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STUDY OF SENSITIVITY TOWARDS IMPORTANCE OF GEOGRAPHICAL INDICATION REGISTRY IN UTTARAKHAND

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ABSTRACT

From ancient times, every region of the world has got claim to fame for some of its specific products, for example Egypt for cotton and India for spices. The Geographical indications are understood by consumers to denote the origin and the quality of products. These products command a price premium in the market. In due course of time many of them have acquired valuable reputation and in the absence of adequate protection, the dishonest commercial operators have started misrepresenting the products. Falsely using geographical names (for example, Bhagalpuri Bedsheets) unauthorized parties make customers to shell out more money for the fake products and Legitimate producers are deprived of valuable business, damaging the established reputation of original product / produce in turn. The rich culture of Uttarakhand, with the presence of various distinct crafts and produce but absence of any, in the list of Geographical Indication Registry gave inspiration for this paper in May'2013, which aims at giving a fair idea of the understanding of the local people / artisans / producers in this particular matter. The study also throws light on the process of GI registration and using it to the benefit of the proprietors and authorized users in today's competitive world.

KEYWORDS

Intellectual Property, Geographical Indication, Branding.

INTRODUCTION

Economic Times in one of its article in June 2013 quoted, "Popular European wine brands are making a beeline for geographical indication (GI) registration in India. This comes at a time when the country is considering a steep cut in the import duty on wines and spirits currently pegged at 150% as it negotiates a free trade agreement with the European Union. Thanks to wine regions of Europe, foreign products now outnumber Indian ones in requests for GI registration in India. Of the 227 applications pending registration before the GI Registry office, 125 are from European Union, mostly wine and spirit brands".

This clearly indicates how actively others are keen to capitalise on the opportunity that Geographical Indication Registry provides, however the situation in India is not favourable as per the GI office according to which, as on March 31, 2013, there were only 184 Indian products registered in GI registry, while there were nine foreign brands such as Champagne and Cognac from France, Porto and Duoro wines from Portugal, Scotch Whisky from the UK and Tequila from Mexico making the total to 193.

It is worth mentioning the basmati identity crisis faced by India in 1997, when on September 02, 1997, an American company RiceTec Inc, was granted a patent (No.5663484) by the US patent office to call the aromatic rice grown outside India 'Basmati'. Though India was able to win the case later with the active help of International NGO, Centre for food safety and an Indian one called Research foundation for science, technology and ecology. Reaction to this case was clearly visible in one of the statement of Economic Times which read, "Patenting Basmati in the US is like snatching away our history and culture."

Later many activists felt, giving Geographical Indication Protection to such Indian products could, save their identity crisis and the support the related producers. A geographical indication is a sign used on goods that have a specific geographical origin and possess qualities, reputation or characteristics that are essentially attributable to that place of origin. Generally, a geographical indication includes the name of the place of origin of the goods. Agricultural products typically have qualities that are derived from the specific place of production and are influenced by the distinct local factors, such as climate and soil.

Geographical indications may be used for a wide variety of products, whether natural, agricultural or manufactured. Thus Geographical Indications are the characteristics of nature and mother earth embedded in the product of a specific region. It's about a culture, heritage, tradition and people. In India the Geographical Indications of Goods (Registration and Protection) Act 1999, came into force from September 2003.

NEED FOR THE STUDY

This study was conducted to understand the level of understanding of the locals of Uttarakhand with respect to Geographical Indication Registry and its importance. This study will help the local artisans, craftsman's, producers, NGOs and local authorities to identify the various products / produces that can be registered. It will further help them in harvesting the benefits of GI registration in a proper manner which in turn will impact the livelihood and sustainability of such products and crafts.

OBJECTIVES

- To study the awareness level towards Geographical Indication Registry.
- To analyze the respondent's knowledge of importance and effects of Geographical Indication Registry.
- To identify various products that can be probably registered in Geographical Registry
- To indicate the benefits of Geographical Indication Registry
- To provide a fair idea of registering a product in Geographical Indication Registry.
- To suggest the measures to utilize the Geographical Indication Registry in strengthening the image of the product / produce.

REVIEW OF LITERATURE

World Intellectual Property Right Organisation (2013), defines that, A geographical indication (GI) is a sign used on goods that have a specific geographical origin and possess qualities, reputation or characteristics that are essentially attributable to that origin. An appellation of origin (AO) is a special kind of GI. It also lists that GIs are protected in accordance with international treaties and national laws under a wide range of concepts, including laws specifically for the protection of GIs or AOs, trademark laws in the form of collective marks or certification marks, laws against unfair competition, consumer protection laws, or specific laws or decrees that recognize individual GIs.

Indian Geographical Indications Journal (2013), states the benefits of GI Registry as "It confers legal protection to Geographical Indications in India, It prevents unauthorized use of a registered GI by others, It enables seeking legal protection in other WTO member countries".

Escudero, S. (2001) says, a geographical indication may also highlight specific characteristics of a given product due to factors other than the geographical such as human factors. This is the case of expressions such as "Swiss made" for distinguishing the origin of famous watches or chocolates. He further states that, geographical indications are subject to the same general principles applicable to all other categories of intellectual property rights included in the Agreement,

mainly the *minimum* standards, the national treatment and the MFN clause. According to the WTO summary of responses, Members usually provide protection to geographical indications by means of (i) laws focusing on business practices, (ii) trademark law; and (iii) special or *sui generis* protections.

However **Shivani Singhal (2010)** believes, "While GIs may be the best tool among the existing IP rights instruments for the protection of Traditional Knowledge (TK), they are inadequate in many ways. First, the definition and nature of GIs itself excludes certain categories of TK from its purview. Secondly, even when it is possible to obtain a GI, the level of protection rarely measures up to the expectations of TK holders. For instance, GIs cannot guard against offensive use of TK, nor can they prevent the knowledge from entering the public domain. Therefore, instead of pigeon-holing TK into one of the existing systems for protection of IP, an attempt must be made to formulate a *sui generis* model that will address concerns which are specific to protection of TK."

Blakeney, M. (2001), argues that the access by biotechnology companies to the genetic resources of developing countries is a modern feature of biotechnological patenting. The role which a geographical indications law might play is illustrated by the recent dispute between the Indian Basmati rice marketing authorities and a US corporation which had developed a strain of rice from Basmati genetic material. The US corporation sought to market this rice, under the brands: Texmati, Kasmati and Jasmati. Had a geographical indications regime been in place in the countries in which protection for these brands was sought, the resolution of this dispute would have been simpler.

RESEARCH METHODOLOGY

The study is based on both primary and secondary data. Various secondary sources were referred to gain insights into the Geographical Indication Registry, status of Uttarakhand and process of Registration in India. The Geographical Indication registry office in Chennai was also visited, to gain meaningful insights w.r.t Uttarakhand in this regard. The specific information regarding the sensitivity towards the Geographical Indication Registry was collected through the following sources.

PRIMARY DATA

A non-probability, convenience cum judgmental sampling technique was used to administer the questionnaire. It was kept in mind that the same is administered to the people who are engaged in either manufacturing Handicrafts or related items, else engaged farming and related activities (considering the varieties of crops, medicines and fruits grown there). A structured questionnaire was prepared in two parts by the researcher, part 'A' and part 'B'. The part B was administered to the same respondent who had answered the part 'A', only after explaining him properly about the concept of Geographical Indication Registry (It as a small one to one session of approx 10 minutes). Thus part A was to identify awareness level about Geographical Indication, and part 'B', to identify possible products / produce which can be put forward for Geographical Indication Registry, which at the same time indicated the acceptance level of importance of GI. The questionnaire was administered in local (Hindi) language.

SAMPLE AND SAMPLE SIZE

Initially sample data was collected from the Nainital Region of Uttarakhand through 100 respondents. However for getting the meaningful and reliable insights the respondents who were actually able to attempt all questions, except one open-ended question of part B (82) were evaluated.

TOOLS AND TECHNIQUES

The data collected through questionnaire were tabulated and analyzed by using excel worksheet.

BENEFITS OF GEOGRAPHICAL INDICATION REGISTRY

Under Articles 1 (2) and 10 of the Paris Convention for the Protection of Industrial Property, geographical indications are covered as an element of IPRs. They are also covered under Articles 22 to 24 of the Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement, which was part of the Agreements concluding the Uruguay Round of GATT negotiations.

According to Section 7 of The GI Act 1999, in India the Geographical Indication (GI) Register as two parts. While Part A contains the particulars relating to registration of the GI, part B contain particulars relating to the registration of the authorized users to be entered in accordance with Section 17 of GI Act and Rule 56 of GI Rules 2002.

In addition to the Branding and ease in access to the wide market, valid GI Registry gives the registered proprietor and the *authorized user* (Any person claiming to the producer of the goods with respect to a particular may apply in writing to the registrar of GI at Chennai in the prescribed format with the requisite fee), the exclusive right to the use of the geographical indication in relation to the goods & to obtain relief in respect of infringement of the geographical indication in the manner provided by the act. Further the authorized users can exercise the exclusive right to use the Geographical Indication.

Thus a person or a company will be treated as falsifying and falsely applying GI, if he uses the name, produces, weaves in, impresses, works in, annexes or affixes to the goods or to any package or a thing, without the consent of the authorized users of the geographical indication.

Any person falsifying is liable for imprisonment of minimum 6 months to 3 years with a fine of Rs.50000 to Rs.3 Lkhs.

If a company commits an offence under this act, the company and every person in charge of, and responsible to may be deemed as guilty and are liable to be punished accordingly.

In Simple Terms It confers legal protection to Geographical Indications in India, prevents unauthorized use of a Registered Geographical Indication by others, and indirectly promotes economic prosperity of producers of goods produced in a geographical territory.

Specifically a registered Geographical Indication is said to be infringed when:

- An unauthorized use indicates or suggests that goods have originated in a geographical area other than their true place of origin and it misleads the customers as to their geographical origins.
- Use of Geographical Indication results in unfair competition including passing off in respect of registered Geographical Indication.
- Use of another Geographical Indication results in a false representation to the public that goods originate in a territory in respect of which a Geographical Indication relates

PROCEDURE OF GI REGISTRATION

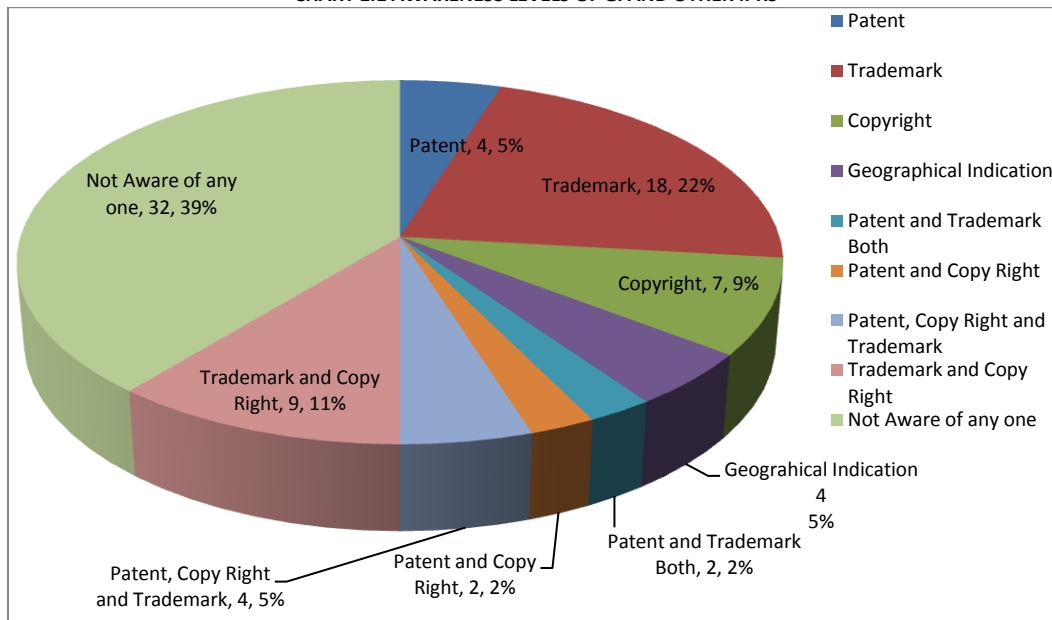
A typewritten application in Hindi or English, in the prescribed format (GI-1A to ID) with a fee Rs.5000 for a single class [as per Section 11(1), rule 23(2)] (Fee for multiple classes vary) can be directly sent to the Registrar of GI Registry, Intellectual Property Office Building, Industrial Estate, G.S.T Road, Guindy, Chennai - 600032.

It is to be noted that a single individual cannot apply for the Geographical Registration, until it represents the interest of the producers however any association of persons, producers, organization or authority established by or under the law can apply.

Validity: Under Geographical Indications of Goods (Registration and Protection) Act, 1999 the Geographical Registry is valid for 10 years while Registration as well as Authorization of usage had to be renewed every 10 years.

DATA ANALYSIS AND INTERPRETATION

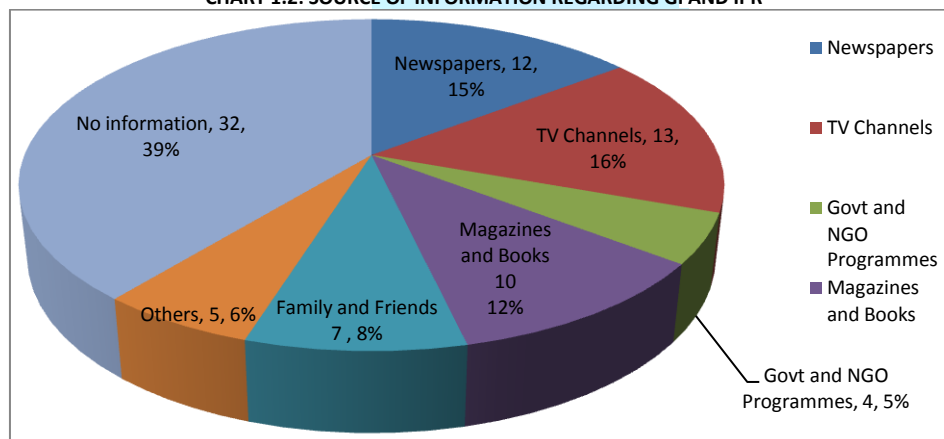
CHART 1.1 AWARENESS LEVELS OF GI AND OTHER IPRS



Source Primary Data

The Data Analysis showed that only 5% of the respondents were aware of Geographical Indication Registry, while 39% were not aware of any basic Intellectual Property Rights. At the same time Trademarks had highest recall where 22% respondents were aware of it, and 11% of the respondents were aware of the Trademarks as well as Copyright. 7% were aware of Copyright, while only 5% respondents were aware of Patents. This clearly indicates that majority of people are unaware of Geographical Indication.

CHART 1.2: SOURCE OF INFORMATION REGARDING GI AND IPR



Source: Primary Data

Maximum number of respondents got the information regarding the IPRs through Television and Newspapers, 16% and 15% respectively, while 39% as already indicated had no information. Magazines also served as a source of information, 12% of respondents got awareness through magazines. Family and Friends were a source for 8% respondents and 6% respondents got information through other resources. Government and NGOs contributed as a knowledgebase for 5% respondents in this regard.

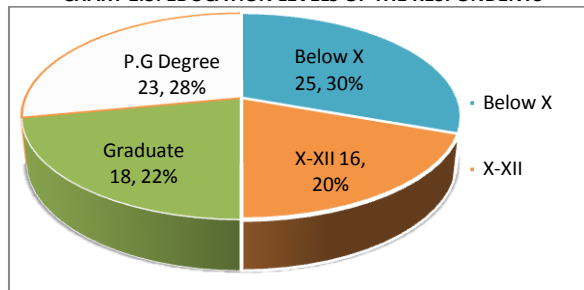
TABLE 1.1: OCCUPATION VIS-À-VIS AWARENESS LEVEL OF GI & IPR

Awareness Level of GI and other IPRS	Woodwork	Textile Related	Waxwork	Farming	Floriculture	Others	Total	% Awareness
Patent	0	0	0	2	2	0	4	5%
Trademark	2	5	0	5	4	2	18	22%
Copyright	0	0	0	2	4	1	7	9%
Geographical Indication	0	0	1	1	0	2	4	5%
Patent and Trademark	0	0	0	2	0	0	2	2%
Patent and Copy Right	0	0	0	2	0	0	2	2%
Patent, Copy Right and Trademark	0	0	0	2	2	0	4	5%
Trademark and Copy Right	0	1	1	4	2	1	9	11%
Not Aware of any one	13	7	0	6	5	1	32	39%
Total	15	13	2	26	19	7	82	100%
% of Respondents	18%	16%	2%	32%	23%	9%	100%	

Source: Primary Data

Farming was the occupation of most of the respondents i.e. 32%, followed by Floriculture 23%. 18% of the respondents had woodwork as occupation, 18% respondents were engaged in textile related works, 2% of respondents were engaged in waxwork while 9% were engaged in other works. Farmers were the ones who were aware of Geographical Indication, Patent, Trademark, and Copyright. It is to be noted here that people engaged in woodwork were the one who were not aware of the IPRs with 13.33% of them having awareness about only trademarks and rest being not aware of any. Even 54% of people engaged in textiles related works were not aware of any of these.

CHART 1.3: EDUCATION LEVELS OF THE RESPONDENTS



Source: Primary Data

Maximum (30%) number of respondents were have education below matriculation, followed by 28% of Postgraduate respondents. 22% respondents were graduates and 20% of the respondents were educated between X- XII.

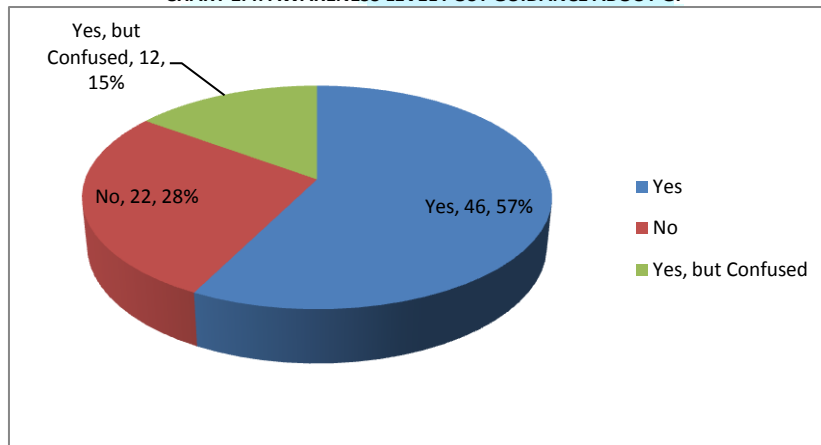
TABLE 1.2: AWARENESS LEVEL OF GI AND IPR VIS-À-VIS EDUCATION LEVEL

Awareness Level of GI and other IPRs	Below X	X-XII	Graduate	Postgraduate	Total	% Awareness
Patent	0	1	1	2	4	5%
Trademark	4	5	4	5	18	22%
Copyright	0	1	3	3	7	9%
Geographical Indication	0	0	2	2	4	5%
Patent and Trademark Both	0	0	0	2	2	2%
Patent and Copy Right	0	0	0	2	2	2%
Patent, Copy Right and Trademark	0	0	2	2	4	5%
Trademark and Copy Right	0	3	3	3	9	11%
Not Aware of any one	21	6	3	2	32	39%
Total	25	16	18	23	82	100%
% of Respondents	30%	20%	22%	28%	100%	

Source: Primary Data

The comparison table of awareness level towards various IPRs and Education Level indicated that education had a positive impact on the awareness level. 66% of the total respondents who did not had any knowledge about the IPRs were educated below matriculations. Out of all matriculates 84% were not having any awareness about the IPRs. Maximum no of people irrespective of the education level had awareness for trademarks.

CHART 1.4: AWARENESS LEVEL POST GUIDANCE ABOUT GI



Source: Primary Data

After the respondent was given a brief about the Geographical Indication Registry by the researcher, there was a considerable increase in the understanding of respondents in this regard. Data indicated that, post the guidance 57% of the respondents became aware of Geographical Indications, 15 % got an understanding however still they had some confusion, while 28% still could not understand the concept.

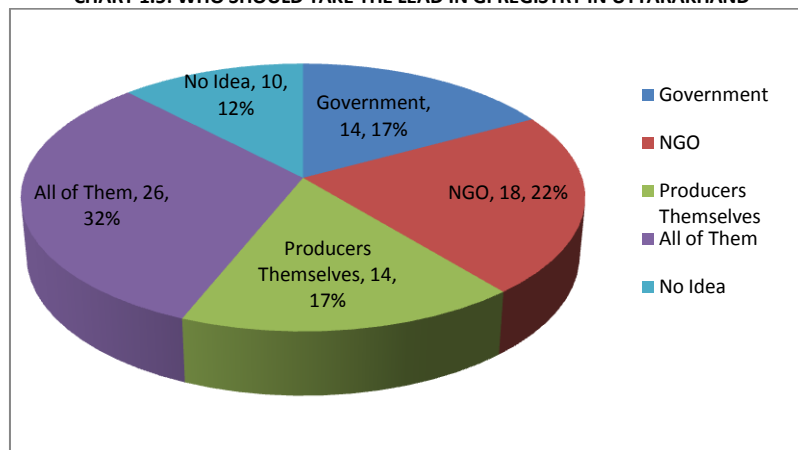
TABLE 1.3: IMPORTANCE PERCEIVED POST GUIDANCE VIS-À-VIS EDUCATION LEVEL

Importance of Gi Perceived	Important	Not Important	Cannot Say	Total
Below X	15	5	5	25
X-XII	9	2	4	16
Graduate	16	0	2	18
Postgraduate	15	2	6	23
Total	55	9	17	82
% of Respondents	67%	11%	21%	100%

Source: Primary Data

Once explained about the Geographical Indications, 67% of the Respondents believed GI registry was important to support the craft, products / produce of Uttarakhand, while still 21% didn't had any idea and 11% said Geographical Indication is not going to make any difference hence is not important. It is to be noted here that irrespective of the education level, respondents were able to perceive the benefits of the importance of GI clearly once they were given a brief about the Geographical Indication Registry. 89% of Graduates, 65% of Postgraduates, and 60% of Matriculates, 56% of X-XII, were of the opinion that GI is important.

CHART 1.5: WHO SHOULD TAKE THE LEAD IN GI REGISTRY IN UTTARAKHAND



Source: Primary Data

32% of the respondents believed that it needs to have a coordinated effort of all the stakeholders in identifying and providing GI security and promotion to the products. 22% respondents had an opinion that NGOs can play an important role in this regard by educating and helping people. 17% each had an idea that Producers and Government respectively need to take a lead in this regard. 12% people still did not have any idea in this regard.

TABLE 1.4: PRODUCTS SUGGESTED BY RESPONDENTS FOR GEOGRAPHICAL INDICATION

Proposed Products for GI	No of Respondents	% of Respondents	Brief Description
Kumaoni Picchora	12	15%	A Heavy Dupataa kind cotton cloth piece dyed in natural yellow colour with red coloured round block prints on embelished with laces. Used on Auspicious events and Functions
Kumaoni Nath	6	7%	Big Nose Ring with specific designs on it
Garhwali Nathuli	4	5%	Big Nose Ring with specific designs on it
Gulobandh	4	5%	Necklace made with Gold Plating with a base of cotton pad
Baalmitahhi of Almora (Sweet)	12	15%	Sweet prepared with milk solids in Almora, with poppy seeds coated with sugar on outside
Singauri of Almora (Sweet)	8	10%	Sweet prepared in Almora with milk and is wrapped in Leaf of a Plant know as 'Mau' in local language
Munsyari Ki Rajma	9	11%	Rajma Dal with specific colour, shape, sine and specifically taste grown particularly in Munsyari region of Kumaon
Lohaghat Ki Moongfali	6	7%	Groundnut grown in Lohaghat Region with very long pods and distinct colour in addition to taste
Kotabagh Ki Moongfali	5	6%	Groundnuts grown in Kotabagh area with broad fruit and distinct taste
Raamgarh Ka Seb (Apple)	2	2%	Different Varieties of Apples Grown in Ramgarh area of Nainital District
Shyamkhet Ka Aadu (Peach)	4	5%	Peach Grown in Shymkhet area has got Big Size and Distinct Aroma
Wax Work of Nainital	6	7%	Wax work of Nainital is characterised by candles embelished with the local lichen, ferns and small dried flowers
Others	4	5%	No Proper Description Available
Total	82	100%	

Source: Primary Data

15% of the Respondents suggested Kumaoni Picchora could be one of the product, that has a potential for GI registration, while same number of persons believed that Baalmithai of Almora can be the potential one. Followed by Munsyari ki rajmah, Singauri of Almora, Lohaghat Ki Moongfali & Kumaoni Nath with, 11%, 10%, 7% and 7% respondents suggesting them respectively.

FINDINGS OF THE RESEARCH

- Majority of the respondents (95%) were not aware of the Geographical Indication Registry, though they were aware of trademark and copyright. Out of which 39% of the Respondents were not aware of any IPRs at all, however others (61%) had at-least some awareness about either of trade mark, copyright or patents or a combination of them.
- Individually penetration of awareness of Trademarks had highest recall where 22% respondents were aware of it.
- Maximum number of respondents got the information regarding the IPRs through Television and Newspapers, 16% and 15% respectively, Hence this could also be one of the medium to increase awareness levels. There were a only 5% of respondents who had become aware through Government and NGOs initiatives.
- Farmers were the ones who were mostly aware of Geographical Indication, Patent, Trademark, and Copyright, while others has lesser awareness in comparison. Still given the kind of distinctiveness Uttarakhand has in flower, fruits and medicine production, there is a huge scope for GI registry and upliftment of the region in turn.
- Education also had a direct impact on the awareness level towards various IPRs as 66% of the total respondents who did not had any knowledge about the IPRs were educated below matriculations.
- Study Clearly indicates that a small session of 10 minutes with insights into GI Registry, resulted positively in the awareness levels of the respondents, awareness level regarding the GIs increased to 57% from 5% after the session. Thus people can be imparted the awareness easily, hence seminars / camps in this regard are bound to give good results.
- Post explanation about GI, 67% of the Respondents believed GI registry was important to support the craft, products / produce of Uttarakhand, irrespective of the education level, respondents were able to perceive the benefits of the importance of GI clearly. 89% of Graduates, 65% of Postgraduates, and 60% of Matriculates, 56% of respondents with an education up to XII, were of the opinion that GI is important.
- Most of the respondents were able to perceive the role of all stakeholders in this regard, as 32% of the respondents believed that it needs to have a coordinated effort of all the stakeholders in identifying and providing GI security and promotion to the products.

- Post the small session respondents could identify and also suggest probable products for GI registration, 15% each of the Respondents though Kumaoni Picchora and Baalmithai of Almora can be the potential one. While other potential products were Munsyari Ki Rajmah, Lohaghat Ki Moongfali, Kumaoni & Garhwali Nath, wax work of Nainital, and some fruits and other produce of the region.

RECOMMENDATIONS/SUGGESTIONS

- The Small Scale Industries Institutes should launch MSME backed awareness programmes, specially focused on Geographical Indication Registry should be made; so as to help the local artisans, craftsmen, producers to in this regard.
- Panchayati Raj institutions can play a vital role in disseminating positive information and creating awareness in this regard. District Development Officers can organize Geographical Indication Registration Training programme.
- There was an IPR camp on GI protection for Baalmithai & Singauri (Both Sweets of Almora) in March 2007, organised by Small Scale Industries Institutes at District Industrial Centre, Almora; however it could also not materialize. The organizers of such camps should go further, and in addition to identifying the products and organizing the seminars / camps they should help in the registration process also.
- The Government may also use alternative means to increase the level of awareness of Geographical Indication Registry and implications, and continuously post information through local media channels (local newspapers, regional TV channels, Community radios) , as majority of the people got awareness through the TV and Newspapers.
- The Asst. Registrar of Geographical Indication Registry had an opinion that Himachal Pradesh from Himalayan region and other Southern States have started good work in this regard however, Uttarakhand is lagging behind. He said GI Registry office, organizes seminars on GI registration, on invitation from the local authorities and institutions and is keen to do so in Uttarakhand. Thus NGO, Local authorities and Institutions can get in touch with the GI office Chennai and organize GI seminars in all the areas of Uttarakhand.
- The Intellectual property facilitation centre (IPFC), of Uttarakhand should take a lead in this regard and identify the probable products for GI Registration and then organise various programmes in this regard. They should register products on the behalf of the producers.
- The programmes should be organized in a phased manner, with initial phase focusing on awareness and identification, next phase for helping in documentation and guidance (programme, where actually documentation is completed with all details and application is sent to GI office from there itself) and then a programme to impart the knowledge in reaping the benefits of GI registry.

CONCLUSION

It has been clearly observed that even after getting separated from UP, Uttarakhand has not been able to en-cash the geographical advantage that it has got in terms of intellectual property. UP having already registered almost 9 Geographical Indication, ranging from Banarasi Brocade to Mahilabadi Dussheri Mangoand Allahabadi Surkha till March'13 and a couple in que, has gone far ahead in this regard.

With many International Brands coming to India, Big Corporates having started selling and even manufacturing handicrafts items, Competition has become more intense. World has become a small village, quick transmission of information worldwide, customer having many tools to search, knows and buy products, It is becoming very hard to get a mind space of a consumer and sell the products to them. From Uttarakhand, many of the small players, and craft artisans, handlooms operators, etc, have been forced to leave their traditional work, be it farming or handicraft making. The current census also confirms the decreasing density of population in the hilly regions.

In this kind of scenario, where Branding & Marketing has also become a necessary evil and a very costly affair, the opportunity that Geographical Indication Registry provides is enormous. Post GI registration the current low cost platform communication activities can be undertaken, i.e communicating through e-mail or what we call as internet marketing, e-wom (e-word of mouth). The proprietors and authorized users need to be educated to utilize the such e- platforms. It is also to be understood that, mere taking Geographical Indication Registration is not going to be a solution in the long run for the products of Uttarakhand, making it to highlight the product and its personality connect through a well balanced logo (logos are also covered under GIs) will have to be undertaken in the another step and next the regular scanning of the market will have to be done, to keep an eye on falsifiers.

Standardizing the quality of products being produced by the authorized users and regular quality checks will strengthen the image of the GI.

Further Uttarakhand Government and Administration needs to look towards the model set by the Himachal Pradesh in this regard, where Himachal Pradesh Patent Information Centre (HPPIC) under State Council for Science Technology and Environment, has registered four products under GI till date while another one is in process. By having a Policy for the Registration and Protection of Geographical Indications of Goods, vide notification no. STE-F(1)-6/2004, Dated 10th Sept,2004, Himachal became the 1st State to Policy for the Registration and Protection of Geographical Indications of Goods. HPPIC has been designated to identify Geographical Indication (GI's) of Himachal and till now it has identified twenty more products. Though Uttarakhand has Intellectual property facilitation centre (IPFC) under State Council for Science and Technology, however it has not been able to take any lead in this regard.

It worth mentioning that, many associations of producers of various products like, Lucknow Chicken, Coorg Orange, Kangra Tea, Bikaneri bhujia, Surat Zari, Banarasi Silk, Mysore Silk & Kancheepuram Silk, to name a few have been able to put the registry under Geographical Indications to the benefits of all users.

It is to re-emphasize that in addition to the producers & craftsmen, the Government, Local authorities, NGOs and Social Workers has a vital role to play in this regard, since many of the workers are not familiar with the concept of Geographical Indication Registry, branding concepts and latest Information Technology tools for low cost promotion. Thus imparting them this knowledge and sensitizing, has to be taken forward.

Further we need to look at the way the Darjeeling Tea, Mysore Sandal Soap, Odisha Pattachitra and others have gone a way ahead to carve a niche and brand image for them-selves in addition to having a G.I registry.

SCOPE OF FURTHER RESEARCH

Time constraint being the limitation, this study was carried out in a span of 10 Days in a restricted area, and data was collected from respondents without taking into account other demographics criteria , i.e Income , age and family. However research can be carried out further in all districts / tehsils, specifically in the pockets where the distinctiveness of the products / produce which have higher possibility of earning a Geographical Indication Registry, taking all these parameters into consideration, to reveal a much better picture. Further, views of NGO officials and Government Authorities can also be incorporated.

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ANNEXURE

QUESTIONNAIRE

PART A

Q1. Out of i) Patent ii) Trademark iii) Copyright iv) Geographical Indication; please indicate what all you are aware of?

a). I am aware of b). I am not aware of any one of these.

Q2. From where you got information about the same?

a). Newspapers b). TV Channels c). Government and NGO Programmes d). Magazines and books e). Family and Friends f).Others g). No Information

Q3. Please specify your Occupation?

.....On the basis of response it was categorized into, a) Woodwork b) Textile Related (Hand Knitting, Printing etc) c) Wax Work d) Farming e) Floriculture f) Others

Q4. What is your educational Qualification?

a) Below X b) X-XII c) Graduate d) Postgraduate

PART B

(Administered after explaining the basics of Geographical Indication)

Q5. Now are you aware about the Geographical Indication?

a). Yes b) NO c) Yes but I am a bit confused

Q6). What do you feel about the importance of GI in context of Uttarakhand?

a). It is important for us b). It is not important c). Cannot Say

Q7). Can you suggest some of the products / produce that can be registered under GI?

a)..... b). No idea

Q8). What do you feel, who should come ahead for supporting the GI registration?

a). Government b). NGOs c). Producers themselves d). All of them e). No idea

Note: English version veing replicated here, however the same was administered in hindi.



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