



“GI registration for the district products facilitates value addition to the product as well as global acknowledgment of the product, which enables enhanced export opportunities” – Shri. Nitin Kalantri, Director, Dal Mill Association, Latur

Geographical Indication (GI) registration for unique products in Latur district

Problem Statement



- ▶ The district has multiple products with unique and distinct features that need to be registered for GI registration and acknowledged for international recognition.
- ▶ The branding and promotion of these distinct products need to be done on the global platform.

Key Intervention



- ▶ GI registration has been processed and approved for Borsuri Dal, Panchincholi Tamarind, Kasti Coriander, and Latur Adkitta.
 - ▶ Borsuri dal has special taste, colour, and aroma due to the geographical conditions in the district.
 - ▶ Panchincholi Tamarind, may be used for managing diabetes, digestion, weight loss, preventing peptic ulcers, and stomach problems.
 - ▶ Kasti Coriander has a distinct aroma and fragrance and is grown using organic seeds.
 - ▶ Latur Adkitta is famous for the indigenous and unique art of making Adkitta.
- ▶ As per the guidelines of GI registration process provided on the website <https://ipindia.gov.in>, the required application, historical and supporting documents, soil and water analysis reports, statement case, and geographical information has been submitted to the concerned GI registration authorities.

Impact



- ▶ GI registration enables,
 - ▶ added value to the product and facilitates export opportunities for the district.
 - ▶ acknowledges the global branding value of the product.
 - ▶ confers legal protection to GI in India and Action can be taken against those who use it without permission.