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CIPAM-DIPP launches social media campaign to promote Geographical Indications

The Cell for IPR Promotions & Management (CIPAM) under the aegis of Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry, has launched a social media campaign to promote Indian Geographical Indications (GIs) with #LetsTalkIP which is an ongoing movement initiated by CIPAM to make more people aware about the importance of Intellectual Property Rights.

A Geographical Indication or a 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. Such a name conveys an assurance of quality and distinctiveness which is essentially attributable to its origin in that defined geographical locality. Darjeeling Tea, Mahabaleshwar Strawberry, Blue Pottery of Jaipur, Banarasi Sarees and Tirupati Laddus are some of the GIs.

GIs are of utmost importance to the country as they are an integral part of India's rich culture and collective intellectual heritage. The promotion of GIs is in line with the Government's 'Make in India' campaign. It's an area of strength and optimism for India, whereby the GI tag has accorded protection to a number of hand-made and manufactured products, especially in the informal sector.

Certain GI products can benefit the rural economy in remote areas, by supplementing the incomes of artisans, farmers, weavers and craftsmen. Our rural artisans possess unique skills and knowledge of traditional practices and methods, passed down from generation to generation, which need to be protected and promoted.

In the recent past, the government had launched similar initiatives such as #IWearHandloom and #CottonIsCool to promote and revive traditional handwoven textiles.

This time around, CIPAM will be talking about interesting facts and stories related to GIs from across the country on its Twitter handle @CIPAM_India and Facebook Page @CIPAMIndia using #LetsTalkIP hashtag. The government will also be coming up with various other initiatives to promote registered GIs in the future.

MJPS