d) All i,ii,iii

Answer:- d

Explanation:- GI tagged products ensure good quality to the customers. The producers of these goods also earn good income with legal protection to the products.

8. Pokkali is a unique saline tolerant rice variety that is cultivated in which of the following state?

- (a) Andhra Pradesh
- (b) Odisha
- (c) Kerala
- (d) Karnataka

Answer:- c

Explanation:- Pokkali is a unique saline tolerant rice variety that is cultivated in the water-logged coastal regions in Thrissur, Ernakulam and Alappuzha districts of Kerala.



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9. In which Indian state 'Feni' spirit produced exclusively?

- (a) Arunachal Pradesh
- (b) Goa
- (c) Tamil Nadu
- (d) Uttrakhand

Answer:-b

Explanation:- Feni (also spelled fenim, or Fenno or fenny) is a spirit produced exclusively in Goa and other southern Indian states.

10. What is the time limit of the GI tag?

- (a) 10 years
- (b) 20 years
- (c) 50 years
- (d) For unlimited time

Answer:- a

Explanation:- A GI is registered for an initial period of ten years, which must be renewed after 10 years.

<https://m.jagranjosh.com/general-knowledge/gk-questions-and-answers-on-geographical-indications-gi-tags-in-india-1588670989-1>