

**GI TAGGED PRODUCTS**

2797. SHRI SUNIL KUMAR:

Will the Minister of TEXTILES वस्त्र मंत्री  
be pleased to state :

- (a) the specific strategies being implemented by the Government to enable India's GI tagged products to gain global recognition and market access through the summit;
- (b) whether the Government aims to implement measures to move GI tagged products from local markets to global platforms; and
- (c) if so, the details thereof?

उत्तर  
ANSWER  
वस्त्र राज्य मंत्री (श्री पबित्र मार्घेरिता)  
THE MINISTER OF STATE FOR TEXTILES  
(SHRI PABITRA MARGHERITA)

(a) to (c): Ministry of Textiles promotes the provision of Geographical Indication (GI) of Goods (Registration & Protection) Act 1999, in respect of handloom & handicrafts products of pan India under the scheme, National Handloom Development Programme (NHDP) & National Handicrafts Development Programme (NHDP) respectively. Under the above scheme, financial assistance is provided for meeting the expenses in registering the designs/products, imparting training to personnel of implementing agencies and effective enforcement of G.I. registration. So far, a total no. of 214 handicrafts products and 104 handloom products, out of a total no. of 658 GI tagged products have been registered under the GI Act.

In addition, summit/seminars, workshops, marketing events including participation in international fairs/expos etc. are organized to sensitize the weavers & artisans about the benefits of getting GI tags for their products and to improve their market share in domestic & international markets.

To promote the GI handloom products in the domestic and international arena, a summit, "GI & Beyond - Virasat se Vikas Tak", was organized recently highlighting & promoting the unique cultural and historical significance of GI-tagged handloom products from various regions, demonstrating their authenticity and craftsmanship to a global audience. The main objective was to provide marketing opportunities to the GI handloom weavers, to know the consumer market, global trend, etc. and to publicize the GI tagged products among the buyers. The event witnessed participation by GI authorized users, overseas buyers, domestic exporters & MNCs etc.

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