

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
LOK SABHA**

**UNSTARRED QUESTION NO. 2755.
TO BE ANSWERED ON TUESDAY, THE 04TH AUGUST, 2026.**

GI TAG FOR RAJAMUDI RICE

2755. SHRI SHREYAS M PATEL:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has received any application or proposal for registration of Rajamudi rice of Hassan district, Karnataka, as a Geographical Indication (GI) under the Geographical Indications of Goods (Registration and Protection) Act, 1999;
- (b) if so, the details of the application, including the applicant, date of filing, present status and the reasons for any delay in registration;
- (c) whether the Government has undertaken any study to assess the uniqueness, historical significance, traditional cultivation practices, and commercial potential of Rajamudi rice for GI registration;
- (d) whether the Government proposes to extend technical or financial assistance to farmers, producer organizations, research institutions, or the Government of Karnataka for obtaining the GI tag and promoting Rajamudi rice in domestic and international markets; and
- (e) the measures taken by the Government to protect, promote, brand, and enhance the market value and export potential of Rajamudi rice cultivated in Hassan district?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a) & (b):** Geographical Indications Registry has not received any application for registration of Geographical Indications “Rajamudi Rice” grown in Hassan District of Karnataka.
- (c):** Visvesvaraya Trade Promotion Centre, (VTPC), under the Department of Industries & Commerce, Government of Karnataka being the Nodal agency for Geographical Indications for the State of Karnataka, commissioned a feasibility study through Ramaiah Centre for Intellectual Property Rights (RCIPR), Bengaluru, to assess the potential for filing a Geographical Indication application for Rajamudi Rice. The study examined aspects relevant to GI registration, including the product's distinctiveness and traditional significance.

Further, the Department of Agriculture, Govt. of Karnataka has taken up Rajamudi Rice under the Desi Thali Scheme, and the product is currently undergoing field trials under the supervision of the University of Agricultural Sciences, Bengaluru, to generate the requisite scientific and technical data.

(d) & (e): Government has undertaken various measures for promoting manufacture, marketing, sale and trade of Geographical Indication (GI) tagged products across the country, including products from Karnataka. These initiatives and schemes are implemented uniformly nationwide, ensuring that GI producers in Karnataka enjoy equal benefits alongside producers from other States and Union Territories. Details of such measures taken by the government are placed under **Annexure-I**.

ANNEXURE REFERRED TO IN REPLY TO PARTS (d) & (e) OF THE LOK SABHA UNSTARRED QUESTION NO. 2755 FOR ANSWER ON 04.08.2026.

- i. **Facilitation of GI Registration:** The GI Registry provides continuous handholding support to applicant associations and authorised bodies throughout the GI registration process, including assistance in addressing deficiencies in applications and ensuring compliance with the provisions of the Geographical Indications of Goods (Registration and Protection) Act, 1999 and the Rules framed thereunder. Further, vide notification dated 03.11.2025, the fee payable for filing GI applications and related proceedings has been reduced by 80 per cent, making GI protection more affordable for artisans, farmers, producer organisations and traditional communities.
- ii. **Support under the MSME Innovative Scheme:** Under the Intellectual Property Rights (IPR) component of the MSME Innovative Scheme, the Ministry of Micro, Small and Medium Enterprises provides consultancy services, Intellectual Property facilitation and awareness programmes relating to Intellectual Property Rights, including Geographical Indications. The Scheme provides reimbursement of 100 per cent of the actual expenditure incurred for registration of a GI, subject to a maximum ceiling of ₹2 lakh per registered GI, including expenses towards professional fees, Government fees, preparation of applications, prosecution, hearings, GI logo design, laboratory testing and other incidental expenses. The applicants are also provided end-to-end support through Intellectual Property Facilitation Centres (IPFCs). Further, the Ministry has organised 25 GI Mahotsavs across different States to provide market access to authorised GI users, sanctioned 164 programmes under the One District One GI (OD-OGI) initiative, and facilitated participation of GI producers in international exhibitions to enhance exports and global visibility of GI products.
- iii. **Market Access and Promotion by DPIIT:** DPIIT has undertaken several initiatives for enhancing the visibility and marketability of GI products, including organisation of India GI Fair, GI Mahotsav, GI Pavilions at national and international exhibitions, participation in AAHAR, India International Trade Fair, World Food India, Tribal Business Conclave and international trade fairs such as Autumn Fair (United Kingdom) and Bazaar Berlin (Germany). Promotional activities have also been undertaken through documentaries, television campaigns, National Geographic, History TV18, MasterChef India, social media campaigns, airport and Delhi Metro branding, GI Samagam, GI Catalyst Summit and promotion of GI products during the India AI Impact Summit 2026. These initiatives are intended to improve awareness, branding, market access and export potential of GI-tagged products.

The various promotional initiatives and schemes are implemented uniformly across the country, and GI producers from Karnataka are eligible to avail themselves of the benefits provided under these schemes and promotional programmes on an equal basis with producers from other States and Union Territories. The details are as follows:-

Year	Initiative	Details
2022-23	India GI Fair (26th-28th Aug, 2022)	Three-day event organised at India Expo Centre & Mart, Greater Noida for promotion and marketing of GI products.
	GI Mahotsav (16th-21st Oct, 2022)	Week-long event organised at Trade Facilitation Centre, Varanasi, including knowledge sessions for GI stakeholders.
	Exclusive GI Pavilion (IITF 2022)	Dedicated GI Pavilion established at India International Trade Fair, Pragati Maidan.
	Promotional Videos	Promotional films on Indian GI products prepared and telecast through History TV18 network.
	Social Media Campaign	"Gift a GI", "Spot the GI" and other awareness campaigns undertaken to promote GI products.
	GI Pavilion at AAHAR 2023	Dedicated GI Pavilion showcasing 55 GI products at AAHAR 2023 with participation of artisans and entrepreneurs.
2023-24	Engagement with States & UTs	Capacity building, awareness generation and handholding support for GI producers by States and UTs.
	EPCH GI Fair 2023	GI India
	Radio Mirchi Campaign	Fifteen-day nationwide promotion of GI products through FM radio.
	UP International Trade Show	Promotion and display of GI products at the UP International Trade Show.
	GI Mahotsav, Srinagar	Week-long promotional event organised in Srinagar.
	GI Startup Grand Challenge	Startup India initiative to ecosystem.
	India Today Campaign	Publication of GI-related articles for wider outreach and awareness.
	National Geographic Campaign	Production and telecast of documentary films on GI-tagged products in India and SAARC countries.
	International Hackathon	International Conference and Hackathon on Geographical Indications and Traditional Knowledge organised by WBNUJS.
2024-25	GI Catalyst Summit	National summit on strengthening India's GI ecosystem through convergence and collaboration.
	Promotion through Airlines	Articles on GI products published in in-flight magazines of major airlines.
	Outlook "Weds in India" Campaign	Documentary-based promotion of GI products through digital and print platforms.
	Autumn Fair International, Birmingham	Indian GI Pavilion with participation and live demonstrations by GI producers.
	Bazaar Berlin 2024	Exhibition and promotion of Indian GI products in Germany.
	National Geographic (Season-II)	Documentary showcasing success stories of GI products and entrepreneurs.
	Master Chef India Season-9	Integration of GI products into the television programme for wider public outreach.

	Delhi Metro Campaign	Promotion of GI products through display boards inside Metro coaches.
	Airport Promotion	Promotion of GI products through digital displays and advertisements at major airports.
	GI Stores at Delhi Airport	Dedicated retail outlets for GI products established in association with Central Cottage Industries Corporation Ltd.
	GI Samagam	National platform bringing together policymakers, producers, artisans and other stakeholders of the GI ecosystem.
2025-26	Delhi Metro Campaign	Promotion through train wrapping, digital display boards and interior advertisements.
	Airport Promotion	Promotion through digital screens, display boards and conveyor belts at major airports.
	Promotion in Events	Promotion of GI products at World Food India 2025 and Tribal Business Conclave 2025.
	Social Media Campaign	Promotion of GI products through short and long-format videos disseminated across social media platforms, in collaboration with social media influencers, to enhance the visibility and outreach of GI products at all levels.
	India AI Impact Summit 2026	Promotion of "Bharat GI Coffees" through experiential marketing, tasting sessions and digital outreach.
