

## 25 PRODUCTS SHOWCASED AT GI PAVILION SET UP BY DPIIT AT AAHAR 2022

Relevant for: null | Topic: Fairs & festivals and Martial Arts of India

In order to give impetus to Geographical Indications promotion in India, the Department for Promotion of Industry and Internal Trade (DPIIT) facilitated setting up of GI Pavilion in ITPO for five days from 26<sup>th</sup> April to 30<sup>th</sup> April 2022. The event offered an opportunity to showcase Indian tradition, culture and enterprising activities under a single umbrella. Twenty-five GI products were showcased at the fair from across the country.



A large number of trade visitors visited Aahar 2022, which helped the GI holders build connections and boost their business. These included top ranks of the hotel industry, restaurants, catering industry/institutions, importers, buyers/distributors to source best of the products in the food, hospitality, and equipment sectors. Senior management, professionals like CEOs, managing directors, General Managers also formed a substantial part of the visitors.

The GI Pavilion at Aahar 2022 provided the GI holders a platform, not only to their products but also helped them connect with businesses. A 280 sqm GI Pavilion was situated at Hall no. 2 by the Cell for IPR Promotion & Management (CIPAM), an institution under the DPIIT, set up under the category of "Food products and beverages," displayed select agricultural/foodstuff registered as GIs ranging from food products such as sweets, spices, cereals, and fruits at the exhibit. Products that were exhibited include **Sangli raisins and Solapur pomegranate** from **Maharashtra**, **Erode Manjal turmeric** from **Tamil Nadu**, **Navara rice and Palakkadan Matta** from **Kerala**, **Bandar Laddu** from **Andhra Pradesh** and many more. Tribal Co-operative Marketing Development Federation of India (TRIFED) also participated in this exhibit whereby the GIs products from the tribal communities such as Naga Mircha, Chak Hao rice, Assam tea (orthodox) were being exhibited.



The exhibits would serve to highlight the GI logo and tagline “Invaluable Treasures of Incredible India” facilitating effective branding and promotion of GIs, while providing a platform for both national and international engagement. Therefore, proving to be a perfect place for global brand recognition for India’s registered GIs and to create a buzz at international level. Further, considering this was an international event, it was anticipated that the event will promote GIs in various foreign countries.



Geographical Indications of India boast of a variety of products including **agricultural, natural, manufactured goods, foodstuff and handicrafts**. GIs are originated or manufactured in a specific territory, region, or locality and where a given quality, reputation or other characteristic of such goods is essentially attributable to their geographical origin. There are currently 390 GIs registered with an ever-increasing number of registrations coming forward.

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