

The Role of GI-Tagged Products Centre in Preserving Heritage for Sustainable Development-A Study

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Abstract

Geographical Indications (GI) Tags are significant tools in preserving traditional knowledge enhancing cultural identity and contributing to Sustainable Development. GI tag products centre plays a crucial role in intermediate between artisans' producers and consumers by showcasing products in local and global markets. This study focuses on the GI-tagged Products Centre's role in preserving heritage for sustainable development. Here research is being conducted to know the purchasing behaviour towards GI products. The study includes both primary and secondary data, it's through structured questionnaires from the consumer point of view and a case study approach, this paper study found that GI tag product centres help in increasing the visibility of heritage products and environmental sustainability but there is a need to increase the number of centres with more digital outreach.

Keywords:

Geographical Indication (GI), GI Tagged Centres, Sustainable Development, Heritage, Economic.

Introduction

Geographical Indication found in the World Trade Organization's Agreement on Trade-Related Aspects of Intellectual Property (TRIPS). The TRIPS Agreement sets forth standards to regulate international intellectual property protection and enforcement and establishes international minimum standards for protecting geographical indications. Geographical indications (GIs) are "indications which identify a good as originating in the territory of a member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographic origin."

Every artisan's work has its custom, lifestyle, skillset, tradition and beliefs. Just like advanced technology changing the world, heritage preservation will also help the people living in this world significantly. It brings people from different parts of the world with different beliefs and skills to work for noble cause. Its everyone's responsibility to preserve cultural heritage for future generations.

Geographical Indication based products centre acting as a bridge between producer to consumer. Bangalore gets first GI based product Centre, Geographical Indications Tagged World Premium Products Pvt Ltd (GITWPL) got registered and started operating from the year 2016 in HSR Layout. The organisation called as GI panchayats; The GI store setup main aim is to avoid middleman concept. the villagers assemble under the banner of traditional panchayats to discuss a range of issues, the GI panchayats similarly bring together farmers, artisans and other villagers associated with GI products in the area. Here they are informed

about things like how with middlemen, their products are sold at inflated prices by the time they make their way from the farmer or the artisan to the consumer.

Small scale producer can globally get identification through authentic product produced by artisans, it leads to job creations and economically stable nation. Many artisans are using organic and eco friendly products this encourages the sustainable farming practices. GI also fosters pride and identity of community it creates sense of belongingness to preserve cultural heritage. GI in Sustainable development linked with SDG1 (No poverty), SDG 8 (Decent Work and Economic Growth), SDG 12 (Responsible Consumption and Production) and SDG 15 (Life on Land)

Review Of Literature

Maria Lisa Clodoveo, Ahmed Yangui (2021) In this paper authors evaluate the impact of GI on the Tunisian extra virgin olive oil sector. Paper emphasizing the need for a new promotion strategy to enhance market position both locally and internationally. This paper identifies barriers faced by local GI producers and highlights opportunities for promoting the sector through SWOT analysis. Studies also suggest that implementing GI can help in increasing socio-economic dynamics. Limitations of the study are organisation among value chain actors, poor training and lack of financial support few more challenges are lack of quality which fails to meet consumer demand. Concluding paper with a statement like it is necessary to implement effective GI initiatives addressing barriers and promoting sustainable development goals.

Junko Kimura and Cyrille Rigolot (2021) this paper explores the potential of GI to enhance SDG in Japan focusing on the Mishima bearish Potato GI. Structured interview method used to explore stakeholder relationships conducted from 2016-18. Here SDG framework was applied to identify potential contributions such as no poverty, good health, well-being, quality education, and gender equality among others to Mashima potato GI to sustainability. This study also impacts SDG across production and transformation. The limitation of the study is the eco-social perspective after neglecting the full spectrum of SDGs.

Anjali Yadav, Rajender Singh (2024) This paper discusses the role of GI in promoting a sustainable food system to achieve sustainable development goals. It also validates the economic impact of G I. Examining through case studies approach. This study also includes a quantitative method to analyse economic outcomes. Qualitative methods are also utilised to gain an in-depth understanding of prospects and behaviour related to GI.

Emilie Vandecandelaere, Luis Fernando Samper (2021) This paper discusses about the role of geographical Indication in promoting sustainability through a participatory approach. This study also needs effective management and engagement of producers in sustainability strategy. Through participatory methodology 372 databases were collected from stakeholders. Here author finds that GI contributes positively to the economy, society and environment. The limitation of the paper is the lack of awareness about sustainability for producers, sustainability assessment is complex it requires more time and resources.

Giovanni Belletti a, Andrea Marescotti And Jean-Marc Touzardb (2015) This paper explores the role of GI in supporting local sustainable development exclusively wine and coffee value chain. The author finds that there is both public and private initiatives required for effective sustainable development. It also needs effective strategies from various stakeholders. Both primary and secondary data were used through economic literature and

field research. The study also found that there is a lack of awareness and small farmers facing problems in the supply chain.

Patricia Covarrubia This paper explores how the cooperation of various stakeholders including consumers and employees impacts authentic brand resonance. The author reveals that brand identity is not the sole responsibility of top management it's a continuous effort involving multiple stakeholders. The qualitative research methodology was adopted to investigate stakeholders in building brand identity between B2B through storytelling. Interviews were conducted with 30 stakeholders to gather information qualitative content analysis was used to analyse the textual data. Studies found that storytelling enhances customer satisfaction. Also, GI certification impacts handloom customer satisfaction. This study is limited to one model of consumer personality, which may not encompass all relevant frameworks.

Dr. Hitesh Kalro This research explores the significance of GI in Bangladesh, specifically its influence on maintaining traditional knowledge and increasing the marketability of indigenous products. Case study and consumer interview methodologies were utilized to analyze the legislative framework and find gaps in present laws. Research discovered a need for a strong legal and institutional framework. It also shows that GI recognition increases the marketability of local products and raises income levels, hence encouraging the local economy.

Md. Sifat Hossain (2024) The paper discusses the role of GI in protecting traditional handicrafts, and emphasises cultural heritage beyond economic benefits. it also highlights the need effective mechanisms to safeguard traditional knowledge and cultural heritage in the context of globalisation.it suggests calling for proactive measures from government and communities to utilise national legislation to protect the cultural heritage of GI. It highlights the importance of a proper management system for effective GI utilisation. Additionally, the author identified limitations like a lack of awareness among artisans about IPR's importance in economic development. Weak markets and lack of government support are also major challenges.

Patricia Covarrubia This paper analyses the opportunities and challenges associated with GI in promoting Indian goods globally. This paper highlights the challenges faced by GI products in the global level including competition. It also explores the legal framework protecting GI in India. The author tries a comprehensive analysis of GI as a tool for brand promotion. Limitation found that the scope of GI is limited to agricultural products, also suggested to extend to other various products.

Md Tanweer Alam Sunny (2024) This paper discusses the significance of GI products as a form of IPR in India. It also focuses protection on preventing unauthorised use of Geographical names which can harm the reputation of the original product. The author also provides the current status of GI as of 2011 total number of 151 GIs registered which 97 were handicrafts. The main aim is to protect traditional craft. Proactive involvement of government is essential for the effective protection of G I. it faces financial problem in protecting GI post registration.

Vrunda Kulkarni and Viren Konde(2011) This paper discusses the challenges faced in safeguarding food related cultural heritage and suggest strategies. Various database literature to gather information as a methodology in additionally conducted surveys to understand the protection of GI among 43 WTO member countries and the EU. Correlation, and regression

frequency was performed using SPSS to evaluate the degree of protection of GI. Study suggest it require active guidance to protect GI effectively.

Statement Of Problem

Geographical Indication (GI) tagged products play a vital role in preserving cultural heritage, promoting traditional crafts, and supporting sustainable development. GI-tagged product centres serve as essential platforms for showcasing and marketing these heritage-rich goods, but their full potential in cultural preservation, economic contribution, and social impact remains underexplored. Beyond the significance, GI Products and centres(shops) face challenges like less consumer awareness and inadequate marketing strategies. These problems reduce the ability to generate sustainable livelihood for artisans and preserve traditional knowledge and skills. There is a need to understand consumer perceptions of GI-tagged product centres and their role in safeguarding cultural heritage. Additionally, assessing the social impact of these centres on local communities and evaluating their economic contributions to regional development is crucial. Such insights can help identify actionable solutions for its effectiveness.

Research Questions

- ❖ Why do we preserve cultural heritage?
- ❖ Which organisation is tasked with the preservation of cultural heritage?
- ❖ What steps stakeholders must take to preserve cultural heritage?

Objective Of The Study

- To know the purchasing behaviour towards GI products.
- To assess the contribution of GI-tagged product canters in safeguarding craftsmanship and promoting cultural heritage.
- To explore the environmental sustainability practices associated with GI-tagged product production.

Hypothesis

H1: The willingness to purchase Geographical Indication (GI)-tagged products is significantly influenced by various factors.

H2: There is a significant relationship between GI tagged products Centre and preserving cultural heritage.

H3: There is a significant relationship between GI tagged products production and environmentally sustainable practice

Methodology

This mixed method of research is conducted using one of the primary data consumer responses is collected through questionnaires by conducting survey, and secondary data by visiting respective websites, journals and past research publications.

Statistical Tool

Frequency analysis was conducted to examine basic demographic information and to identify factors influencing the purchasing behaviour of GI-tagged products. Correlation analysis was employed to explore the relationship between GI-tagged products centre and the preservation of cultural heritage.

Limitation Of The Study

The study observed that there is just one store in Bangalore that only sells, promotes, and preserves cultural heritage and fosters sustainable development of GI-tagged products. Less Sample Size is another limitation of this research.

Analysis And Interpretation

Demographical Information:

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	21	31.8	31.8	31.8
	Female	44	66.7	66.7	98.5
	Prefer Not to Say	1	1.5	1.5	100.0
	Total	66	100.0	100.0	

The table presents the gender distribution among the 66 respondents. Of the total, 44 respondents (66.7%) are female, 21 respondents (31.8%) are male, and 1 respondent selected the "prefer not to say" category.

District		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bangalore Rural	2	3.0	3.0	3.0
	Bangalore Urban	50	75.8	75.8	78.8
	Bangalore North	1	1.5	1.5	80.3
	Bangalore South	2	3.0	3.0	83.3
	Ramanagar	5	7.6	7.6	90.9
	Kolar	1	1.5	1.5	92.4
	Chikballapur	2	3.0	3.0	95.5
	Vijaynagar	1	1.5	1.5	97.0
	Kannur	1	1.5	1.5	98.5
	Hassan	1	1.5	1.5	100.0
	Total	66	100.0	100.0	

The table highlights the frequency distribution of respondents across districts. Out of 66 total respondents, Bangalore Urban District accounts for the majority, with 50 responses, representing over 75% of the total participation.

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	33	50.0	50.0	50.0
	Post Graduate	31	47.0	47.0	97.0
	others	2	3.0	3.0	100.0
	Total	66	100.0	100.0	

The table illustrates the educational qualifications of the respondents. Out of the total 66 respondents, 50% are degree holders, while 47% have completed postgraduate education. A small proportion, 3%, falls under the "Others" category, which may include diplomas or other qualifications. Overall, the data indicates that 97% of the respondents possess at least a degree or postgraduate qualification, reflecting a highly educated sample population.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	43	65.2	65.2	65.2
	23-27	8	12.1	12.1	77.3
	28-32	7	10.6	10.6	87.9
	33-37	5	7.6	7.6	95.5
	38-42	3	4.5	4.5	100.0
	Total	66	100.0	100.0	

The table presents the age distribution of the respondents. The majority, 65.2% (43 respondents), fall within the 18–22 age group, indicating a predominantly younger demographic. The 23–27 age group accounts for 12.1% (8 respondents), followed by the 28–32 age group at 10.6% (7 respondents). The 33–37 age group represents 7.6% (5 respondents), and the smallest proportion, 4.5% (3 respondents), belongs to the 38–42 age group. Overall, the data reveals that most respondents are in the younger age brackets, with over three-quarters (77.3%) aged 27 or below.

Hypothesis :1

The willingness to purchase Geographical Indication (GI)-tagged products is significantly influenced by various factors.

Which attribute prefer you more to buy GI product?

Productattribute

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cultural	35	53.0	53.0	53.0
	Quality	23	34.8	34.8	87.9
	sustainability	8	12.1	12.1	100.0
	Total	66	100.0	100.0	

As per the survey, table showing that 53% of customer prefer to buy GI products for its cultural heritage. People believe that preserving heritage for next generation seems very important than other attributes in this regard, GI product shop plays a vital role in connecting artisans' products to ultimate user.

Hypothesis :2

H1: There is a significant relationship between GI tagged products Centre and preserving cultural heritage.

H0: There is no significant relationship between GI tagged products Centre and preserving cultural heritage.

Correlations

		Familiar	Willingtobuy
Familiar	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.000
	N	66	66
Willingtobuy	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	66	66

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis proved that there is a strong significant relationship between GI tagged products centre and preserving cultural heritage. The above analysis showing that the significant value is less than .005 that is .000 it is highly recommended to accept the alternative hypothesis and reject the Null Hypothesis. Its N value is 66 its indicating total response, it also showing 0.01 level of significant error tested with 2 tailed test which indicates 99% of confidence. 1% of error.

Hypothesis :3

H1: There is a significant relationship between GI tagged products production and environmentally sustainable practices

H0: There is no significant relationship between GI tagged products production and environmentally sustainable practices

Correlations

		Awarenessof GIProduction	Productioninc orporateevnpr otection
Awarenessof GIProduction	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.000
	N	66	66
Productionincorporateevn protection	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	66	66

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis proved that there is a strong significant relationship between GI tagged products production and environmentally sustainable practices. The above analysis showing that the significant value is less than .005 that is .000 it is highly recommended to accept the alternative hypothesis and reject the Null Hypothesis. Its N value is 66 it indicating total response, it also showing 0.01 level of significant error tested with 2 tailed test which indicates 99% of confidence. 1% of error.

Finding

- Study found that majority of the respondent are purchasing GI product to support cultural heritage
- Another finding there is strong positive relationship between GI Tag Product Centre and Cultural heritage.
- There is a strong relationship between GI products production and environmentally sustainable practices with .000 significant value.

Suggestions

Due to the lack of opportunities and rising costs, several artisans had shifted from their specialty to other professions. If we increase a greater number of GI Product Centres across the country with well digitalised marketing platforms, it positively impacts on awareness among many. It creates opportunity for artisans that leads to economic development followed by protecting heritage to upcoming generations.

Its highly difficult to visit all over the India to experience physical goods. If we encourage more GI tagged Product Centres at least in District level it will give more impact on awareness. In addition to this study tour also helps in creating awareness among youths of the nation.

Conclusion

Heritages are our pride and identity of our land. It inspires next generations as a guide to construct their present and future. It helps to improves economically, one of the government initiatives: ODOP (One District One Product) has massive improvement in traditional silk and handloom industry in Varanasi it is providing sustainable livelihood for artisans. It supported with quality measurements to meet international standards, promoting designs and providing basic infrastructure.

Greater number of GI tagged Product Centre will help artisans with more identity through their authentic, cultural and its environmentally friendly nature. Here I suggest to government must take initiative to open more number of GI product centre in each district.

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