

# A SWOT Analysis of the GI Registered Agricultural Products from India-Evidence from Select Case Studies

N. Lalitha

[lalithanarayanan@gmail.com](mailto:lalithanarayanan@gmail.com)

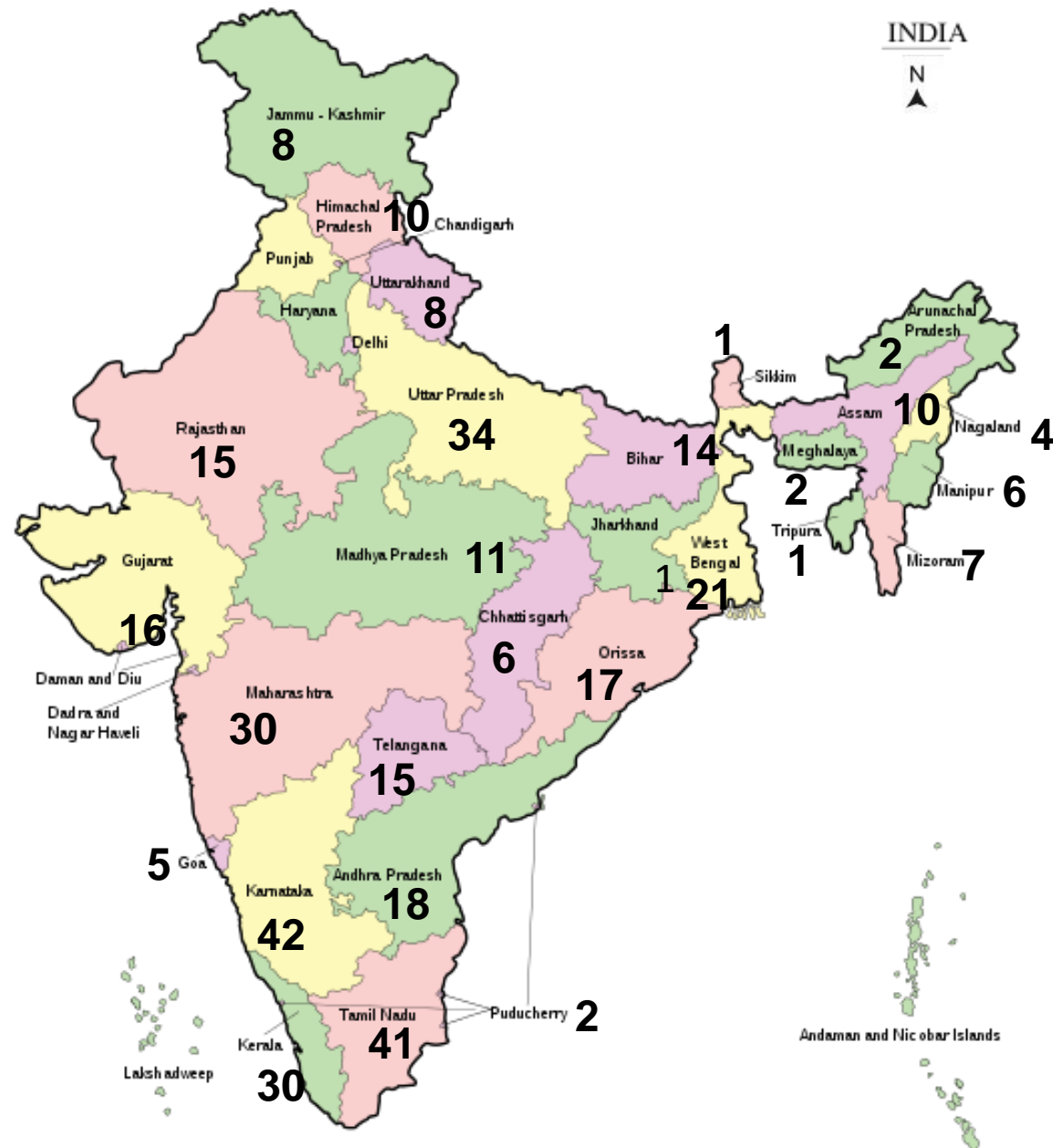
Soumya Vinayan

soumyavinayan@gmail.com



# Scheme of Presentation

- Brief introduction to Indian GIs
- Objectives and Synopsis of the analysis
- Conclusion and Future Strategies



## Number of Registered GIs by States

Total 417 registrations  
 Indian states 390 which includes  
 agriculture (119),  
 Handicrafts (230),  
 manufactured, food  
 Stuff and natural products  
 14 Joint GIs of states  
 Foreign products 27

# Objectives

- What are the
  - a) strategies adopted by the proprietors of GI to realise economic returns from the registered products and
  - (b) socio, cultural, economic and institutional spill over outcomes of GI protection on different stakeholders

# Details of the Study

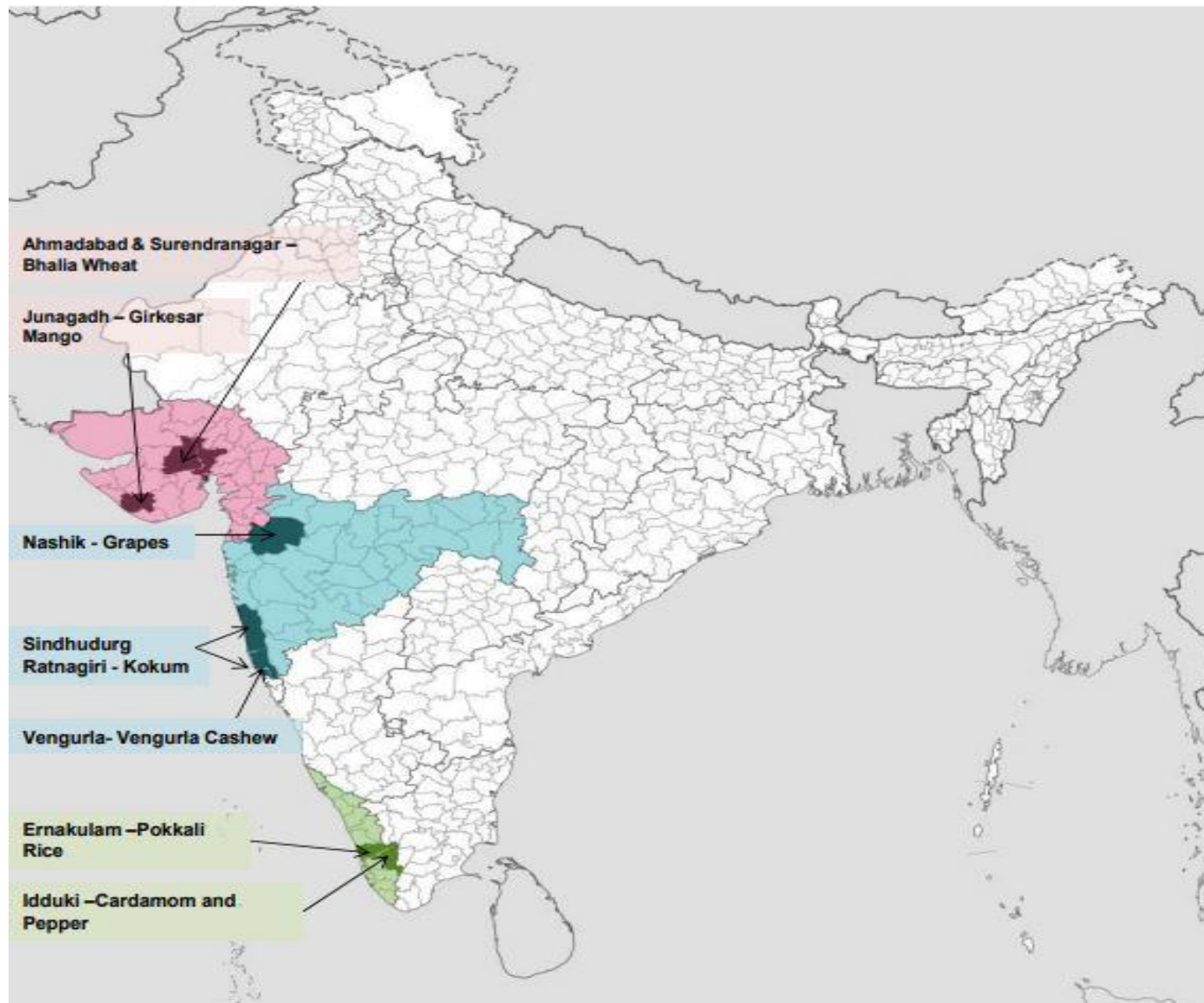
- Study period : 2018-19
- Focus on 8 agricultural products
- Number of farmers surveyed: 1003 collected qualitative and quantitative information
- Interviews with a variety of stakeholders –processors, exporters, government officials and civil society organisations
- Theory of change framework, SWOT analysis

# Products Covered under the Study

States	Products	Category	GI Ownership	Year of registration
Gujarat	Bhalia wheat	Food grain	Government Department	2009
	Gir Kesar mango	Horticulture	Government Department	2009
Maharashtra	Nashik Grapes	Horticulture	Farmer organisation	2009
	Vengurla Cashew	Horticulture	Farmer organisation	2014
	Sindhudurg Ratnagiri Kokum (Garcinia indica)	Horticulture	Farmer organisation	2014
Kerala	Pokkali rice	Food grain	Kerala Agricultural university	2007
	Alleppey cardamom	Horticulture	Spices Board (Govt)	2006
	Malabar pepper	Horticulture	Spices Board (Govt)	2007





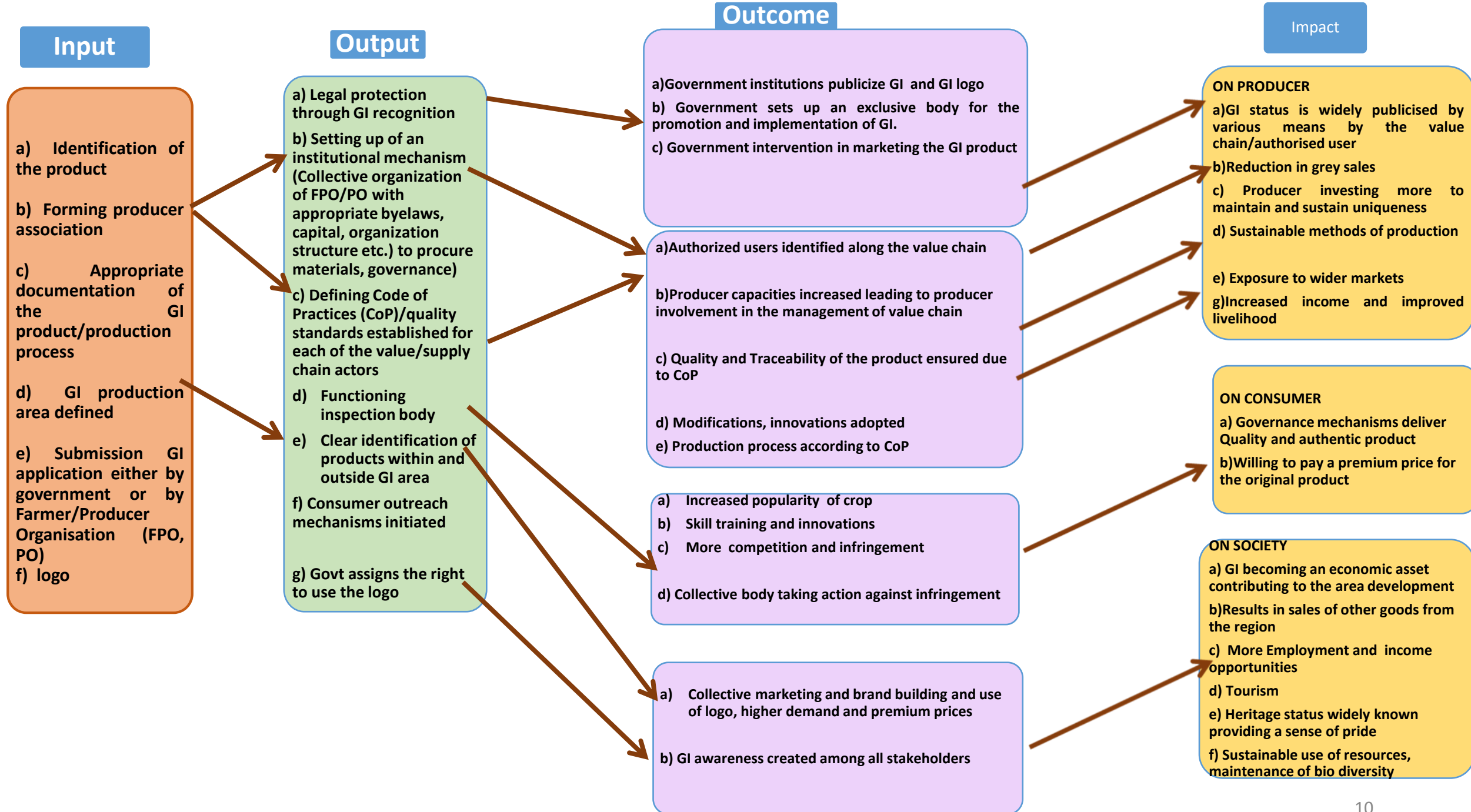


Source:[https://en.m.Wikipedia.org/wiki/list\\_of\\_districts](https://en.m.Wikipedia.org/wiki/list_of_districts)



# Theory of change (ToC)

- ToC is ideal for any impact evaluation program as it is possible to systematically list down the cause and effect process of an intervention.
- In our study, we have adopted a common ToC for the chosen products and from there we have tried to understand the Strengths, weaknesses, opportunities and threats of the chosen products.
- Strengths and opportunities could be used to implement and promote the GI product and the weaknesses and threats are addressed through appropriate strategies



# Strengths

- Rich geo link in the case of food grains (Pokkali rice and Bhalia wheat)
- Traditional knowledge based practices are followed in food grain cultivation.
- Medicinal characteristics of the food grains and spices are valuable
- Social capital has been created among farmers who follow COPs – more pronounced in high value crops such as grapes, cashew
- Employment opportunities are there and particularly more for women in different stages of cultivation
- All the products have their own unique taste that is different from other products

# Weaknesses

- GIs have been filed more with the purpose of increasing the number of registrations, than identifying the pathways of benefiting from such registration.
- Farmer collective organisations are yet to evolve
- Code of practices is not followed by all particularly in horticulture though progressive farmers design and follow their own code of practices.
- Consumer outreach mechanisms and capacity building of the value chain stakeholders are yet to evolve.

# Opportunities

- The collective organisations which are working outside the purview of GI in grapes and pepper could be influenced to use GI and become a role model for others as these farmers get prices according to the quality.
- India is one of the leading producers and exporter of grapes, mangoes, cardamom, which can be utilised well with the GI status
- A few progressive farmers have established their own market through social media.
- Digital approaches such as these would be more beneficial to both – producers and consumers - if the farmers are organised as a group; and consumers can buy directly from such authentic sources than through intermediaries.

# Threats

- Lack of awareness and collective organisation making it difficult for the different value chain players to utilise the GI status
- The area under GI is reducing in a few crops due to a variety of factors like climate change, pest attack, and the relatively lower remuneration from cultivation (steep decline in the areas of wheat, rice, mango and pepper)
- FTA has facilitated cheaper imports of pepper and cashew into India which is affecting the domestic prices that are lower than the cost of cultivation leading to farmers reducing the land under cultivation or shifting to other crops.
- Younger generation is increasingly moving out of traditional occupations

# Conclusion and Future Strategies

- Producer strategies are yet to evolve to derive benefits of GI registration and government intervention is required in promoting GIs
- The government in the recent years have been promoting the policy of ‘vocal for local products’, which is fast catching up
- The adoption of one district one product and the innovative marketing strategy of “one station one product” to promote the sale of the local products at the railway station since March 2022 are also attracting lot of attention.
- Continuous awareness programs and massive launch of the GI logo to create awareness among the consumers would create more demand for GI products and help in continuing the legacy.