

ABSTRACT OF PRESENTATIONS

National Conference on “MAINSTREAMING THE NER”-12-13Feb,
16, KOHIMA, NAGALAND

Theme 3: Role of GI: What does it mean for agricultural trade of the NER? - Prof. Chandni Raina, IES, CWTOS, Ministry of Commerce, GOI, Delhi

“Geographical indication identifies a product to a geographical region or area where the products reputation, quality and characteristics are derived from that region or area. Once registered, the GI tag establishes the genuineness of the product, ensures quality, affords the right to exclude others from using it and above all protects collective goodwill. It can therefore if utilized properly prove to be an effective tool for product differentiation and for market penetration. The NER region is rich in agricultural products but despite this till now only 15 GI’s (of which 10 are agricultural products) have been registered from this region and that too has been done in the last few years. The presentation will share the experience of certain successful Indian GIs and bring out the major policy implications for augmenting trade in GI products”