

AM3



### ABSTRACT

Agriculture - Farmers Welfare- Tamil Nadu State Agricultural Marketing Board- Budget Announcement of the Hon'ble Minister for Agriculture - Farmers Welfare for the year 2023-2024 - Getting Geographical Indication for 15 Unique Crops of Tamil Nadu - Permission - Accorded - Orders - Issued.

### AGRICULTURE - FARMERS WELFARE (AM3(2)) DEPARTMENT

G .O.(Ms).No.77

Dated: 03.05.2023

திருவள்ளூர் ஆண்டு 2054

சோபகிருது வருடம்

சித்திரைத் திங்கள் 20 ஆம் நாள்

Read:

From the Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board, letter No.E3/2845/2021, Dated:12.04.2023

#### ORDER:

The Hon'ble Minister for Agriculture- Farmers Welfare has made the following announcements during the Agriculture Budget Speech 2023-2024 and in Demand for Agriculture - Farmers Welfare Department:

#### Agriculture Budget Speech 2023-2024

"It is proposed to get Geographical Indication (GI) for another ten products viz., Krishnagiri Arasampatti Coconut, Krishnagiri Panneer Rose, Thanjavur Peravoorani Coconut, Mulanoor Kuttai Moringa, Sattur Cucumber, Thanjavur Veeramangudi Jaggery (Achu Vellam), Thoothukudi Vilathikulam Chilli, Cuddalore Kotimulai Brinjal, Madurai Sengarumbu and Sivagangai Karupukavuni Rice at an outlay of Rs.30 lakh in the ensuing year"

#### Demand Announcement:

"In 2023-24, an amount of Rs. 15 Lakh will be allocated for Getting Geographical Indication(GI) for 5 traditional agriculture products viz., Kanniyakumari Aandarkulam Kathiri, Virudhunagar Adhalaikkai, Tindivanam Panipayaru, Karur Sengal thuvurai, Javaadhumalai Samai".

2. In the letter read above, the Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board, in his proposal, has stated the benefits of Geographical Indication Tagging and its importance as follows:

### **Benefits of GI Tagging**

#### **(i) Enhances Economic Growth:**

The protection of geographical indications leads to the overall economic prosperity of the manufacturers and producers. Furthermore, the marketing and promotion of the products with the GI tags enhance the secondary economic activities in that specific region, which in turn boosts the regional economic development. Last but not the least, the protection of geographical indications creates a positive image and reputation of the product in the minds of the consumers and rewards the producers with incentives and better Return on Investment (ROI).

#### **(ii) Prevents unauthorized use of GI tags:**

The registered holder of the GI tag has all the legal rights to prevent anyone who are not belonging to the GI region to use their GI tags. The owners can also initiate legal proceedings against the unauthorized user to save their reputation from being damaged.

#### **(iii) Expands Business:**

The prime purpose of registering a geographical indication is to seek protection for specific products produced in a particular geographical region, which further encourages and motivates the marketers to expand their business at a global level. Furthermore, the protection of geographical indications will boost export and helps the producers for better economic realization.

### **Importance of GI Tagging:**

Though various Agricultural commodities are being produced in various parts of the world, the commodities produced in a particular place/ locations are unique in nature because of its taste and quality. GI Tagging is given for such unique products which are specific to an area / district. Marketing of commodities with such a GI Tag will increase its demand and export value.

Some of the commodities like "Panruti Jack" have gained geographical importance because of the area in which it is grown. There is a possibility to increase the export opportunities and income realization by the farmers through Geographical Indication tag.

3. The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board has also informed that agricultural products such as Eathamozhi Tall coconut, Virupakshi hill banana, Madurai Malli, Erode Turmeric, Kodaikanal Malai Poondu have already secured their GI tagging and now it is proposed to get Geographical Indication for the following 15 potential products of the State at a total financial outlay of Rs.45.00 lakh by utilizing the Market Development Fund of Tamil Nadu State Agricultural Marketing Board:

S.No.	Products	District
1.	Arasampatti Coconut	Krishnagiri
2.	Krishnagiri Panneer Rose	Krishnagiri
3.	Thanjavur Peravoorani Coconut	Thanjavur
4.	Sathur Vellari	Virudhunagar
5.	Thoothukudi Vilathikulam Chillies	Thoothukudi
6.	Veeramangudi Achuvellam	Thanjavur
7.	Cuddalore Kottimulai Brinjal	Cuddalore
8.	Moolanur Murungai	Tiruppur
9.	Madurai Sengarumbu	Madurai
10.	Sivagangai Karuppukavuni rice	Sivagangai
11.	Andarkulam Kathiri	Kanniyakumari
12.	Adhalaikkai	Virudhunagar
13.	Tindivanam Panipayaru	Villupuram
14.	Sengal Thuvarai	Karur
15.	Jawadhu Hills Samai	Tiruvannamalai

4. The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board has also informed that this Project will be implemented by Tamil Nadu State Agricultural Marketing Board in coordination with NABARD - Madurai Agri Business Incubation Forum (NABARD-MABIF) which provides incubation support to aspiring entrepreneurs and bridges the value chain gap between the FPOs and Start ups. Under the MSME Intellectual Property Facilitation Centre Scheme, NABARD- MABIF provides IP services and facilitates for getting GIs, Patents and Trademarks. MABIF acted as a facilitator for 10 Agriculture GIs all over Tamil Nadu and completed the filing under the project of Tamil Nadu State Agricultural marketing Board. The Deputy Director of Agriculture (Agri Business) of the respective districts will assist NABARD-MABIF in identifying Producer associations and collection of

documents. The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board will monitor the progress periodically.

5. The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board has also furnished the detailed component wise cost estimate of the project as follows:

<b>Sl. No.</b>	<b>Details of expenditure</b>	<b>Cost of expenditure INR</b>
<b>I</b>	<b>Preregistration</b>	
i	GI awareness campaign to producers and stakeholders	10,000
ii	Identification and formation of an association <ul style="list-style-type: none"> <li>• Identifying producers/stakeholders</li> <li>• Formation of association under Societies act, 1975</li> <li>• Compilation of association, if more than one is present</li> </ul>	15,000
iii	Meeting and discussion with Agricultural scientists and TNAU officials	10,000
iv	Field visit	20,000
v	Documentation <ul style="list-style-type: none"> <li>• Power of Attorney</li> <li>• Facilitation letter</li> <li>• Affidavit, etc.,</li> </ul>	10,000
	<b>Subtotal (i)</b>	<b>65,000</b>
<b>II</b>	<b>Registration</b>	
i	Government Registration fee	5,000
ii	Find out historical documents and proof of origin details <ul style="list-style-type: none"> <li>• Sourcing from research articles, International and National books, cloud libraries</li> <li>• Inscriptions, old scripts and Travelogues</li> </ul>	30,000
iii	Find out geographical linkages of agricultural crops <ul style="list-style-type: none"> <li>• Lab analysis of soil, water, physiochemical parameters</li> <li>• Comparative studies of similar agricultural crops but with different biological characters</li> </ul>	30,000

iv	<b>Compilation of data</b> <ul style="list-style-type: none"> <li>• Specifications</li> <li>• Descriptions</li> <li>• Proof of origin</li> <li>• Method of cultivation</li> <li>• Uniqueness</li> <li>• Inspection body</li> <li>• Economic importance and others</li> </ul>	10,000
v	<b>Geographical Map</b> <ul style="list-style-type: none"> <li>• Cultivation areas</li> <li>• Outline of the mapping details</li> </ul>	5,000
vi	<b>Reply to Formality Check Report</b>	5,000
vii	<b>GI Opposition reply</b>	30,000
viii	<b>Attorney fee</b> <ul style="list-style-type: none"> <li>• GI filing</li> <li>• FCR reply</li> <li>• Extension of Time</li> <li>• Hearings</li> <li>• Consultative Group meeting</li> <li>• Any intermittent reports</li> </ul>	1,00,000
	<b>Subtotal (ii)</b>	<b>2,15,000</b>
<b>III</b>	<b>Facilitation charges</b>	
i	<b>Coordinating and supporting of GI Tag filings</b>	20,000
	<b>Subtotal (iii)</b>	<b>20,000</b>
	<b>TOTAL (subtotal i, ii, iii)</b>	<b>3,00,000</b>

Total fund required for getting Geographical Indication (GI) tagging for 15 potential products is Rs. 45 lakh (Rupees Fourty Five Lakh Only) @ Rs. 3 lakh/ product, which is proposed to be met out from Market Development Fund of Tamil Nadu State Agricultural Marketing Board.

6. The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board has therefore requested the Government to accord permission for getting Geographical Indications for the above mentioned 15 potential products at a total financial outlay of Rs.45.00 lakh by utilizing Market Development Fund of Tamil Nadu State Agricultural Marketing Board.

7. The Government after careful examination, accept the proposal of the Director of Agricultural Marketing and Agri Business / Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board and hereby accord permission for getting Geographical Indications for the following 15 potential products at a total financial outlay of Rs.45.00 lakh (Rs.3,00,000/- per product) by utilizing Market Development Fund of Tamil Nadu State Agricultural Marketing Board:

1. Arasampatti Coconut (Krishnagiri)
2. Krishnagiri Panneer Rose(Krishnagiri)
3. Thanjavur Peravoorani Coconut (Thanjavur)
4. Sathur Vellari (Virudhunagar)
5. Thoothukudi Vilathikulam Chillies (Thoothukudi)
6. Veeramangudi Achuvellam (Thanjavur)
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12. Adhalaikkai (Virudhunagar)
13. Tindivanam Panipayaru(Villupuram)
14. Sengal Thuvarai (Karur)
15. Jawadhu Hills Samai (Tiruvannamalai)

8. The Director of Agricultural Marketing and Agri Business /Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board is authorized to meet out the expenditure of Rs.45.00 lakh (Rupees Forty Five Lakh only) for the project from the Market Development fund of Tamil Nadu State Agricultural Marketing Board as annexed to this order.

9. The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board is authorized to implement the project in technical coordination with National Bank for Agriculture and Rural Development-Madurai Agri Business Incubation Forum (NABARD – MABIF).

10. The Deputy Directors of Agriculture (Agri. Business) of the respective districts are directed to assist National Bank for Agriculture and Rural Development –Madurai Agri Business Incubation Forum in identifying producer associations and collection of documents.

11. The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board is ordered to monitor the progress periodically so as to complete the project as per the activity schedule.

12. This orders issues with the concurrence of the Finance Department vide C.No.4527359/Finance (Agri-FW)/2023, dated 25.04.2023.

**(BY ORDER OF THE GOVERNOR)**

**C. SAMAYAMOORTHY  
AGRICULTURAL PRODUCTION COMMISSIONER  
AND SECRETARY TO GOVERNMENT**

To

The Director of Agricultural Marketing and Agri Business, Chennai – 32.

The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board, Chennai -32.

The Accountant General (G&SSA), Chennai –18/(By name)

The Accountant General (E&RSA), Chennai – 18/(By name)

The Pay and Accounts Officer, Chennai-35.

The Resident Audit Officer, Office of the Accountant General (G&SSA, E&RSA), Chennai -9.

The Director, Local Fund Audit, Chennai-35.

Copy to:

The Special Personal Assistant to Hon'ble Minister for Agriculture – Farmers Welfare, Chennai-09.

The Private Secretary to Agricultural Production Commissioner and Secretary to Government, Agriculture-Farmers Welfare Department, Chennai – 9.

The Finance (Agri-FW) Department, Chennai-9.

The Assistant Programmer, Agriculture -Farmers Welfare Department, Chennai-9.

The Agriculture - Farmers Welfare (OP3/B&P)Department, Chennai-9.

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*B. G. S. 8/5/23*  
**SECTION OFFICER**  
*8/5/23*





**Annexure**

(G.O.(Ms) No.77, Agriculture – Farmers Welfare (AM3(2)) Department,  
Dated:03.05.2023 )

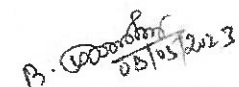
**(Detailed component wise cost estimate of the project )**

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**C. SAMAYAMOORTHY**  
**AGRICULTURAL PRODUCTION COMMISSIONER**  
**AND SECRETARY TO GOVERNMENT**

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 SECTION OFFICER  
 3/5/23