

Technological innovations to foster foodstuffs GIs in India: An empirical study

Parallel Session 4 a: Research and Development

February 20, 2025

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Outline Agenda

Introduction

Theoretical Explanation

Empirical Analysis

Key Takeaways

References

Introduction:



Source: Official Website CIPAM

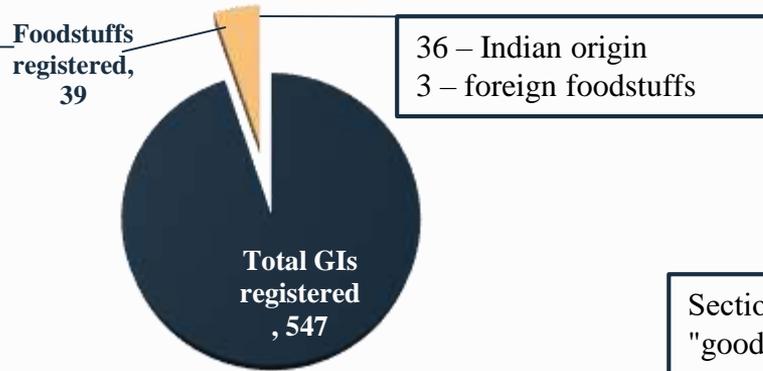
GI registration in India : A statistical over view

Registered Indian Geographical Indications till December, 2024

Sl. No.	Class of goods	Registered numbers	Percentage
1.	Handicrafts	342	56.5
2.	Agricultural	197	32.5
3.	Foodstuffs	45	7.4
4.	Manufactured	18	2.97
5.	Natural	3	0.49
Total		605	100

Source: Compiled by the author from registered GI documentation

Protection of Foodstuffs GI in India under the GI Act, 1999



Foodstuffs GIs Registered in India

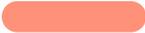
Registered under **Class 29 and 30** mentioned in the Fourth Schedule in GI Rules, 2002.

Section 2 (e) “geographical indication”, in relation to goods, means an indication which identifies such goods as agricultural goods, natural goods or manufactured goods as originating, or manufactured in the territory of a country, or a region or locality in that territory, where a given quality, reputation or other characteristic of such goods is essentially attributable to its geographical origin and in case where such goods are manufactured goods one of the activities of either the production or of processing or preparation of the goods concerned takes place in such territory, region or locality, as the case may be.

Section 2 (f) of the Act defines ‘**goods**’ as “goods” means any agricultural, natural or manufactured goods or any goods of handicraft or of industry and **includes food stuff.**

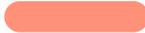
Includes sweets, raw meat, meat based products, and savoury snacks

Theoretical Background:



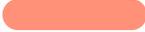
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Relation between food,
place and community.



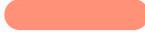
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Rationale behind
foodstuffs to be protected
as GI



03

Protection of foodstuffs as
GI – a global perspective.



04

Fostering of GI foodstuffs:
a need of the hour

Why Fostering is needed?

1. Socio-economic Reasons:



2. Environmental Factors :

Depletion of bio resources and raw materials

3. Well being factors:

Well being of the community or market potential is a weak link in the value chain.

Applications of technological advancements to the selected Indian GI foodstuffs

Objective: To analyse the need for technological support to foster foodstuffs GIs in India.

Methodology:

1. Qualitative approach, and for few ethnography has been also taken into consideration
2. Primary data collection through semi-structured interviews and workshops with stakeholders from both GIs.

Sample: The selected GI foodstuffs are mainly of two types that include: processed foodstuffs (sweets) and raw meat

Characteristic features of the selected foodstuff GIs

Characteristic features	Selected foodstuffs GIs								
	Bardhaman Sitabhog GI 525	Bardhaman Mihidana GI 526	Joynagar Moa GI 382	Banglar Rasogolla GI 533	Dharwad Pedha GI 80	Srivilliputtur Palkova GI 403	Odisha Rasagola GI 612	Jhabua Chicken GI 378	Kadaknath
Primary Proprietor	Bardhaman Sitabhog and Mihidana Traders Welfare Association	Bardhaman Sitabhog and Mihidana Traders Welfare Association	Joynagar Moa Nirmankari Society	West Bengal State Food Processing & Horticulture Development corporation Limited	Thakur's Dharwad Pedha Manufacturer's Welfare Trust	Srivilliputtur Milk Producers Co-Operative Society & Rajapalayam Co-Operative Milk Producers Society for the Palkovas as Srivilliputtur Palkova	The Odisha Small Industries Corporation Limited (OSIC Ltd.); and Utkal Mistanna Byabasayee Samiti	Gramin Vikas Trust, Jhabua	
Date of registration	30.11.2016	30.11.2016	21.11. 2014	14.11. 2017	25.05.2008	27.02.2013	27.03.2019	28.03.2018	
Geographical Place of Origin	Bardhaman, West Bengal	Bardhaman, West Bengal	Joynagar, West Bengal	West Bengal, except Darjeeling	Dharwad, Karnataka	Srivilliputtur, Tamil Nadu	Coastal Districts of Odisha	Jhabua, Madhya Pradesh, India	
Shelf Life of the Product	24 hours	24 hours	7 days	30 hours	4 days	12-16 hours	24 hours	2 days with its protein value	

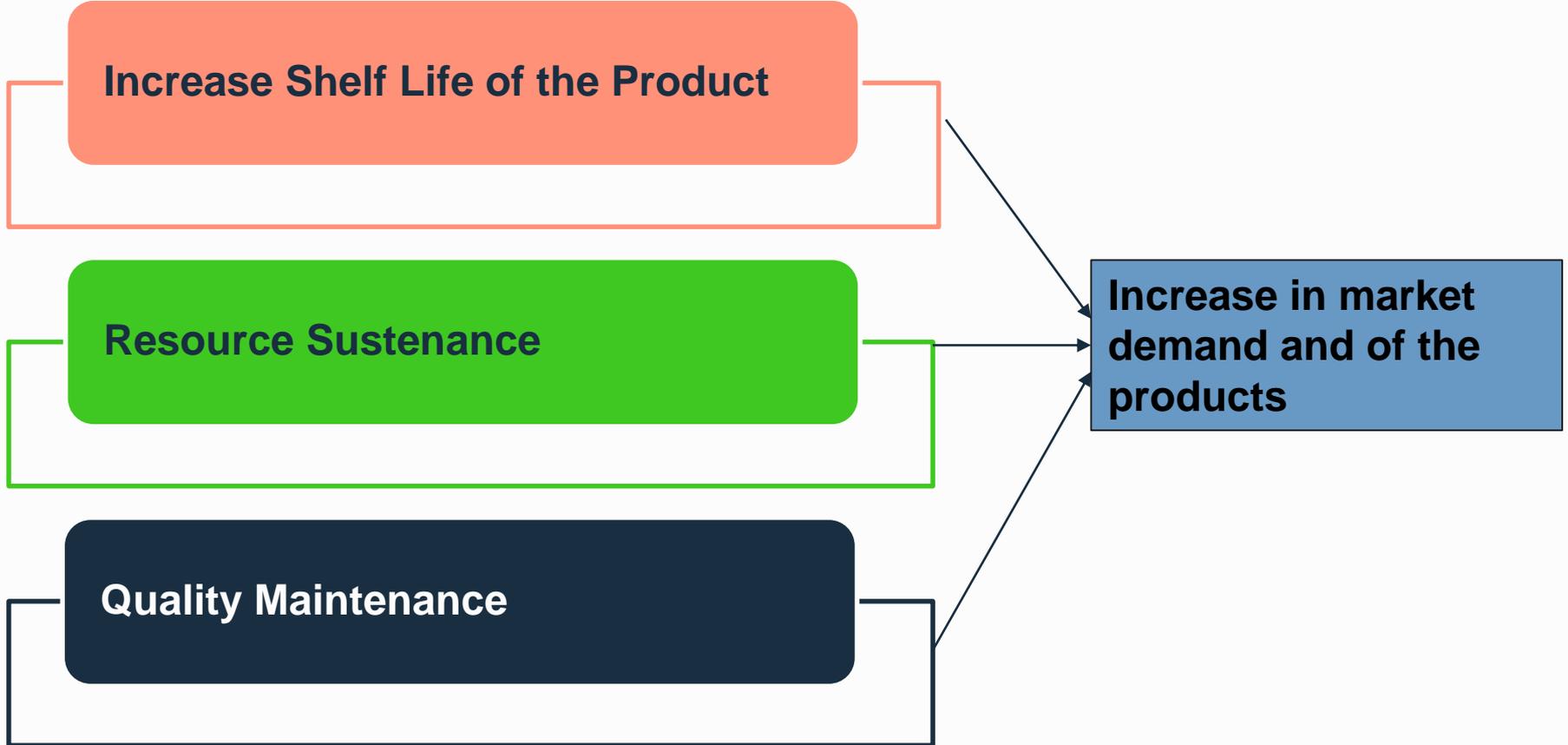
The Technological Support should start from the following : Interview data analysis

Increase Shelf Life of the Product

Resource Sustenance

Quality Maintenance

Increase in market demand and of the products



Empirical Analysis:

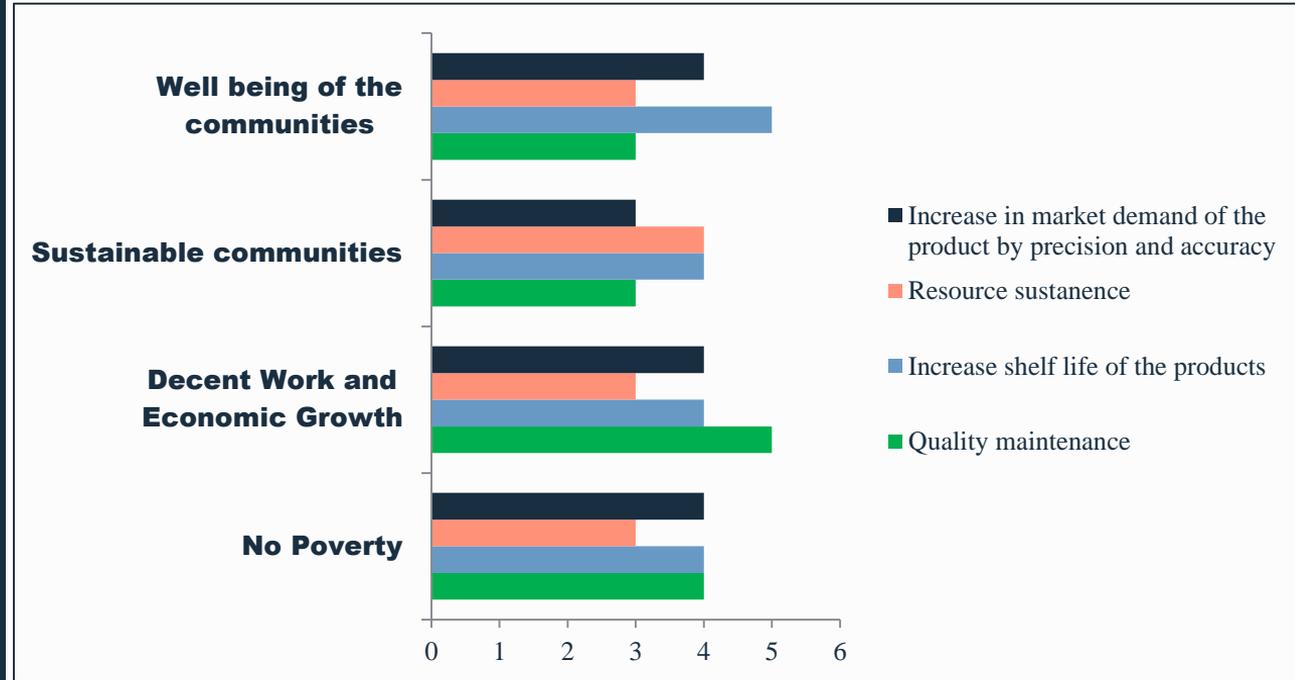


Chart showing link between the impact of the technological support on the selected SDGs and the sustenance of the communities

KEY TAKE AWAYS

Protection is necessary but fostering of GIs is equally necessary for the conservation of GIs.

1. Technological intervention in the production process is not necessary rather technological support is required.
2. The technological support must be capable of maintaining and preserving the characteristics of the place of origin and the traditional process of production.
3. Quality maintenance is required, but efficiency and effectiveness is required: instead of top – down model it should be bottom – top model
4. Technological support also leads to the sustainability of the GI products and the communities

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Thank you

