



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 5.2  
IJAR 2017; 3(10): 383-387  
www.allresearchjournal.com  
Received: 17-08-2017  
Accepted: 22-09-2017

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## **Study on awareness of geographical indication through symbolic presentation on GI registered products**

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### **Abstract**

After having studied the definition by World organization and conducted local and regional study. The researcher collected secondary as well as primary data on the 'Sign or symbolic presentation of GI on product. It has been found that there is no such standard sign or symbolic presentation. Different sellers using different sign or symbolic presentation for GI products. Ratehr many sellers as well as farmers are unaware about the GI element. At National level the authority needs to communicate promote about GI registry as well as its symbolic presentation on products This will keep a check and control the unauthorized sellers of regional specialty at high cost. This will lead to transparency, credibility and reliability of both seller as well as buyers for the regioanl speciality. The information about the formal GI registration and awareness should be created and communicated. Therefore, it is necessary to use aggressive promotions.

**Keywords:** Geographical indication (GI, Regional specialty, awareness mechanism, transparency, credibility and reliability

### **1. Introduction**

India had taken a progressive step in introducing, creating awareness as well as promoting GI registration. As a result, there are good number of agro produce registration under GI from various region of our nation. But the other side is that the consumers in the market are not aware or not able to identify between the GI registered product and similar non registered produce. It is necessary to create symbol to label the GI registered products. It is important to promote, communicate as well educate the end user of the GI produce with appropriate symbolic presentation for all the GI registered product.

In this context, the researcher proposed to study the registration under Geographical Indication in India and its Awareness Mechanism, Regulatory system for sellers to buyers. It is important to recognize that the registration under Geographical Indication requires more than the mere protection of geographical names (regional specialties) because of the triple association between produces, place of origin and quality –related factors. The research study will be limited in collecting information from end-users (buyers) and sellers in Mumbai metro region. Therefore, the objective of the study is to study the market reality of with Preference and Perception of seller/trader as well as buyers on symbolic presentation. The study is to analyses the benefits of symbolic presentation of GI on produce as labelling to sellers as well as buyers which can create transparency, reliability and credibility of GI registered products in market. The symbolic presentation (labelling) will prohibit the misuse of GI registered products. Therefore, the objectives of the study are as follows.

### **2. Objectives of the study**

#### **1. To study the promotional, communication and education activities opted by India's Intellectual Property Rights office about Geographical Indications.**

The objective of the Geographical Indication study is to understand the procedure of registration as well as the promotional communication and educational activities, if any, opted by Indian Intellectual property rights officials.

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**2. To examine the misuse and prohibit sellers, merchants from using the Regional Speciality.**

The researcher wishes to study the control mechanism on misuse of regional speciality name during the sale.

**3. Research methodology**

**Sample Frame**

The Mumbai is one of the big markets for silk, which makes its universe very big. Therefore, stratified random sampling method will be used for data collection. Stratified random sampling will be used to select respondents for the study from Mumbai metro. The selected sample size framework below:

The sample size of the respondent from Mumbai metro is as follows:

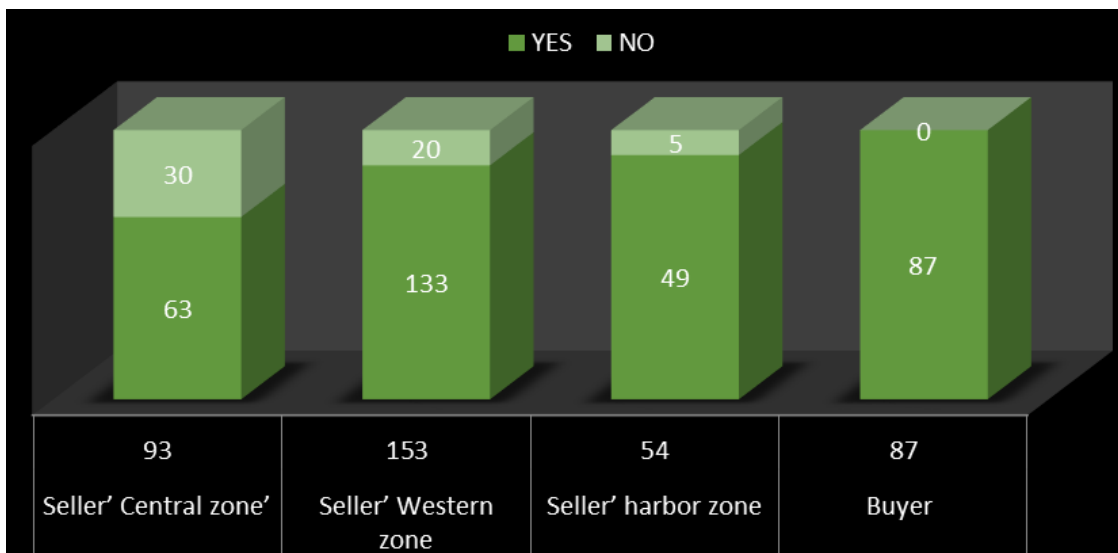
**Table 1:** Sellers includes Wholesaler, Semi-wholesaler, Retailers and Buyers in Mumbai metro.

Sr. No.	Geographical Area	Sellers	Buyers	Total
1	Central Line	35	100	135
2	Western Line	30	100	130
3	Harbour Line	22	100	122
			Total	387

**4. Graphical presentation on the data collected through survey and its interpretation 1.8 GI symbol will benefit the sellers and buyers**

**Table 2:** GI symbol will benefit the sellers and buyers

		No. of Respondents	Yes	No
GI Symbol	Seller' Central zone'	93	13	30
	Seller' Western zone	153	133	20
	Seller' harbor zone	54	49	5
	Total Buyers respondents	87	87	0
Total		387		



**Chart 1:** GI symbol will benefit the sellers and buyers

The table 1.1(d) and Chart 1.1(d) indicates GI symbol will benefit the sellers as well as buyers. The researcher intension of this minor researcher is to get the response on whether the buyers or sellers are aware about this element of TRIPS ie. GI which is implemented in year 1999 with legal protection through WTO . And this element is beneficial to the global farmers, articians and producer of regional agro products and produces. India is more in agro production there fore awareness and registration of the agroproduce under GI element should be mandatory. As to know the details the researcher made a study in Mumbai region as this is biggest market for the all the products in India. As such the gap between Farmer/ Artician to acutal buyer there is a long distance supply chain. To get the appropriate responses the researche first studied the demographic profile of

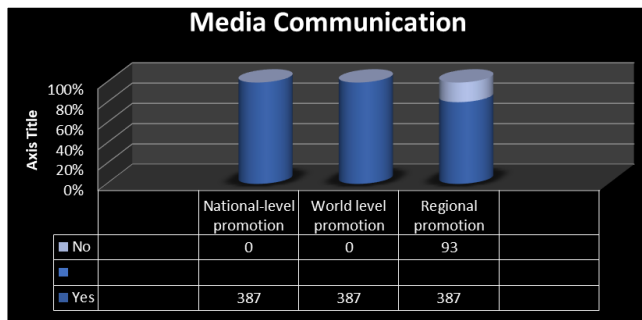
buyers, Buyers and Sellers awareness. Further took their opinon on GI symbol. The analysis indicates that out of 387 all most all the Buyers and Sellers from the zones responses to have GI standard world reconginsed Symbol on the GI registered product. The intension of this study was to get the right information on which the protection of actual farmer or artician interest and benefits are depended. As there are many unauthorised sellers on silk apparels. As per the review of literature,there are may GI symbol on different products by different country or company. But to make it to the interet and protection of authorised GI registered product,according to research there should be Standard world GI symbol should be labelled on the GI registered products in any country.

**Table 3: GI symbol Perception and Preference**

Sr. no.	Perception	Silk Apparels		
	Sellers / Buyers			
1	Transparency	Highly Satisfactory	Satisfactory	Not Satisfactory
2	Reliability	High	Moderate	Poor
3	Credibility	High	Moderate	Low
Preference		Silk Apparels		
1	GI registered products or any products	Highly Satisfactory	Satisfactory	Not Satisfactory
2	Was the GI registration is protecting the interest of Farmers	High	Moderate	Poor
3	GI symbolic product would be preferred	High	Moderate	Low

**1.10 Media for communication**

All the respondents are in the view that just like popular silk mark label in India on all the Silk Apparels. Even GI awareness or GI standard symbol should be introduced through proper mechanism. The analyses this view, the questionnaire was framed to get the responses. The responses are :



**Fig 2: Media communication**

From the graph 7.7 on Media for Communication, It indicates that no media either on national level or international level is communicating about GI sign or GI mark products or registration of goods under GI to protect the interest of our own rural artician /farmer/producer/. This indicates that there is no authorized provision for GI registered product made which can be tool to identify its authentication.

**5 Testing of hypotheses of the study**

The hypotheses framed to get authentic responses of the prospective Buyers and Sellers of GI registered Kancheepuram silk apparels in Mumbai metro region. The survey responses indicated that there should be Standard GI symbol and mandatory GI registration of regional product to protect the interest of authorized sellers. This study is one from the view point of Buyers (Actual and prospective) and other from the Sellers. It was imperative to include Buyers based on classification of their age, income and education. The responses were gathered through questionnaires through personal (Field –survey) as well as on-line survey. To give

a proper direction to this study, the following hypotheses have been framed and tested:

**H2- Buyer’s awareness mechanism of Geographical Indication of silk apparel is compulsory through appropriate medium.**

The above hypothesis was formulated to analysis the awareness mechanism of Geographical Indication of silk Apparels that whether it should be compulsory through appropriate medium to avoid the duplication.

**Ho- Buyer’s awareness mechanism of Geographical Indication of silk apparel is not compulsory through appropriate medium.**

The researcher wanted to analysis that why there is no compulsory mechanism to create awareness about the registered geographical Indication.

**Testing of Hypothesis:** Chi-Square Test is used to find out the dependency / independency of two variables [1]. In H2 of silk apparel Awareness mechanism dependent. The responses have been represented in the following Table no.1.7 .This study is undertaken to know the Buyers and Sellers Awareness Mechanism of GI registered Silk Apparel (Kanchipuram Silk) should be compulsory through appropriate medium. To test the Second hypothesis Chi-square test is used along with a simplified:

**Table 4: Chi-Square Test to test H<sub>2</sub>**

	Chi-Square Value	Df	Asymp.Sig.(2-sided)
<b>Pearson Chi-square</b>	11.257	9	.259
Likelihood Ratio	13.500	9	.141
Linear-by-Linear Association	.854	1	.355
N of Valid Cases [2]	387		

From the table 1.11 it shows that the Pearson Chi-square is 11.257, DF (Degree of Freedom) .9, Asymp.Sig. (A asymptotic significance) is 0.259 which is greater than 0.05, Hence the above Hypothesis is accepted.

**Table 5: GI symbol Preference**

	No. of Respondents	Percent	Valid Percent	Cumulative Percent
Valid	Awareness about GI registered products or any products	114	42.4	43.3
	Was the GI registration is protecting the Interest of Farmers	172	44.4	88.1
	GI symbolic product would be preferred		9.5	98.2
	Total [3]	387	98.0	100.0
Missing	System	8	2.0	
	Total	395	100.0	

(Compiled from the field-survey)

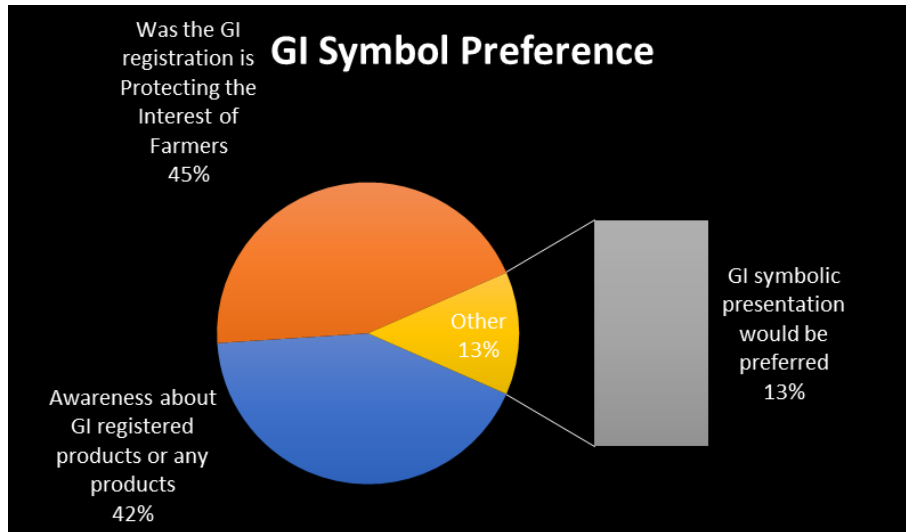


Chart No. 1: GI symbol Preference

From the Chart No. 1.11(a), indicate Parameters like Awareness about GI registered products, GI Symbolic presentation, GI is protecting interest of the farmer. To get the information on these parameters survey with appropriate questionnaire was made and field work was done. The chart 1.11 represents the responses about these parameters in percentage. Out of total 13 percent wants GI standard symbolic presentation on the farmers products. In other words, at base level ie at farmer or artiscian level the GI standard symbolic presentation should be there. This will prove the Quality of the product. Out of total 42 percent are

aware about the GI registration 58 percent is not at all. This is the alarming situation on GI registered products. Out of total 45 percent agrees that GI will protect the interest of the farmer.

To test the Second Hypothesis Chi-square test is used along with a simplified table. To analysis the Perception of buyers and sellers on GI International standard Symbolic Presentation on products in the form of Labeling unlike Silk Mark Logo. The responses are represented in the following table:

Table 6: Chi-Square Test to test H<sub>2</sub>

Parameters	Chi-Square (X <sup>2</sup> value)	d.f	Asymp. sig	Decisions	Conclusion
Transparency	3.810	8	.0874	P value is 0.874 Which is > than 0.05, Hence H <sub>0</sub> is Accepted.	Buyers and sellers Perception about the Symbolic presentation of the GI registration (of international standard) is dependent on Transparency. This indicates that the Symbolic presentation of international standard will bring the Transparency. (More detail in next chapter)
Reliability	30.37	72	1.00	P value is 1.00 Which is > than 0.05.Hence H <sub>0</sub> is Accepted	Buyers and sellers Perception about the symbolic presentation of the GI registration (of International Standard) is dependent on Reliability. It means that if the GI registered products will have International standard symbolic presentation. This will definitely create the reliability of buyers and sellers on GI registered products.
Credibility	3.883	1	.192	P value is 3.88 which is > than 0.05. Hence H <sub>0</sub> is Accepted.	Buyers and sellers Perception about the symbolic presentation of the GI registered product with international standard symbols on the apparels is dependent on Credibility. In the other words it means the symbol on Silk apparel registered under GI will give credibility. The word Credibility involves Price, Quality, and Warranty.

From the above table 1.11(b) the frame indicates using of Chi-square to test Hypothesis. The represented with the variables like Transparency, Reliability and Credibility. Transparency have influence on Perception of Symbolic presentation of GI registered products. The Transparency factors involved the Price and Quality. Credibility factor involved Warranty, Quality, and Price. Reliability involves GI symbolic presentation. The:

**Transparency:** P value is 0.874 which is > than 0.05, Hence H<sub>0</sub> is Accepted. Is this was considered as Parameters and the Variables of the study.

**Reliability:** P value is 1.00 which is > than 0.05.Hence H<sub>0</sub> is Accepted.

**Credibility:** P value is 3.88 which is > than 0.05. Hence H<sub>0</sub> is accepted. The finding and suggestions in details on basis of the testing of hypothesis has been included in 7<sup>th</sup> chapter.

**Conclusion**

After having studied the definition by World organization and conducted local and regional study. The researcher collected secondary as well as primary data on the ‘Sign or symbolic presentation of GI on product. It has been found that there is no such standard sign or symbolic presentation.

Different sellers using different sign or symbolic presentation for GI products. Rather many sellers as well as farmers are unaware about the GI element.

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