



What to study?

- **For Prelims: GI tags and about Kandhamal Haldi.**
- **For Mains: Significance of GI tags.**

Context: Odisha's **Kandhamal Haldi (turmeric)**, famous for its healing properties, is all set to receive GI tag.

Key facts:

- The golden yellow spice, named after the district where it is produced, has been cultivated since time immemorial and is known for its medicinal value.
- Turmeric is the main cash crop of tribal people in Kandhamal. Apart from domestic use, turmeric is also used for cosmetic and medicinal purposes.
- More than 60,000 families (nearly 50% of Kandhamal population) are engaged in growing the variety. The crop is sustainable in adverse climatic conditions.

About GI tag:

- **What is it?** A GI is primarily an agricultural, natural or a manufactured product (handicrafts and industrial goods) originating from a definite geographical territory.
- **Significance of a GI tag:** Typically, such a name conveys an assurance of quality and distinctiveness, which is essentially attributable to the place of its origin.
- **Security:** Once the GI protection is granted, no other producer can misuse the name to market similar products. It also provides comfort to customers about the authenticity of that product.
- **Provisions in this regard:** GI is covered as element of intellectual property rights (IPRs) under Paris Convention for Protection of Industrial Property.
- At international level, GI is governed by WTO's Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).
- In India, Geographical Indications of Goods (Registration and Protection Act), 1999 governs it.

Mains Question: Why does Geographical Indication (GI) tag matter? It is argued that Geographical Indications have potential to be India's growth engine. Examine.

To be looked in UPSC Paper 3 Topic :

1. IPR related issues.