

JKTPO's Participation at
India Geographical Indications (GI) Fair 2022
26-28 August at India Expo Centre & Mart, Noida

Post Event Report



India's Geographically Indicated Products Fair

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❖ Brief about Geographical Indication

A Geographical Indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. The GI tagged products are "Invaluable treasures of Incredible India" and aims to build confidence amongst the buying community. Some of the examples of registered Indian GIs are Kolhapuri Chappal, Kashmir Pashmina, Darjeeling Tea, Tirupathi Laddu, Kangra Paintings, Nagpur Orange, etc.

The Geographical Indication (GI Tag) indicates that the item is uniquely from its particular place of origin 390+ famed Indian products have been recognised so and are tagged with the global geographical indication.

J&K has 9 GI tagged Products (Kani Shawl, Kashmir Pashmina, Kashmir Sozani Craft, Kashmir Saffron, Kashmir Paper Machie, Kashmir Walnut Wood Carving, Khatamband, Basmati, Kashmiri Hand Knotted Carpet) and many more are in pipeline to get GI tag. Basohli Painting from Kathua is likely to get GI Tag very soon.

❖ About India GI Fair

The collective intellectual heritage and ethos of GI Tagged products of India is constituted in this show. India GI Fair aims to connect these invaluable native products, to connoisseurs and clientele of the global market.

This expo brings together exhibitors of distinctive products with an ambition to take these Indian masterpieces to the world markets. GI products of India are sought after for their unique characteristics appealing to any or all senses. Edibles and savouries to wearables to giftable and collectibles, the produce/product variety is diverse, known for their rare natural properties, peculiarities, age old processes or tradition. Just as modern production techniques measure up to feed the volume demand, there is an urge in the discerning consumer to seek rare, authentic and original products which have inimitable history and tradition linked to them - GI (Geographical Indications) Products

❖ About the Organiser - EPCH

India, GI Fair is organized by the Export Promotion Council for Handicrafts (EPCH). With 10,000+ member exporters spread across India, EPCH' has successfully positioned India as a sourcing destination for the best in home, gifts & lifestyle

products. In its 35 years journey, EPCH has built the world's largest handicraft Exporters exhibition.

Beyond providing unparalleled business platforms to buyers & sellers, EPCH also provides comprehensive information to international, buyers to ensure optimal interface and facilitate harmonious business.

❖ Inspiring Atmanirbhar Bharat

India, as a member of the World Trade Organization (WTO), enacted the Geographical Indications of Goods (Registration & Protection) Act, 1999, that came into force with effect from 15th September 2003. Darjeeling Tea was the first Indian product to get the GI tag in 2004. Handicraft goods have received the highest number of GI among different categories of goods. This is followed by agricultural products especially fruit crops, plantation crops and spices, followed by regional savouries. As of date, there are 390+ Geographical Indications of India of which 190 are handicrafts and handloom products that are sought after for their age old processes, traditions and rarities.

Rural artisans in Various regions of India possess unique skill sets that are passed down from generation to generation and hence bear generational legacy. Their crafts and produces are essentially manifestations and celebration of life itself, materials, craft, process, and most times the forms too, that are native and often unique. Geographical Indications (GI) in India are thus tightly interwoven into the rural milieu. Registration of Geographical Indications encourages these communities and ensure protection of their Intellectual Property (IP) rights.

Striving to take their stories to a wider audience, these communities are engaged in gainful employment and in sync with the 'Atma Nirbhar Bharat' movement. Their vast and spread network provides a strong base to build-up and scale-up manufacturing of a wide variety of products. Connecting all these exquisite elements to the fabric of the commercially viable international marketplace opens up a world of opportunities for all stakeholders.

❖ JKTPO's Objectives

Participation in India GI Fair 2022 have given exposure to the GI Tag product users of agro and food processing & Handloom & handicraft-based members from J&K to showcase their qualities & strengths & uniqueness, this would help the members to

generate more authentic business enquiries and tie-ups for further business growth nationally & internationally.

Moreover, the objective of JKTPO to participate in GI Fair 2022 was to facilitate J&K's Company's for the following opportunities:

- Promote GI Tagged products to the world
- Develop new business contacts
- Business development by showcasing products & services during exhibition
- One to one/ Group meetings with the decision makers
- Showcase latest development of products and services
- Understand the future requirements
- Effective discussions to forge business relationship
- Wide Market outreach
- Networking
- Business Development & Bulk Buying
- National & International Exposure
- Buyer-Seller Meets
- B2B Meets
- Business Relationships
- Vendor Developments
- Backward & Forward Linkages

❖ JKTPO participation at GI Fair 2022

In cognizance to above mandate, JKTPO took the initiative for sponsoring the registered exporters from Jammu & Kashmir and agreed to bear the stall charges/participation fee etc for the said event and contacted various registered exporters of J&K for their participation in the said event, out of which following ten firms took place in the event.

- Pampore Saffron Farmer Producer Company Limited
- Sarveshwar Foods Limited
- Meeras Carpet Weavers Industrial Co-Operative Limited
- Golden Arts
- J&K State Handloom & Handicraft Dev. Corp.,
- Basohli Vishwashali Art & Painting Handicrafts ICS Ltd.
- Mehnat Kash Kashmir Weavers Handloom Cooperative Society
- Corporate Suppliers
- Khawaja Aijaz Hussain
- Royal Pashmina Crafts

❖ Outcome

Appended are the details of the enquiries received by each exhibitors during GI Fair 2022 exhibition:

| SN | Name of the firm | Enquiries |
|----|--|-----------|
| 1 | Pampore Saffron Farmer Producer Company Limited | 35 |
| 2 | Sarveshwar Foods Limited | 55 |
| 3 | Meeras Carpet Weavers Industrial Co-Operative Limited | 30 |
| 4 | Golden Arts | 25 |
| 5 | J&K State Handloom & Handicraft Dev. Corp., | 50 |
| 6 | Basohli Vishwashali Art & Painting Handicrafts ICS Ltd. | 25 |
| 7 | Mehnat Kash Kashmir Weavers Handloom Cooperative Society | 25 |
| 8 | Corporate Suppliers | 45 |
| 9 | Khawaja Aijaz Hussain | 35 |
| 10 | Royal Pashmina Crafts | 45 |

The J&K stalls were visited by various dignitaries, who interacted with all the exhibitors from J&K and appreciated & encouraged them for their work.

The exhibitors had detailed interactions with various leading buyers of the country and abroad which opened their vision and they understood the norms and ways to raise investment for their companies/products for attainment of the big orders

The exhibitors had received very good response & expected to do good business by following up the enquiries generated during the exhibition.

❖ Glimpses of J&K Pavilion





❖ Media Coverages

[JKTPO participates India Geographical Indications Fair 2022 \(knskashmir.com\)](https://knskashmir.com)

[JKTPO participates India Geographical Indications Fair 2022 - The Better Kashmir | Positive and Inspiring Stories from Kashmir](#)

[JKTPO participates in India Geographical Indications Fair 2022 - Jammu Kashmir Latest News | Tourism | Breaking News J&K \(dailyexcelsior.com\)](#)