

**Seventeenth Loksabha**

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Regarding Geographical Indication (GI) Tag for Ponduru Khadi

SHRI RAM MOHAN NAIDU KINJARAPU (SRIKAKULAM): Sir, last year, prior to the hon. Finance Minister's visit to Ponduru on National Handlooms Day, I had given a representation dated 3rd August 2021, with various proposals for development of Ponduru khadi including getting a Geographical Indication tag or GI tag for Ponduru khadi. Hence, I was glad to read the reply to my Parliament question dated 3rd August 2022 during the Monsoon Session 2022 that the GI tag application process has finally been initiated by KVIC. The GI tag will improve the income of weavers of Ponduru khadi as it will help to fetch a high premium price for its uniqueness and protect the Ponduru khadi weavers from counterfeit or duplicate products.

I request the Government to expedite this GI tag application as weavers have suffered greatly during the pandemic. Getting the GI tag for Ponduru khadi will improve the income of Ponduru weavers and help them bounce back.