



Innovative Strategies to Strengthen the GI Governance Mechanism: The Status in Sri Lanka

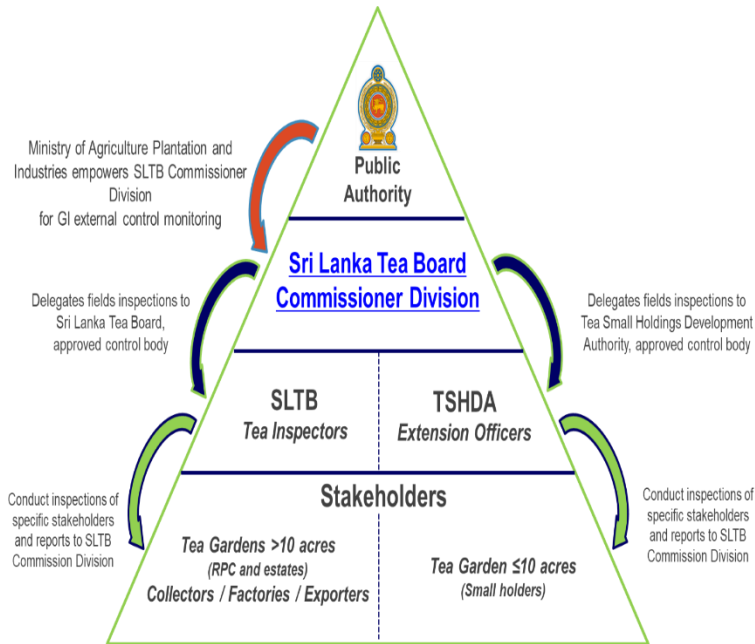
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Introduction

- IPR Act 2003 (as a trademark, business mode, sui-generis system)
- IPR Amendment Act in 2022 introducing a domestic GI registry system to SL. Regulations were implemented in 2024
- Ceylon Cinnamon SL first GI-registered product in the EU in 2022
- Ceylon tea has submitted a GI application to the EU
- Ceylon Golden Pineapple and Kolonna pepper is ready for domestic registration
- There is huge potential in agriculture and craft sector products (Ceylon coffee, curd, blue sapphire, crafts etc.)



Ceylon Tea Governance Mechanism



- ‘Ceylon tea VC’ stakeholders: smallholders, plantations, collectors, factories, brokers, exporters and consumers
- Institutions: The Ministry of Plantation Industries, Sri Lanka Tea Board, Tea Smallholders Development Authority
- Stakeholder groups: Tea Smallholder District Societies (TSHDS), Planter’s Association, Factory Owners Ass, Green-leaf collector’s Ass, Colombo Tea Traders Ass, Colombo Broker Ass, Tea Exporter Ass. etc.
- Certification : SL standards & Int.Standards
- Quality Control: Tea Inspectors in SLTB & TSHDA
- **3 Layer control mechanism: Self control, Internal control, External control**

GI Management Committee of Ceylon Tea

SLTB, TSHDA & CTTA[®] Chair & Co- Chair

Chamber 1

Green Leaf
Production

SLFTSHDS – 6 rep
PA – 5 rep
CATA – 1 rep

Chamber 2

Manufacturing

SLTFOA – 5 rep
PA – 3 rep
CATA – 1 rep
ALCA – 1 rep
CBA – 1 rep

Chamber 3

Trading

TEA – 5 rep
Representative for
large exporters not
affiliated to an
association – 1 rep
ASMET – 2 rep
CBA – 1 rep
CATA – 1 rep

Observers– CWC, Academia

- Represent the entire value chain
- Proportionately select the number of members
- Represent the position in their association and not the person

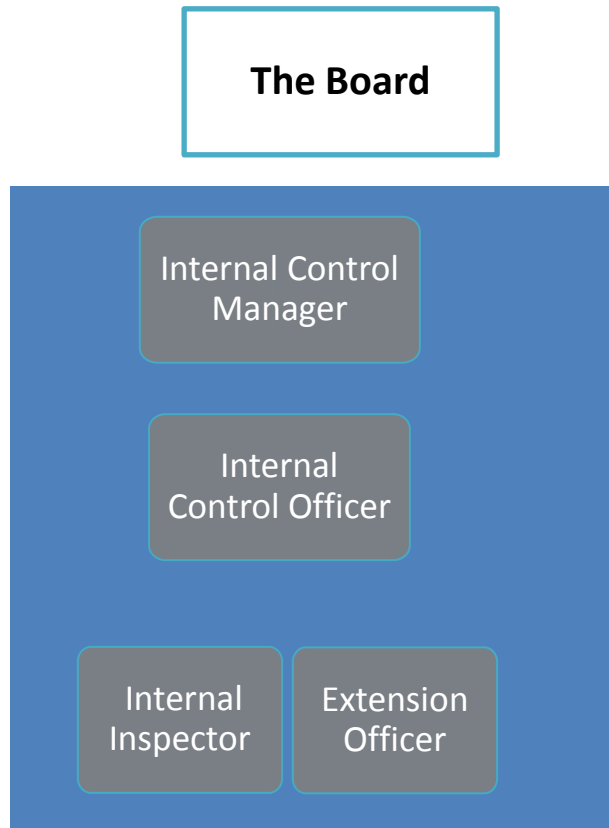
Kolonna Pepper GI Governance Mechanism(Proposed)



- ‘Kolonna pepper’ stakeholders: Nursery Owner, Grower, Processor, Collector, Trader, Exporter and consumers
- Institutions: The Ministry of Plantation Industries, Minor Export Crop Division, Department of Export Agriculture
- Stakeholder groups: Kolonna Pepper GI Ass.
- Certification : SL Standards & Int.Standards
- Quality Control: Agriculture Inspectors

Kolonna Pepper GI Association

Internal Control Mechanism



- Established & governed by the Companies Act No. 7 of 2007
- Limited liability on its members
- A non-political, non-governmental, and non-profit establishment
- Two types of members: Ordinary Members: stakeholders & Honorary Members: Any public sector employee or any other person who has rendered a distinguished and a notable service
- The Board selected from the ordinary members
- **Internal Control Manager:** Not an ordinary member
- Overall responsibility for the GI program, planning of the inspection & training schedule
- **Internal Control Officer:** Implementation of instructions of the Internal Control Manager, control and maintain documents,
- **Internal Inspector:** 100% internal inspection of allocated producers/fields
- **Extension Officer:** Initial supervision
- **Competency requirements need to be fulfilled**
- **No conflict of interest agreement needs to be signed after the appointments**

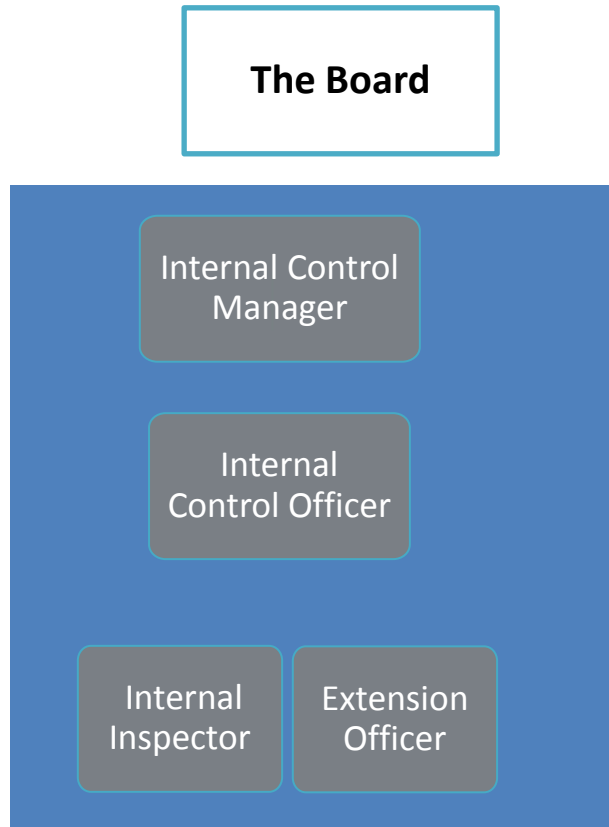
Ceylon Golden Pineapple Governance Mechanism (approved)



- ‘Ceylon Golden Pineapple’ stakeholders: grower, processor, collector, trader and/or exporter, consumer
- Institutions: The Ministry of Agriculture
- Stakeholder groups: Ceylon Golden Pineapple GI Ass.
- Certification : SL Standards & Int.Standards
- Quality Control: Agriculture Inspectors

Ceylon Golden Pineapple GI Association

Internal Control Mechanism



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Kolonna Pepper and Ceylon Golden Pineapple Governance Structure



- 3 tier governance system
 - Self Control
 - Internal control
 - External control (Government body or any other accredited institute)
- All Internal Inspectors sign an agreement on “no conflict of interest”
- Limited liabilities on its members

Conclusions & Recommendations

- Sri Lanka commonly uses a **three-tier governance structure**:
 - Ensure effective regulation
 - Certification
 - Enforcement
- Certification & Control Bodies (Independent or Government-Accredited Organizations)
- Some of the producer associations were created to strengthen the GI governance mechanisms
- Producer associations are empowered to govern the GIs
- Strengthen the grassroots-level producer associations (by way of introducing incentive schemes)
- Link GIs with rural development, agro-based tourism and digitization to make the governance system more innovative

Thank You !!



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