

Geographic Indicator Foods of India

Shama Chavan

Assistant Professor, Department of Food & Nutrition.

***Corresponding Author:** Shama Chavan, Assistant Professor, Department of Food & Nutrition.

Received Date: 16 July 2022; **Accepted Date:** 25 July 2022; **Published date:** 8 August 2022

Citation: Shama Chavan, (2022). Geographic Indicator Foods of India. Journal of Food and Nutrition 1(1). DOI: 10.58489/2836-2276/001

Copyright: © 2022 Shama Chavan, this is an open-access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Abstract

In our nation, we have a rich history that is heavily affected by our geographical position, climate, and religious traditions. Traditions such as hospitality and humility are at the core of this ancient culture's foundation. The food provided is a major part of that. According to the widely held Indian belief system known as 'ATITHI DEVO BHAV,' the guest is revered as a deity in Indian culture, which is true across the nation. Many studies in gastronomy imply that food is at the heart of every culture. There is just 3.9 percent of Indian foods have a Geographical Indicator (GI) marking. There must be increased public awareness of GI-labelled foods since they represent national pride. One must also remember that the GI meals will boost culinary tourism in our nation. As a result, the country's cuisine culture is preserved via the employment of traditional cooking methods. This study aims to provide background information on GI foods, including how they are categorized and by whom. Foods in this category should be increased to honor our nation and preserve our country's historic traditional cuisine culture.

Keywords: Food, Food safety, Geographical Indicator, Tourism, Traditional foods

Introduction

A manufactured product (Industrial and Handicrafts items), agricultural, or natural that originates from a certain geographic area is a Geographical Indication (GI). If you're looking for a guarantee of quality and uniqueness, you're likely to see this kind of name. Kashmir Pashmina, Tirupathi Laddu, Darjeeling Tea, Nagpur Orange, Kolhapur chappal, Kangra Paintings, and others are Indian GIs ITC has officially recognized. Farmers, weavers, craftspeople, and other rural workers in the United States rely on the revenue from their GI jobs to complement their own. The country's business leaders and entrepreneurs must recognize the importance of registering and promoting additional foods in this category, which will boost commerce and the economy. In creating the gastronomy tourism type, these trends of visitors toward local cuisine are critical. This form of tourism cannot be sustained

only based on regional cuisine. Besides the local cuisine culture, local goods help attract visitors, promote the area, and contribute to the economy of the area they are marketed to. Gastronomy tourism, on the other hand, relies heavily on the lifestyle of the locals, the history of the place, and the customs and

traditions of the locals. (Scott S et al., 2009).

On September 15, 2003, the GI tag and registration Act was signed into law. Ten years from the date of this product registration may be renewed. There is a distinct climate and terrain in every part of the world. As a result, the climate in that region is affected. Crop growth is influenced by a variety of factors, including the weather. Because of this, Nagpur is known for oranges, Nashik for grapes, and so on are renowned across the area. A product's geographic location is used to classify it as either agricultural, natural, or manufactured. The physical attributes of GI categorized manufactured goods, such as their quality and reputation, are directly linked to their geographic origin. There are two characteristics of the product that have been officially registered with the Indian government: Trademark and Geographical Indication (GI) trademark and trademark protection for the manufacturers (Bagade S and Metha D, 2014). The greatest problem for an artist is not to survive but rather to keep his craft going. Geographical Indicators of food or goods are meant to preserve the culture of a certain region. Visitors and foodies alike are drawn to well-known areas, such as Mahabaleshwar's strawberry garden for its abundance of fruit. The local government launched a new campaign to entice more

tourists to the region by allowing them to pick fresh strawberries with their hands. Such efforts are critical to the product's sales and the number of visitors to the region. It might take months or even years for the artisans or weavers who make GI items like Paithani saris from Yeola to complete a single piece. When someone puts so much work into anything, they deserve to be recognized for it. An increase in their revenue and economy will result from GI-tagged items.

The GI Logo

The ministry decided to finalize the GI logo after receiving an enormous number of responses. Suresh Prabhu, the union minister for Commerce and Industry, inaugurated this in October 2018. As a Geographical Indicator (GI), the logo incorporates the letters G and I. (GI). Using the tagline, "Incredible India," shows how the nation's treasures can be found all around the country. Foods, Artifacts, Natural, Manufactured, and Agriculture all have sections on the government website. GI foods and agricultural products are listed by State on the government's website and descriptions of each food type by classification category. As of September 15th, 2003, it was officially put into action. The first Indian product to be given the GI label was Darjeeling Tea. More detailed information about GI will be included in this article."

List of foods with Geographical Indicator in India

Table 1: List of foods with Geographical indicators in India.

Sl. No.	Name of Food Stuff	State
1.	Bangar Laddu	Andhra Pradesh
2.	Banglar Rasogolla	WestBengal
3.	Bardaman Mihidana	West Bengal
4.	Sitabhog	West Bengal
5.	Bikaneri Bhujia	Rajasthan
6.	Dharwad Pedha	Karnataka
7.	Hyderabadi Haleem	Telangana
8.	Joynagar Mao	WestBengal
9.	Ratlam Sev	MadhyaPradesh
10.	Tirupati Laddu	Tirupati

Recently, the government has allotted GI Tags to Kashmir Saffron and Manipuri Black Rice. GI tagged 4 new products from 3 different states in August 2019.

1. Palani Panchamirtham in Palani Town, Tamil Nadu
2. Tawlhlohpuan from Mizoram.
3. Mizo Puanchei from Mizoram.
4. Tirur Betel leaf from Kerala.

Importance of Geographic Indicators in Foods

Reforms to the European Union's single agricultural policy were implemented in the early 1990s to aid rural growth. A few changes were made in this reform aimed at strengthening the rural economy. 741 German businesspeople were asked to participate in research published in the British Food Journal to understand their knowledge better and practises around GI meals. According to the statistics, their knowledge of the subject was relatively restricted. There was a need to educate them on the importance of GI meals. Food quality and safety are guaranteed by the GI certification, which states that the product's geographic origin is essential to its quality and safety (Rosa, 2014). The primary function of a GI tag is to identify and protect things that are created or made in a certain geographic area. This encourages businesses and entrepreneurs to expand their operations and boost the economic development of a particular location. Because it prevents tags from being used without authorization, helps businesses thrive, and ultimately brings in more visitors, GI registration is good for the economy (Kashishworld). Traditional food goods are becoming more valuable due to the competitive nature of the global market and the decrease in agricultural product demand. Defining territorial food indicators is an important step in making these indicators more widely available on the global market.

There are now 370 goods listed as GI in research released in 2021. Karnataka, Tamil Nadu, and Maharashtra all recorded 42 Geographical Indicators in India. Products are protected, and

their legal standing is elevated through GI tagging. As they are registered by an authorized entity, this tag prevents their misuse. To aid in the branding and sale of the goods, the most crucial part of this tagging is to safeguard the product's authenticity. Protecting things that are only available in a given place, unique, and protected by Intellectual Property is the purpose of the Geographical Indicator. Social upliftment is facilitated for the rural sector and village cottage businesses through this in a nutshell (2013). A quality product, according to the EU agro-food strategy, relies heavily on geographical indicators (Tregear et al., 2016). The Geographical Indicators might be referred to as such.

The registration Process of GI in India

GI of Commodities (Registration and Protection) Act 1999 has been enacted by the Parliament of India for the goods in the country." This Act is administered by the Controller General of Patents, Designs, and

Trademarks in Chennai. There are two components to the Registrar of Geographical Indications: Part A and Part B. Geographical indications are registered in part 'A', while authorized users are registered in part 'B', and the registration procedure is comparable to that for both types of registration.

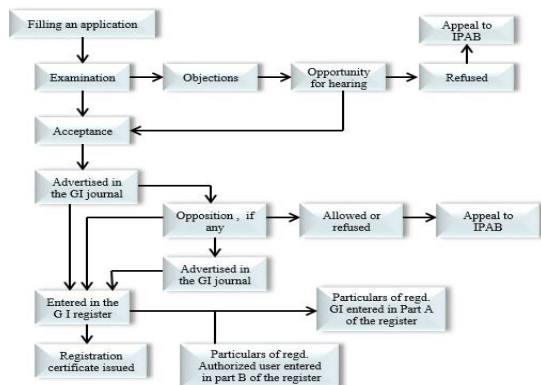


Fig 1: Registration Process for any Product in GI.

Geographical Indications and food safety

GI's significant contribution to sustainable development has been highlighted in the literature (WIPO and colleagues, 2013), owing to a variety of impacts that also have an impact on food safety: more specifically, in terms of the effects on the environment (Vandecastelaere and colleagues, 2013) highlight the improvement of natural resources, as well as the involvement to wild biodiversity as well as agricultural. Furthermore, the role in consumer well-being made possible by the openness and traceability of GI goods should not be overlooked (Moschini et al., 2008). Several of these characteristics, meanwhile, must be defined in connection to food security. It may thus be of interest to explore if a GI confirms a particular characteristic that is attributable to a certain territory as well as place, and the question of whether a product's origin and its general characteristics may contribute to food standards should be examined. The relationship between gastrointestinal health and food security has been not always obvious. Even though the beliefs surrounding the initiation of a GI are many (environmental and social-economic), some significant stakeholders consider that food quality and sanitary laws are the essential factors in the GI.

To establish the fundamental characteristics of the relationship between food safety and geographic information systems (GIS), Le lien au terroir may be described in two ways: human and physically (Barjolle et al., 1999), concentrated on the material approach are necessary. In other words, whereas human approaches look at the role of savoir-faire and tacit knowledge in creating a typical product,

agronomical, chemical, physical and biological approaches use a variety of ways to explain the link to the land. In reality, the decontamination of the water and soils utilized in animal production and agriculture impacts the safety of the food produced (Antle et al., 2001).

When considering the distinction between specific quality and generic, it is possible to begin by considering this. One is a direct link to food security, while the other is an indirect link. It follows that all GI products must meet safety and health standards to be considered "generic quality" (Barjolle and Vandecastelaere et al., 2012). The laws 2081 and 2082/92, which promoted PDO and PGI, illustrate this sort of linkages between food safety and GI: to receive these marks, manufacturers must meet a minimum of mandatory food safety criteria. The need to implement these requirements has put in danger a large number of traditionally produced and locally processed goods in Italy. Because of the government's decision, these items will be allowed to flout these regulations for a certain period. Food traceability is a significant component of food security and GI, as highlighted in the White Paper. As defined by the ISO, Traceability is the ability to track down the origins, use, or location of a product or service before making a purchase decision.

As a result, product specifications incorporate methods for ensuring traceability of the product. Traceability is a basic feature of GI products (Sciarrà et al., 2012). GIs provide a variety of advantages, the most important of which is that they help product safety by allowing makers to be recognized and held accountable for their goods (Addor et al., 2003). As a result of the efforts made by territorial food systems based on GI, processes have been perfected through experience and often include suitable processing technology, resulting in a constant level of quality and proper food safety being delivered. Thus, GIs are consistent with these trends and seem to transmit the same dependability, quality, and food safety traits to the end-user as they do to retailers. While a good traceability regime may be difficult, it relies on the collective of producers adhering to a code of practices and applying it correctly to be effective.

Food safety and biodiversity have indirect links to a particular quality. Even if the literature emphasizes the significance of distinct climatic circumstances, soil features, local plant varieties or breeds, and traditional knowledge about the cultivation and processing of particular items in determining food security, biodiversity may still impact (Vandecastelaere et al., 2010). The FAO's key

activities are designed to provide food security, greater nutrition, and enhanced food quality and safety (FAO, 2011). Biodiversity is strongly influenced by where the food comes from, according to the Food and Agriculture Organization of the United Nations (FAO). Furthermore, dealing with these foods necessitates focusing on their nutritional value and safety (Azzini et al., 2010).

In response to the question, "Why participate in a communal process based on origins?" Vandecastelaere and colleagues (2010) maintain that the environmental pillar serves as the second pillar of justification. A major benefit of the promotion of Geographical Indications (GI) schemes is that it helps to ensure the sustainable use of resources while also contributing to biodiversity because historical, regional, or breeds, especially specialized species, variations, and microorganisms, are typically found in origin-linked goods. The promotion of such items may aid in the resistance to pressures toward growing specialization and standardization, therefore averting the extinction of habitats, characteristic landscapes, and genetic resources from the environment. Pérez Centeno and colleagues (2007) found that most GI products are dependent on biodiversity resources. For example, in Argentina, a native breed of goat, the Neuquen Criollo Goat, is included in an FAO inventory of biological diversity (Pérez Centeno et al., 2007). A similar approach is taken by Marescotti and colleagues (2003); the peculiarity of the soils and climate in conjunction with the existence of 13 local cherry-tree kinds substantially adds to the individuality and fame of the cherries of Lari

Genetic resources (GIs) play an important part in the construction of food safety because of their significance in preserving biodiversity. It is feasible to preserve and sustain biodiversity

using geographic information systems, according to Garcia and colleagues (2007). (GIS). Environmentally friendly and landscape mosaic-friendly GIS standards have been developed and implemented. An additional point of view put forward by Larson and colleagues, 2007, 2010 is that there is a clear link between biodiversity conservation and the development of genetic resources for food and agriculture and that GI recognition is possible in cases where food production contributes to the conservation of genetic resources.

Given the above, two major ramifications follow: first, environmental considerations, such as biodiversity preservation and food safety, must be taken into consideration while monitoring the different territorial

implications of GI (Belletti & Marescotti et al., 2011a) (indirectly). Another result is that product specifications must be defined, requiring excellent teamwork.

Food Tourism market size in India

There is a huge need for culinary tourism from both domestic and international visitors since when they travel, they think about their food and lodging, even if it is not their primary reason for going there. Because of this, it is always a two-way street when it comes to culinary tourism. Because of this, the culinary part of tourism is both a direct and an indirect need and demand, and it is also met. In 2012, the number of FTAs (foreign tourists arriving in India) rose to 6.58 million from 6.31 million. FTAs grew by 4.3 per cent in 2012 over 2011, but by

9.2 per cent over 2010 in 2011. India's growth rate of 4.3 per cent in 2012 was higher than the International Tourist Arrivals' growth rate of 4 per cent 2012. There's a clear picture of international tourists and their impact on the culinary sector based on the data mentioned above study (source: MOT. Gov. of India). In a poll of Indian tourists, 37 per cent said they participated in culinary-related activities. The International Culinary Tourism Association expects this to increase significantly in several years. Many Indians, according to a recent poll published in India Today have included culinary activities in their vacation plans in the previous three years because of their great affinity for food and their desire to discover new flavours (Milano MZ et al., 2021). Food tourism in India is worth an estimated \$2 billion each year. In addition to the many food and drink festivals throughout the year in various parts of India, the pursuit of culinary tourism is also directed primarily by these events. As a result, the business is expanding at an astronomical rate, and within a few years, millions of gourmet tourists will be flocking to India each year (Taylor S et al., 2017).

Desi fare's ability to target the global market

All kinds of Indian cuisine, from biryani, kebabs, chicken tikka masala doughnuts, and curries, are very popular and widely accessible in countries like the United Kingdom and Canada and the United States and China. This is an example of India's soft power shown via its cuisine. Many of the world's most famous actors and musicians that visit India are often asked about their knowledge of Indian food and share their favourites. After falling in love with the nation's traditional kebabs and curries during a previous visit to Rajasthan while on tour, singer Katy Perry insisted on trying them all again when she visited the nation 2

years ago for the T20 opening ceremony in Chennai. Not one place or cuisine is the most well-known. India's culinary traditions are gaining a cult-like following, from Goan food to Punjabi cuisine to South Indian cuisine. Indian street foods like chaats and rolls have become famous because of this. Sandwiches and chapattitacos, two popular hybrids of the rolls, are now available worldwide. To appeal to the next generation of Indians and the rest of the community, Indian eateries are increasingly offering updated versions of traditional Indian meals. And this isn't only the case at Indian restaurants that are open to the public. India's cuisine and ingredients have significantly affected the world's culinary landscape, from street stalls to Michelin-starred restaurants (Ab Karim et al., 2010) (Banerjee et al., 2015).

You Can't Believe What You're About to Learn-

- Last year, food surveys found that masala dosa is the most preferred Indian meal for global citizens to sample before they die.
- Because of its widespread popularity, Indian cuisine has supplanted traditional British fares such as Shepard's pie and fish and chips as the country's most famous dish in the United Kingdom.
- As a result of Indian spice marketplaces selling saffron and cardamom, cardamom and cloves have beaten Middle Eastern spice souks.
- Naanwiches, which are famous Indian gravies including butter chicken, paneer makhnwala, vegetable kadhai, and chicken tikka, is served at many fast-food franchises owned by Indians across the world.

Food Tourism Economy

Over the previous several years, food has become more important in tourism. Food is an essential consideration for tourists when making travel plans. The influence on the tourism business is mostly due to the importance of locally sourced food. There are a lot of locations that draw tourists, but they're just as enthusiastic about tasting new restaurants and local specialties on their schedule. These are major draws for visitors from other countries visiting the United States. Visitors may see a cheese plant and a chocolate factory as part of our new culinary excursions in Mahabaleshwar, Maharashtra. "The pursuit and enjoyment of distinctive and memorable food and drink experiences, both near and far," is what the World Food Travel Association (WFTA) defines as "food tourism." Banerjee, (2015, p. 15). Food accounts for around 40% of a traveller's expenditure, according to previous studies.

Table 2: Registered Agricultural Product and Handicraft Product in India under GI.

Registered Agricultural Product in India under GI			
S. No.	Agricultural product	State	Reference
1.	Kangra Tea	Himachal Pradesh	Saqib N et al., 2015
2.	Navara Rice	Kerala	Radhika AM et al., 2018
3.	Malabar Pepper	Kerala	Kishor K et al., 2018
4.	Darjeeling Tea	West Bengal	Saqib N et al., 2015
5.	Coorg Orange	Karnataka	Garcia C et al., 2007
Registered Handicraft Product in India under GI			
1.	Kashmir Sozani Craft	Jammu & Kashmir	Maria-Vivian D et al., 2010
2.	Mysore Silk	Karnataka	Soam SK et al., 2011
3.	Salem Fabric	Tamil Nadu	Das K et al., 2009
4.	Kota Doria	Rajasthan	Richa KM et al., 2011
5.	Kulu Shawl	Himachal Pradesh	Datta S et al., 2021

Food has always been an important weapon in repeatedly luring visitors to our nation. For example, take a look at Goa, India's beach resort city. It's a popular destination for tourists not just because of its beautiful beaches but also because of the region's well-known culinary traditions. When it comes to human culture, we can claim that food has a significant impact. The use of food to promote a particular location is an effective marketing strategy. To attract tourists and boost the economy, more and more places are focusing on local cuisine. In recent years, agritourism and ecotourism have become more popular. People travel for various reasons, including business, pleasure, relaxation, family time, and the opportunity to see a new place. Food tourism or GI foods may positively impact a region's long-term economic growth by attracting tourists who are interested in learning about the local cuisine and culture while on vacation. In culinary tourism, the presentation and serving of food is a crucial component. It was formerly common for individuals to bring their food with them while travelling, but this has changed in recent years as people seek out new cuisines while on the road. Regional quality certificates have been shown to boost tourism and brand recognition in rural areas, according to a study in Czechia. Local businesses may play an essential part in this process since they can create new packages for tourists and encourage them to visit the area for culinary tourism. Tourism in rural areas must be closely tied to the local economy (Spilkova J and Fialova D, 2013). To suggest that gastronomy and

eco-tours will be the next big thing in tourism is an understatement.

Conclusion

For the producer, the customer, and the country, the geographical indicator is unquestionably a source of pride. As glad as the producer is that he has sold a product made in his home place, so too is the customer that he has purchased an item that he may enjoy for a very long time! It's a godsend for manufacturers, particularly for artists and artisans struggling to make ends meet (Patel & Lalji, 2021). Food and agricultural products from a particular region have distinct features and a lengthy history, such as Punjab's Seohar Wheat. Having geographical designations tied to the items increases their worth. Using wine as an example of a Geographical Indication is a good way to demonstrate the concept. When it comes to food quality, agroecological conditions impact the nutritional content of the products. These are known as regional or territorial climatic advantages. The GI label provides consumers with a sense of exclusivity and higher quality in the global industrialization market. It guarantees that the product is the highest quality possible for the user. Producers may now differentiate between locally produced goods and those with Geographical Indication (GI) tags, which have the potential to bring in a bigger profit margin. GI foods, on the other hand, provide greater value to the manufacturer while also satisfying the customer. Because our economy is mostly focused on agriculture in India, it is critical to provide growers with possibilities to make more money. One of these possibilities is believed to be the use of Geographical Indicators. The GI tag identifies a product as unique and demonstrates this in the global marketplace. Restricting individual property rights to GI tags on items helps preserve regulations and generate higher returns.

References

1. Ab Karim, S., & Chi, C. G. Q. (2010). Culinary tourism as a destination attraction: An empirical examination of destinations' food image. *Journal of hospitality marketing & management*, 19(6), 531-555.
2. Addor, F., Thumm, N., & Grazioli, A. (2003). Geographical indications: important issues for industrialized and developing countries. *The IPTS report*, 74, 24-31.
3. Gardner, B. L., Evenson, R. E., Rausser, G. C., & Pingali, P. (Eds.). (2001). *Handbook of Agricultural Economics: Agricultural Development: Farmers, Farm Production and Farm Markets* (Vol. 3). Elsevier.
4. Azzini, E., Durazzo, A., Polito, A., Venneria, E., Foddai, M. S., Zaccaria, M., ... & Maiani, G. (2012). Biodiversity and local food products in Italy. *Sustainable diets and biodiversity*.
5. Banerjee, M. (2015). Food tourism: An effective marketing tool for Indian tourism industry. *International Journal of Science Technology & Management*, 4(2), 2394-1529.
6. www.ijstm.com Volume No.04, Special Issue No.02, February 2015 ISSN (Print) 2394-1529, (Online) 2394- 1537 26.
7. Barjolle, D., Paus, M., & Perret, A. O. (2009). Impacts of geographical indications-review of methods and empirical evidences.
8. Barjolle, D., & Sylvander, B. (1999). Some factors of success for origin labelled products in agri-food supply chains in Europe: market, internal resources and institutions (No. 730-2016-50586, pp. 45-71).
9. Barjolle D, Vandecandelaere E (2012) Identification of origin-linked products and their potential for development. FAO, Rome, Italy.
10. Becker, T. C. (2009). European food quality policy: the importance of geographical indications, organic certification and food quality assurance schemes in European countries. *Estey Journal of International Law and Trade Policy*, 10(1753-2016-141183), 111-130.
11. Belletti, G., Marescotti, A., Paus, M., Reviron, S., Deppeler, A., Stamm, H., & Thévenod-Mottet, E. (2011). *The effects of protecting geographical indications: ways and means of their evaluation*. Bern, Switzerland: Swiss Federal Institute of Intellectual Property.
12. Buerli M. Farro in Italy: A desk study. *The Global Facilitation Unit for Underutilized Species*.
13. Centeno, M. P. (2007). "Chivito criollo del Norte Neuquino" Chos Malal, Neuquén-Patagonia, Argentina.
14. Bramley, C., Biénabe, E., & Kirsten, J. (2009). The economics of geographical indications: towards a conceptual framework for geographical indication research in developing countries. *The economics of intellectual property*, 1, 109-149.
15. Das, K. (2009). Socioeconomic implications of protecting geographical indications in India. Available at SSRN 1587352.
16. Datta, S., Manchikanti, P., & Bhattacharya, N. S. (2021). Enhancing geographical indications

- protection in India for community relevance. *The Journal of World Intellectual Property*, 24(5-6), 420-435.
17. De Rosa, M. (2015). The role of geographical indication in supporting food safety: a not taken for granted nexus. *Italian journal of food safety*, 4(4).
 18. Dr.S.Tapkir, (2020) 'A study of Geographical Food Stuffs In India', *International Journal of Innovative Science and Research Technology* ISSN No:-2456-2165, Volume 5, Issue 9, September – pp 677-680.
 19. Echols, M. A. (2003). Geographical indications for foods, TRIPS and the DOHA Development Agenda. *Journal of African Law*, 47(2), 199-220.
 20. FAO. Biodiversity for food and agriculture. FAO, Rome, Italy, (2011).
 21. Garcia, C., Marie-Vivien, D., Kushalappa, C. G., Chengappa, P. G., & Nanaya, K. M. (2007). Geographical indications and biodiversity in the Western Ghats, India. *Mountain Research and Development*, 27(3), 206-210.
 22. Kangabam, Rajiv. (2013). Importance of Geographical Indication for Conservation of Traditional Products. *NeBIO*. 4. 55-58
 23. Kishore, K. (2018). Geographical indications in horticulture: An Indian perspective.
 24. Larson Guerra, J. (2010). Geographical indications, in situ conservation and traditional knowledge. *ICTSD Policy Brief No. 3*.
 25. Marescotti, A. (2003, September). Typical products and rural development: who benefits from PDO/PGI recognition. In *EAAE Proc. of the 83rd Seminar of the European Association of Agricultural Economists: Food Quality Products in the Advent of the 21st Century: Production, Demand and Public Policy* (Chania, Greece).
 26. Marie-Vivien, D. (2010). The role of the State in the protection of Geographical Indications: from disengagement in France/Europe to significant involvement in India. *The Journal of World Intellectual Property*, 13(2), 121-147.
 27. Milano, M. Z., & Cazella, A. A. (2021). Environmental effects of geographical indications and their influential factors: A review of the empirical evidence. *Current Research in Environmental Sustainability*, 3, 100096.
 28. Moschini, G., Menapace, L., & Pick, D. (2008). Geographical indications and the competitive provision of quality in agricultural markets. *American Journal of Agricultural Economics*, 90(3), 794-812.
 29. Deselnicu, O. C., Costanigro, M., Souza-Monteiro, D. M., & McFadden, D. T. (2013). A meta-analysis of geographical indication food valuation studies: What drives the premium for origin-based labels?. *Journal of Agricultural and Resource Economics*, 204-219.
 30. Patel Mr, R. M., ZALA, D., & LAVJI, N. (2021). Geographical Indications in India: Present scenario.
 31. Radhika, A. M., Thomas, K. J., Kuruvila, A., & Raju, R. K. (2018). Assessing the impact of geographical indications on well-being of rice farmers in Kerala. *International Journal of Intellectual Property Rights*, 9(2), 1-11.
 32. Rich, K. M. (2011). Trajectories of Value Chain Governance and Geographical Indications: Issues for Upgrading Handicraft Goods in India. *CUTS Centre for International Trade, Economics and Environment Working Paper*, (1).
 33. Saqib, N. (2015). Geographic indication as a branding tool for saffron. *International Journal of Management and Social Science Research Review*, 1, 18-27.
 34. Sciarra, A. F., & Gellman, L. (2012). Geographical indications: why traceability systems matter and how they add to brand value. *Journal of Intellectual Property Law & Practice*, 7(4), 264-270.
 35. Shashikant B Bagade and Deven B Metha (2014), 'Geographical Indications in India: Hitherto and Challenges', *Research Journal of Pharmaceutical, Biological and Chemical Sciences* 5(2) Page No. 1225-1240
 36. Soam, S. K., & Hussain, M. (2011). Commercialization of indigenous health drinks as geographical indications.
 37. Spilková, J., & Fialová, D. (2013). Culinary tourism packages and regional brands in Czechia. *Tourism geographies*, 15(2), 177-197.
 38. Taylor, S., & Taylor, M. (2017). The aroma of opportunity: The potential of wine geographical indications in the Australia-India comprehensive economic cooperation agreement. *The Importance of Place: Geographical Indications as a Tool for Local and Regional Development*, 81-107.
 39. Teuber, R. (2011). Consumers' and producers' expectations towards geographical indications: Empirical evidence for a German case study. *British Food Journal*, 113(7), 900-918.

Journal of Food and Nutrition

40. Tregear, A., Török, Á., & Gorton, M. (2016). Geographical indications and upgrading of small-scale producers in global agro-food chains: A case study of the Makó Onion Protected Designation of Origin. *Environment and Planning A*, 48(2), 433-451.
41. Vandecandelaere, E., Arfini, F., Belletti, G., Marescotti, A., Allaire, G., Cadilhon, J., ... & Wallet, F. (2009). Linking people, places and products (pp. 194-p). FAO.
42. Vandecandelaere E. (2014) Geographical indication as a tool for sustainable food systems: importance of a territorial approach. Voluntary standards for sustainable food systems: challenges and opportunities.:93.
43. WIPO, 2013. Geographical indications; an introduction. World Intellectual Property Organization, Geneva, Switzerland.