

Geographical indications (GI) of spices, plantation, medicinal and aromatic crops

Plantation and spice crops are the major commercial crops which are particularly grown under specific agro-climatic conditions. The unavailability of these commercial crops throughout the country had led to increased adulterations and quality deteriorations which had resulted in reduced consumer acceptability of the products. The specific climatic conditions are majorly responsible for the unique quality of spices and plantation crops. With regards to these, geographical indications (GI) are helping the products in maintaining the quality specifications and also conserving the uniqueness of the product. Among the GI tagged horticultural crop's plantation, spices, medicinal and aromatic crops cover around 36% share. This includes major crops like coffee, tea, coconut, chilli, turmeric, ginger, cardamom, Tejpat (Indian bay leaf), jasmine, betel vine and kewda. Registration of crops under GI has seen a substantial progress over the years in plantation and spice sector but with respect to medicinal and aromatic crops the GI tags are very few which requires an immediate attention/awareness among the farmers and producers about the importance of GI in boosting the production and maintenance of quality.

GEOGRAPHICAL indication (GI) is a tag or sign used on natural, agricultural or manufactured products which originate from a specific geographical location and possess higher qualities or recognition due to place of origin (WIPO). GI in other words can be stated as a type of intellectual property which specifically identifies the goods or commodity originating in a region or territory and its quality attributes are linked to geographical origin. GI includes goods like agricultural commodities, textiles, food stuff and other manufactured goods.

Who issues GI Tag in India?

The GI signs or tags are issued as per the geographical indication of goods (Registration and Protection Act, 1999). Geographical indication registry is under the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry and it is responsible for issuing GI tags in India. Darjeeling Tea was the first product that was issued GI tag in India (2004-05).

Significance of GI in spices, plantation, medicinal and aromatic crops

- GI prevents the unauthorized use of registered GI by others.
- GI helps in enhancing the export potential of the crop.
- The traditions and culture of rural India can be upheld.
- GI helps in the quality maintenance of the produce.

- GI helps in bridging the gap between producers and consumers by providing information about the quality and prices of goods.
- GI helps in reducing the fake selling of the produce in the name of quality produce to fetch better prices.

Five ways geographical indications can support Small and Marginal Enterprises (SMEs)

- **Enhance the reputation of their goods:** GIs help local enterprises and increase the value and reputation of regional goods.
- **Build consumer confidence:** Consumers today place a high value on the manufacturing process and product quality. GIs give us comprehensive details about the physical location and manufacturing processes of the products that bear the GI label. GI mark assures origin and particular qualities.
- **Communicate their commitment to social responsibilities:** Consumers can learn more about a product's origin and manufacturing process by purchasing GI-certified goods. Additionally, GI-certified companies can show their commitment to larger societal issues by enacting labour, health, and environmental regulations.
- **Support regional economic development:** Marketing and promoting GI-certified items helps buyers form favourable impressions of the product, which frequently helps the entire region's economic

growth. SMEs have more opportunities to sell their local goods abroad because managing and promoting GIs calls for group action.

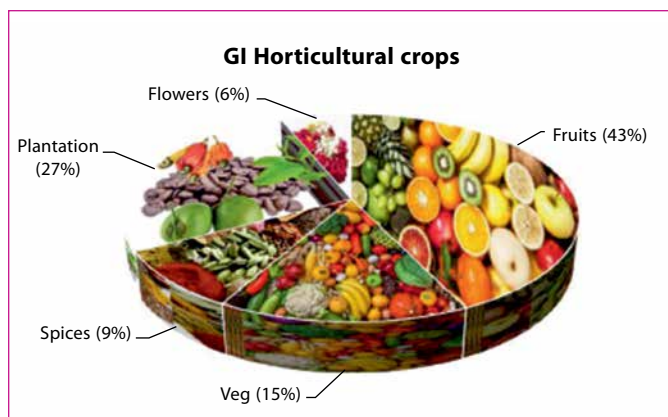
- **Prevent fraudulent uses of IP rights:** GIs not only boost the value of regional goods but also stop unauthorised use of goods priced in GIs. GIs offer defence against acts of theft and unfair competition as IP rights. Producers have the sole right to use the GI and to forbid its use by third parties whose goods don't come from the same region or don't meet the approved production requirements.

Enhancing farmers' income through GI varieties

- **GI helps in building the brand:** Product recognition functions as insurance or protection for poorer economies, particularly in countries where production occurs in rural areas and with producers who are unable to spend on branding due to a lack of "marketing muscle." The GI label assists these producers in building brand equity.
- GI helps in boosting tourism.
- According to studies from GI registration, the "Monsooned Malabar Arabica Coffee" has benefitted. The results of the causal impact test indicate that the GI-tagged coffee cultivar was after the GI tag registration, and was able to boost its exports and command a higher price. Even while the results of the temporal factor, or the rise in labourers in the plantation after the GI registration, show a positive increase, they are not due to the acquisition of a GI tag. GI may reduce the income disparity between urban and rural areas through the export of agricultural products, and agricultural product export plays a significant mediating influence. The brand effect of GI can provide a larger competitive advantage in international trade and boost the export level of agricultural products. The government should actively promote GI products in the future in addition to improving the management and protection of GI. As per researchers, promoting GI's international mutual recognition and protection can secure its export of agricultural products and raise its level of international trade.

Government strategies in promoting the GIs (According to Ministry of Commerce & Industry)

- APEDA (Agricultural and Processed Food Products Export Development Authority) has organised virtual buyer-seller meetings on agricultural and food products GI with the UAE, USA, and Qatar in collaboration with the Indian Missions to promote products with registered geographical indications (GI) in India.
- APEDA made it easier to export GI products to many locations. A notable cargo of GI goods from Nagaland to the UK in 2021 was the Naga Mircha (King Chilli).
- In order to increase exports, APEDA organised in-store marketing campaigns in importing nations in collaboration with overseas merchants.
- To promote GI items in India, DPIIT (Department for Promotion of Industry and Internal Trade) organised



the "India Geographical Indications (GI) Fair 2022" from August 26–28, 2022, at the India Expo Centre and Mart, Greater Noida.

- With an emphasis on GI Products, DPIIT organised a number of GI Promotion Programmes, Exhibitions, Conferences, Buyer Seller Meets, and Workshops to increase its sale both in India and overseas.

A geographical indication (GI) of Spices, Plantation, Medicinal and Aromatic crops

In India, 108 agricultural commodities/ produce have been listed with GI tag till date, with horticultural crops having a share of around 75%. Among GI tagged horticultural crops, fruits crops share maximum (43%) percentage while spices, plantation, medicinal and aromatic crops account for 36% share which includes Plantation crops, viz. tea (Darjeeling tea, Nilgiri and Kangra); coffee (Malabar arabica, robusta, chikkamgaluru arabica); coconut (Eathomozhy Tall Coconut), and cashew (Vengurla); Spices like pepper, green cardamom, chilli, ginger, kokum, tejpat/ bay leaf, turmeric, saffron; Medicinal and aromatic crops like kewda, jasmine and betel vine from different parts of the country.

CONCLUSION

Geographical Indications (GI) products are known for their quality and are trusted for their authenticity and integrity. The diverse Indian agro-climatic conditions have imparted distinct quality traits among various agricultural commodities. The registration under GI is made easier by these distinctive characteristics. By ensuring legal protection for Indian GIs, public and semi-public authorities are protecting and maximizing the market potential of reputable products tied to the origin. Although significant progress has been made in endowing GI tags to potential elite clones of Spices, Plantation, Medicinal and Aromatic Crops, the act is still in its early stages. The producer and trade awareness of the registration process as well as the social and economic significance of registered items is likely to be low. Therefore, protection and enhancing the number of geographical indications leads to branding and marketing, which will favour the overall economic prosperity of the manufacturers and producers in that specific region not only aiding in regional economic development but also boosting the export potential.

GI for Spices (Spice Board)

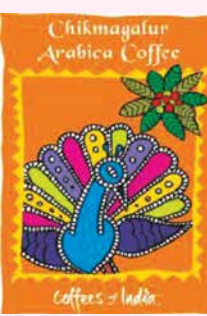
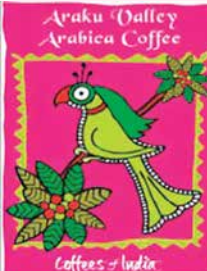
S. No	Name of the spice	Custodian / State	
1	Malabar Pepper	Spice Board, Kochi	
2	Alleppey Green Cardamom	Spice Board, Kochi	
3	Green Cardamom (Coorg)	Spice Board, Kochi	
4	Naga Chilli	Department of Horticulture & Agriculture, Government of Nagaland, Kohima	
5	Guntur Sannam Chilli	Spices Board, Kochi	
6	Byadagi Chilli	Spices Board, Kochi	
7	Mizo Chilli	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC), Guwahati	
8	Sikkim Large Cardamom	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC), Guwahati	
9	Assam Karbi Anglong Ginger	North Eastern Regional Agricultural Marketing Corporation Ltd (NERAMAC), Guwahati	
10	Sindhudurg & Ratnagiri Kokum	Sindhudurg Ratnagiri Mahakokum Sanstha, Sindhudurg, Maharashtra	

S. No	Name of the spice	Custodian / State	
11	Waigaon Turmeric	Waigaon Halad Utpadak Sangh, Wardha, Maharashtra	
12	Bhiwapur Chilli	Bhiwapur Mirchi Utpadak Samuha Gat, Chikhalthar, Nagpur, Maharashtra	
13	Uttarakhand Tejpat	Tejpat Utpadak Samiti, Chamoli, Uttarakhand	
14	Sangli Turmeric	Shivrajya Halad Utpadak Shetkari Swayamsahayata Gat, Sangli, Maharashtra	
15	Himachali Kala Zeera	Kalazeera Utpadan Sangh, Kinnaur, Himachal Pradesh	
16	Erode Manjal (Erode Turmeric)	Erode Manjal Vanigarkal Matrum Kidangu Urimaiyalargal Sangam, Erode, Tamil Nadu	
17	Kandhamal Haladi	Kandhamal Apex Spices Association for Marketing (KASAM), Kandhamal, Odisha	
18	Kodaikanal Malaipoondi (Garlic)	Department of Biotechnology, Mother Teresa Women's University, Kodaikanal; Tamil Nadu State Council for Science and Technology, Chennai, Tamil Nadu	
19	Khola Chilli	The Khola/ Canacona Chilli Cultivator's Group Association (TKCCGA), Khola Canacona, Goa; Department of Science & Technology (DST), Government of Goa, Bardez, Goa	

S. No	Name of the spice	Custodian / State	
20	Kashmir Saffron	The Agriculture Production Department J&K, Directorate of Agriculture Kashmir, Lalmandi, Srinagar, Jammu & Kashmir	
21	Hathei Chilli	Manipur Organic Mission Agency (MOMA), Directorate of Horticulture, Sanjenthong, Imphal, Manipur	
22	Mizo Ginger	Department of Horticulture, Government of Mizoram Tuikual, Near Tennis Court, Aizawl, Mizoram	
23	Dalle Khursani	North Eastern Regional Agricultural Marketing Corporation Limited (NERAMAC) Ganeshguri, Guwahati, Assam	
24	Harmal Chilli	The Harmal-Pernem Chilli (Mirchi) Growers Association, Deulwada, Harmal, Pernem, Goa	
25	Edayur Chilli (Edayur Mulaku)	Edayoor Chilli Grovers Association (ECGA), C/o Edayur Krishi Bhavan, Pookkattiri, Malappuram, Kerala	
26	Kanniya kumari Cloves	Maramalai Planters Association 824/1, Vivekanandan Street, K.P. Road, Nagercoil, Kanyakumari	

GI for Plantation crops

S. No	Plantation crop and its unique character	Custodian / State	
1	Tea (Darjeeling tea – word and logo)- Flavour	West Bengal	
2	Kangra tea – Flavour	Himachal Pradesh	

S. No	Plantation crop and its unique character	Custodian / State	
3	Orthodox tea Nilgiri – Quality	Tamil Nadu	
4	Orthodox tea Assam	Assam	
5	Monsooned Malabar arabica coffee – Aroma and bean quality	Kerala	
6	Monsooned Malabar robusta coffee – Aroma and bean quality	Kerala	
7	Coconut-Eathomozhy Tall Coconut – Nut quality	Tamil Nadu	
8	Cashew – (Vengurla) – Nut quality	Maharashtra	
9	Chikmagalur Arabica coffee	Karnataka	
10	Araku Valley Arabica coffee	Andhra Pradesh	

GI for Medicinal and Aromatic crops (Ministry of AYUSH)

S. No	Crop and its unique characteristic	Custodian / State	
1	Jasmine (<i>Jasminum sambac</i>) – Mysore jasmine – Fragrance	Karnataka	
2	Hadagali Jasmine (<i>Jasminum auriculatum</i>) – Aroma	Karnataka	
3	Madurai Malli (<i>Jasminum sambac</i>) – Thick petals and fragrance	Tamil Nadu	
4	Ganjam Kewra (<i>Pandanus amaryllifolius</i>) – Fragrance	Odisha	
5	Betel vine (<i>Piper betel</i>)- Mysore Betel Leaf – Smooth texture and hot taste	Karnataka	
6	Betel vine- Magahi Paan – Soft texture and unique taste	Bihar	
7	Navara Rice – Kerala panchakarma (Navarakizhi)	Kerala	

(Source: Geographical indications registry, Department of Industrial Policy and Promotions, Ministry of Commerce and Industry, Government of India and Spice Board, Kochi)

For further interaction, please write to:

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SUSTAINABLE DEVELOPMENT GOALS RELATED TO FRUITS AND VEGETABLES










SDGs 2 3

Health benefits of fruit and vegetables
Harness the goodness
 Fruit and vegetables have multiple health benefits. They strengthen the immune system, combat malnutrition and help prevent non-communicable diseases.

SDGs 2 3

Diversified diet and a healthy lifestyle
Live by it, a diverse diet
 Adequate amounts of fruit and vegetables should be consumed daily as part of a diversified and healthy diet.

SDGs 2 8 12 13 14 15

Food loss and waste
Respect food from farm to table
 Fruit and vegetables are worth more than their price. Maintaining their quality and assuring their safety across the supply chain, from production to consumption, reduces losses and waste and increases their availability for consumption.
Innovate, cultivate, reduce food loss and waste
 Innovation, improved technologies and infrastructure are critical to increase the

efficiency and productivity within fruit and vegetable supply chains to reduce loss and waste.

SDGs 1 2 12 15

Sustainable value chains
Foster sustainability
 Sustainable and inclusive value chains can help increase production, and help to enhance the availability, safety, affordability and equitable access to fruit and vegetables to foster economic, social, and environmental sustainability.

SDGs 1 2 3 4 5 8 11 12 15

Highlighting the role of family farmers
Growing prosperity
 Cultivating fruit and vegetables contributes to a better quality of life for family farmers and their communities. It generates income, creates livelihoods, improves food security and nutrition, and enhances resilience through sustainably managed local resources and increased agrobiodiversity.

Source: Fruit and vegetables – your dietary essentials, FAO background paper, FAO, Rome







