

**INTERNATIONAL CONFERENCE ON GI IN
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BORDEAUX

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**NON AGRICULTURAL GI'S : A
STRATEGIC ISSUE:**

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ABOUT APTDC

- APTDC –is an autonomous body of Confederation of Indian Industry (CII), Govt. of Andhra Pradesh, and Department of Science & Technology, Govt. of India.
- Established in 1999 – To facilitate Technology and IPR needs for the Industry with special focus on SME's in the state of AP and Country.
- APTDC has facilitated the filing and registration of more than 25 GI' s and is one of the nodal agency for GI Protection and Promotion in the Country.
- Closely works with GI Registry, Government of India for awareness and promotions along with key departments of Handicrafts, Textiles, Agriculture and Horticulture agencies of the Government .

INDIAN LEGISLATION ON GI:

- The Geographical Indications of goods–Registration and Protection) Act,1999 and Rules– 2002
- Effective from 15th September, 2003
- Latest in terms of enacted IP laws for India–IP Regime
- Goods under the act covers the following in India
 - Agricultural
 - Handicrafts–Textiles
 - Natural or Manufactured
 - Food Stuff
- 10 years of the completion of the act and action in India

WHY DO TRADITIONAL HANDICRAFTS NEED GI PROTECTION?

- Consumer's Point
- Producer's point: Better market: legal protection
- To prevent it from becoming generic-Expropriation of the GI
- Under TRIPS other countries are under no obligation to extent protection unless a GI is protected in the country of its origin
- Reciprocal protection to goods imported from other countries.



The property in a GI that needs protection is this premium which is nothing but the collective goodwill enjoyed by the products.



CURRENT INDIAN SCENARIO ON GI'S - FOCUS ON NON AGRICULTURAL GI'S :

- ✗ India has a long known history of rich ancient traditional handicrafts and Handlooms.
- ✗ Over 12 million people working in this sector- primarily unorganized.
- ✗ Biggest Employment after agriculture sector- 50% women folks in this sector-
- ✗ Contributes immensely to Indian Exports.
- ✗ Handicrafts- Hand made products have always been a niche and cannot be replicated by machine or Technology.
- ✗ Biggest advantage for this sector is that no two crafts compete against each other as every craft is unique and has special features.

STATISTICS ON INDIAN GI'S

- ✖ Total GI applications filed : 407
- ✖ GI Registered till date: 193
- ✖ Total Part-B Authorised Users filed: 1500+ again majorly from the Non-Agri sector.
- ✖ Non Agricultural GI's Vs Agricultural GI's
- ✖ Out of the 193 GI's registered -148 are from Non Agricultural sector and only 45 from the Agriculture sector.
- ✖ More than 60% applications filed are from Non-Agricultural GI's
- ✖ 100+ applications have been filed by other countries- US, Mexico and Europe-Mainly on Food stuffs and Manufactured goods.

STATUS OF GEOGRAPHICAL INDICATIONS IN INDIA



THE INITIATIVE TO PROTECT KONDAPALLI BOMMALLU (TOYS)- GI



OBJECTIVES OF THE ASSIGNMENT

- ✗ Protecting the name “Kondapalli Bommallu”
- ✗ Preventing the unauthorized use of the name “Kondapalli toys ”
- ✗ Identifying and Providing suitable Intellectual Property Rights protection i.e. thorough the Geographical Indication act
- ✗ Promotion of Kondapalli toys as a brand
- ✗ Creating IPR awareness amongst the artisans and the tangible benefits of Intellectual Property Rights Protection
- ✗ Policy formulation of identifying natures / types of violations and proposed action for IPR enforcement

ABOUT KONDAPALLI TOYS:

- ✗ Finds a prominent place in Indian homes/ offices as decorative artifacts.
- ✗ Toys are aesthetically appealing and provide valuable insight into the culture of the State.
- ✗ Toys exhibit joyous and realistic expressions mainly themed around mythology, rural life and Animals.
- ✗ Hand made toys–Carved by special tool , each part joined by Tamarind paste and then coated with white lime on the surface and then painted with bright colors. Painting is done by brushes made of goat hairs. Paints are –Oil, Vegetable dyes and enamel.
- ✗ Market: Urban/Individuals, Corporate Customers and International Customers.
- ✗ Lepakshi– AP Handicrafts Development Corporation plays the most significant role in the value chain.

HISTORY , ORIGIN AND UNIQUENESS:

- ✧ Goes back to more than 500 Years in the small village of Kondapalli in Krishna District of AP – 250 Miles from the city of Hyderabad.(Southern Part of India)
- ✧ Toys made from Tella Poniki- (White sanders) wood found only in the foot hill of this village and the Uniqueness of the toys is the Light weightiness due to the wood and the crafts manship for seasoning, hand made with special tools to carve the toys and beautiful enchanting, enriching and earthly look to the toys makes it unique and special.

PROCESS FOR MAKING THE TOYS:



SOME KONDAPALLI TOYS(BOMMALU)



POST GI ACTION

- ✘ It was the second GI application to be granted for any hand made toy in India in 2007.
- ✘ Intensive Promotion of the product by APHDC – Lepakshi Govt. of Andhra Pradesh Show Rooms.
- ✘ LANCO-LIGHT- A Trust by a corporate to support the craft –Under Corporate Social Responsibility.
- ✘ Various Workshops for artisans arranged by LIGHT –for Improvement of the toys–Packaging and Handling.
- ✘ Latest one- Acrylic Board cover for the toys to add to the aesthetic value and longer life.
- ✘ Kondapalli toys given as Corporate gifts to enhance market and sales.
 - ✘ *Museum on Kondapalli toys to be set up under the PURA project for promotion of the crafts.*

CHALLENGES:

- ✖ Regular market checks for fakes: Eg.Hyco pochampally case for GI Pochampally was registered. No such checks done by the Producers groups to check fake Kondapalli toys –which are heavy in weight and low in quality.
- ✖ Ensuring correct usage of the RGI logo.
- ✖ Keeping all the stakeholders cohesive by creating a long term vision rather than immediate commercial gains .
- ✖ Strategize an excellent marketing tool to differentiate the GI Registered product for others.
- ✖ Good Packaging and Handling to export.
- ✖ Lack of uniform focus on Quality
- ✖ Succession Planning– Artisans need to motivate their next generation to continue with the tradition to keep the art live as younger generation –IT savvy and new employment opportunities.

ISSUES AND CONCERNS:

- ✖ Lack of proper processes and systems for identification, documentation and mapping of all crafts in India is a major issue.
- ✖ Dearth of Innovation and limited dynamism for Innovative product designs and diversifications.
- ✖ Not much focus on Brand building and promoting handcrafted products in India.
- ✖ Introduction of appropriate technologies to modernize the artisans and at the same time preserve traditions .
- ✖ Very low awareness for Authorised Users –Part-B Registrations.
- ✖ Indeed, many, if not most, domestic GIs are only known locally and are not yet sufficiently well organized or well funded to pursue GI recognition and commercialization in other parts of the country, not to mention internationally.
- ✖ Incase there is an Infringement then who will bear the cost of the litigation and proceedings –Stakeholders need to address this issues?
- ✖ Darjeeling tea is one of the most successful GIs in this respect.

WAY FORWARD:

- ✖ GI Tourism Hubs to be built to popularize the crafts in a sustained manner by State Governments.(Multiplied efforts) . Already a few state governments have taken initiatives to promote and market a few crafts.
- ✖ Government should device a common RGI logo to identify the GI registered products among consumers –like the Handloom and silk mark already in place.
- ✖ Common Fund to be raised by the Producers and all stakeholders to counter infringement of fake products.
- ✖ Need to formalize Bilateral agreements to align GI with International market .
- ✖ Need for a Three Tier Control system to check quality–Auto, Internal –already present but certifying agency –External is needed.
- ✖ A National GI Audit of Registered products to be carried out to see if GI has improved the socio-economic conditions.

FINALLY:

- ✖ India has come a long way in GI but still there is a need from Producers, Consumers, policy makers, general public and all stakeholders to work on one platform to take Indian GI's outside their local region and go global for socio –economic development.
- ✖ I want to end by quoting to you a few lines from the sufi poet , Saint Jalaluddin Rumi, which I feel encapsulates the spirit of handicraft and the spirit of all of us who love this sector, who are involved in this sector, and rumi says and I quote *“Constant slow movement teaches us to keep working like a small creek, like a small creek that stays clear, that does not stagnate” so is the Indian Handicraft s sector that does not stagnate.*

SNAP SHOT OF GI REGISTRATIONS FACILITATED BY APTDC

- ✖ Pochampally Ikat(2005)
- ✖ Silver Filigree (2007)
- ✖ Kondapalli Bommalu(2007)
- ✖ Nirmal Paintings & Furnitures(2009)
- ✖ Leather Puppetry(2009)
- ✖ Uppada Jamdhani(2008)
- ✖ Gadwal (2009)
- ✖ Cheriyal Paintings(2010)
- ✖ Pembarthy Metal crafts(2010)
- ✖ Tirupathu Laddu(2010)
- ✖ Venkatgiri(2011)
- ✖ Bobbili Veena(2012)
- ✖ Siddipet Gollabama(2012)
- ✖ Narayanpet Handloom sarees(2013)
- ✖ Mangalgiri Handloom and Fabrics(2013)

PICS OF SOME NON AGRICULTURAL GI'S





**THANK YOU FOR YOUR KIND
ATTENTION**