



सत्यमेव जयते  
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय  
**DEVELOPMENT COMMISSIONER**  
MINISTRY OF MICRO, SMALL & MEDIUM  
ENTERPRISES



# GI महोत्सव

**Promoting India's  
Heritage through GI Products**  
An initiative by  
**Ministry of MSME, Govt. of India**



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**DECEMBER 2025**

**NOIDA HAAT, Near Prakash Hospital, Sector 33A, Noida, Uttar Pradesh**



## Introduction

Geographical Indication (GI) is a label used to identify a product that originates from a specific geographical area and possesses unique qualities, reputation, or characteristics that are essentially attributable to its place of origin. These GI-tagged products help consumers to give guarantee of the authenticity and quality linked to that geographical origin. Further, GI is a form of intellectual property protection given to producers in that region, preventing others from falsely claiming the same origin for their products.

As of mid-2025, India has 658 products with Geographical Indication (GI) tags. These products include agricultural products, handicrafts and art wares, food products, and various kind of other consumer products. A significant number of potential products are yet to be recognized with a GI tag in the coming years.

The Indian Government has set a target to register 10,000 Geographical Indication (GI) products by 2030 which means several potential products will receive GI tags in the coming years. In order to raise awareness on GI, PHDCCI is organizing a 4-days Exhibition and Conference of GI-tagged products from 18th to 21st December 2025 which will be held at Noida Haat with the support of the Office of the Development Commissioner (MSME), Ministry of MSME, Govt. of India.

The exhibition aims to bring together various states of India to showcase their unique GI- tagged products, highlighting the rich cultural and traditional heritage of our nation. The 4-Day Conference & Exhibition-cum-Sale will provide an excellent platform for artisans, producers, and entrepreneurs to connect with buyers, policymakers and industry experts.

## Objective

### 1. Promote GI-Recognized Products

To showcase and highlight unique GI-tagged products, raising consumer awareness about their cultural, geographical, and traditional significance.

### 2. Support Local Producers & Artisans

To provide a direct marketing platform for authorized GI producers, artisans, farmer groups, and cooperatives, enabling them to reach new markets and consumers.

### 3. Enhance Market Access & Sales

To facilitate on-the-spot sales, generate business leads, and expand the commercial opportunities of GI product stakeholders at regional and national levels.

### 4. Strengthen Branding & Recognition

To build stronger brand identity for GI goods by educating the public on authenticity, uniqueness, and the value of protecting traditional knowledge.

### 5. Prevent Counterfeiting & Promote Authenticity

To inform consumers about how to identify genuine GI products, thereby discouraging imitation, misuse, and counterfeit goods in the marketplace.

### 6. Encourage Entrepreneurship & Value Addition

To motivate entrepreneurs, MSMEs, women's SHGs, FPOs, and startups to explore opportunities in GI-based value addition, packaging, and processing.

### 7. Facilitate Buyer–Seller Interaction

To create networking opportunities between producers, wholesalers, retailers, exporters, e-commerce platforms, and government agencies.

### 8. Promote Cultural Heritage & Indigenous Knowledge

To celebrate and preserve traditional craftsmanship, agricultural heritage, and local cultural identity tied to specific geographical regions.

### 9. Showcase Government Schemes & Support Mechanisms

To disseminate information about government initiatives related to GI promotion, MSME development, artisan welfare, and export facilitation.

### 10. Boost Tourism & Regional Branding

To attract visitors and tourists by offering a curated experience of the region's authentic products, food, art, and culture.





## Interesting Facts about Geographical Indications (GIs)

- **GI is not the same as a trademark**

A trademark identifies a company. A GI identifies a place. This means no single person owns a GI—it's a community right.

- **GI protection never expires (as long as the link with the region remains)**

Unlike patents or trademarks that need periodic renewal, GI rights continue indefinitely, provided the uniqueness tied to geography is maintained.

- **GI products carry the "Power of Place"**

The uniqueness comes from: Soil, Climate, Traditional skills, Local biodiversity & Cultural heritage.

- **Darjeeling tea was the first product to receive a Geographical Indication (GI) tag in India in 2004–2005.**

The GI tag was awarded to Darjeeling tea for its unique flavor and aroma that comes from the high-altitude tea gardens in the Darjeeling region of West Bengal.

- **GI granted in 2025**

- Kumbakonam Betel Leaf (Kumbakonam Vetrilai) — Tamil Nadu
- Thovalai Flower Garland (Thovalai Maanikka Maalai) — Kanyakumari, Tamil Nadu
- Radhunipagal Rice (aromatic rice) — West Bengal

- **The red ant chutney from Mayurbhanj, Odisha received a Geographical Indication (GI) tag on January 2, 2024. This chutney is also known as "Kai Chutney".**

## Event Highlights

- Exhibition-cum-Sale: Showcasing and sale of GI tagged products
- Stakeholders' conference for expansion and marketing of GI products
- Conference on Intellectual Property Rights (IPR) - creation, registration and commercialization
- Buyer Seller Meets
- Cultural Programmes
- Attractive GI products like Carpets, Shawls, Jewellery, Food and Beverages, Furniture, Paintings, Textiles etc.
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## Agenda

Day 1	Inauguration	
12:00 PM	Inauguration by Chief Guest & Ribbon Cutting	
01:00 PM	Exhibition Walk through with Dignitaries	
02:00 PM	Lunch Break	
03:00 PM	Panel – 'Power of GIs in Indian Economy'	
05:00 PM	Cultural Program & Folk Dance	
Day 2	Theme: – Business Branding and Global Trade	
12:00 PM	GI Export Opportunities	
01:30 PM	Lunch	
02:30 PM	Panel – 'Branding & Packaging for GI Products'	
04:00 PM	Hands on Demo: - Channapatna Toy Making, GI Food Tasting	
05:00 PM	Regional Folk Music Showcase	
Day 3	Theme: - Craftsmanship and Cultural Heritage	
11:00 AM	Live Demonstrations	
	Blue Pottery Craft	Phulkari
	Hyderabad Lac Bangles	Moradabad Metal Craft
	Madhubani Painting	Gond Art
12:00 PM	Panel – 'Protecting GI Rights and Legal Awareness'	
01:00 PM	Lunch	
02:00 PM	Panel – 'Leveraging Digital Platforms for GI seller'	
05:00 PM	Cultural Dance Performance	
Day 4	Valedictory Session and summing up the outcomes of the GI Mahotsav and Way Forward for promotion and growth of GI Products	
12:00 PM	MSME Mentorship Clinic	
01:00 PM	Lunch	
02:00 PM	Summing up and Certificates to participants	
04:50 PM	Vote of thanks	
05:00 PM	Cultural evening with folk music and dances	







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## About PHDCCI

PHDCCI has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 120 years. It is a forward looking, proactive and dynamic PAN-India apex organization. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

PHDCCI, acting as the “Voice of Industry & Trade” reaching out to more than 1,50,000 large, medium and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian Economy to the next level.

At the global level, we have been working with the Embassies and High Commissions in India and overseas to bring in the International Best Practices and Business Opportunities.

**For Exhibition Space and Other Queries:**

**Ms. Kanchan Zutshi, Director, PHDCCI**  
**kanchanzutshi@phdcci.in**

Mr Premashis Mittra, Joint Secretary, PHDCCI  
E: [premashis.mittra@phdcci.in](mailto:premashis.mittra@phdcci.in)  
M: 8130712365

Ms. Suman, Executive Officer, PHDCCI  
E: [suman@phdcci.in](mailto:suman@phdcci.in)  
M: 8802412309

