

Geographical Indications in the Tourism Value Chain: India Perspective

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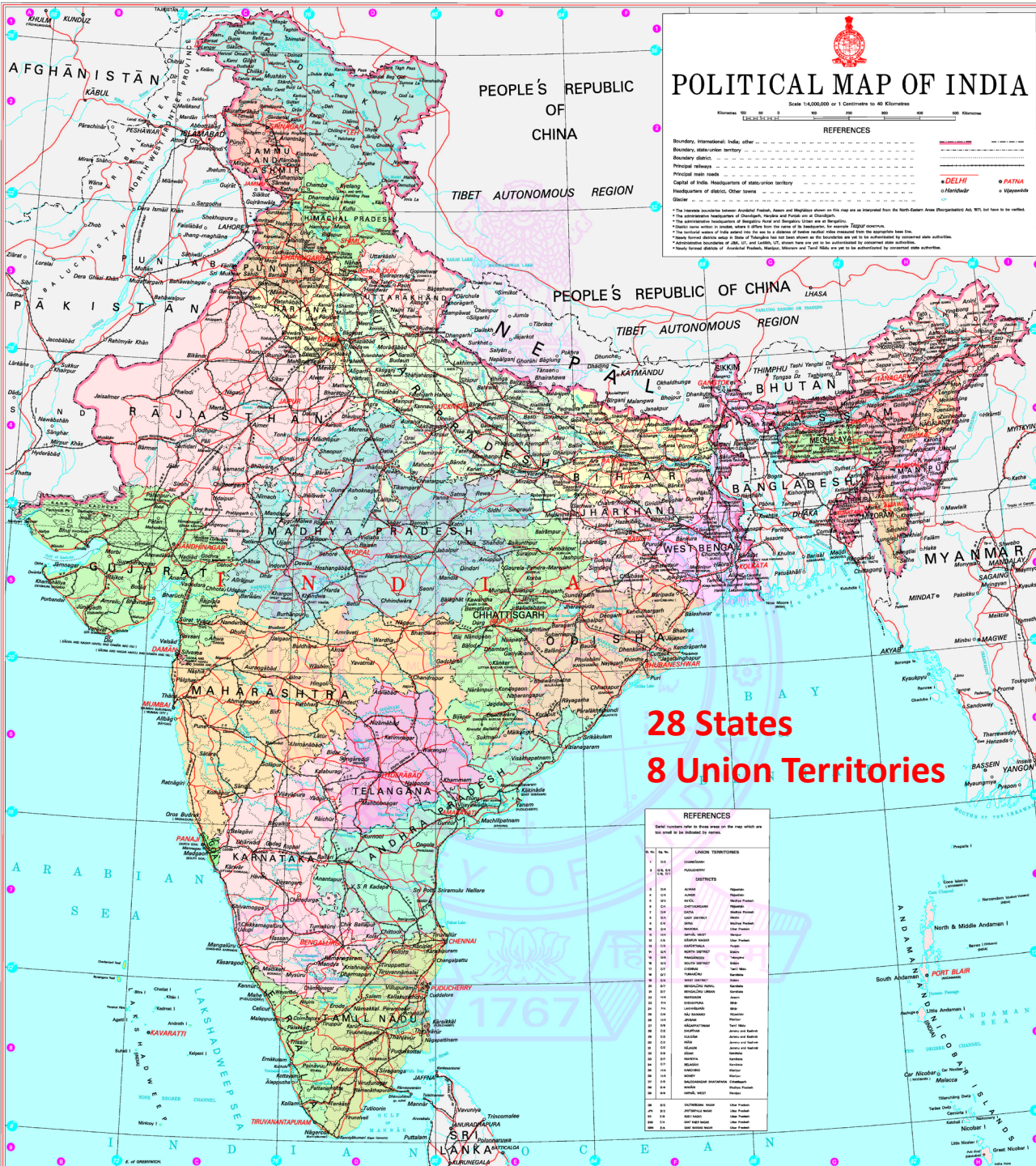
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Worldwide Symposium on Geographical Indications

13-15 June 2023

Tbilisi, Georgia



**28 States
8 Union Territories**

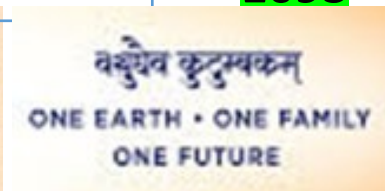
GEOGRAPHICAL INDICATIONS

Destination



Incredible India
Confluence of Biodiversity, Culture and Wisdom

GI Goods	Received	Registered
Handicraft	505	255
Agricultural	320	149
Manufactured	164	40
Food Stuff	89	31
Natural	15	03
Total	1093	478



Embedding GI into India's Tourism Gateways

Uttarakhand

Kumaon and Garhwal region...Himalayan Adventure, Trekking

Uttarakhand Berinag Tea, Uttarakhand Lal Chawal (Red Rice), and a portfolio of millets such as Uttarakhand Mandua, Uttarakhand Jhangora, Uttarakhand Gahat, including pulses Uttarakhand Kala Bhat in the process of getting GI



Uttarakhand Thulma



UTTARAKHAND Tamta Product



MUNSIYARI Rajma



Ringal Craft



UTTARAKHAND aipan



Kumaon Chyura Oil

Illustrative Examples

Picturesque Riverfront... a gateway of history, art, culture & spiritualism dynamically merging with modernism Knowledge while continually inventing the future

Uttar Pradesh Varanasi



Langda Mango



Banarasi Paan



Varanasi Soft Stone Jali Work



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Food Products needing special inputs for economic sustenance

Joynagar MoaHow shelf-life extension from 36 hours to 7 days changed the marketing paradigm



Key Issues that need to be addressed

Authenticity of Products...Quality Control

Creating a facile supply chain for cost effective operations

Establishing prominent and accessible commercial outlets

Effective exploitation of e-commerce

Ensuring fair and equitable benefit sharing arrangements