

GOVERNMENT OF INDIA
Ministry of Commerce & Industry
Department for Promotion of Industry and Internal Trade
TM & GI Section

F No.: P-24026/10/2018-IPR-IV-Part (1)

Date: 24th June, 2019

Subject: Guidelines for permitting the use of Geographical Indication (GI) Logo and Tagline – reg.

The registration and protection of Geographical Indications is based on sui-generis legislation, Geographical Indications of Goods (Registration and Protection) Act, 1999. As per this Act, Geographical Indications refers to an indication which identifies goods as agricultural, natural or manufactured goods (including handicrafts, textiles and processed food items) as originating, or manufactured in a definite geographical territory, where a given quality, reputation or other characteristic of such goods is essentially attributable to its geographical origin; in case of manufactured goods, one of the activities of either production or processing or preparation takes place in such territory, region or locality.

The Department for Promotion of Industry and Internal Trade (DPIIT) (erstwhile Department of Industrial Policy and Promotion) has taken several initiatives for promotion and marketing of GIs. In order to enhance the income of the GI producers i.e. farmers, weavers, artisans and craftsmen, a comprehensive and holistic campaign on promotion of GIs has been undertaken. A common GI tag would help create awareness amongst both the GI producers as well as consumers, so as to increase the marketability and saleability of these products.

Each GI may have a different logo, leading to confusion in consumers about various GI products. Therefore, the idea of a common GI Logo and Tagline was envisaged. DPIIT had conducted a public contest for the logo and tagline for Geographical Indications of India through mygov.in platform, attracting hundreds of entries. The selected logo and tagline for Indian products registered as Geographical Indications were launched on 1st August, 2018 by the Hon'ble Minister of Commerce & Industry, Shri. Suresh Prabhu.

These guidelines are being issued for the usage of the GI logo and tagline, and thereby promote Indian GI products.



GI LOGO

The Logo contains the letters 'G' and 'I' which are used together as an acronym for Geographical Indication. It also resembles the general location symbol, indicating that each GI has specific characteristics which are attributable to its place of origin. The Logo also bears the tri-colour of the Indian National Flag, which instils a sense of pride and reflects the essence of India. The GI Logo will act as a certifying mark that can be used to identify all Indian products registered as GIs, irrespective of the categories, which makes it convenient for the consumers to recognize authentic GI products, and thereby protect the interests of genuine GI producers.

GI TAGLINE

The Tagline अतुल्यभारतकीअमूल्यनिधि (Invaluable Treasures of Incredible India) represents the spirit of Geographical Indications of India, and will assist in effective branding and promotion of GIs. This will also help in engaging more people on the subject of GIs and create awareness about the benefits of a GI tag.

OWNERSHIP

- The ownership rights to the GI Logo and Tagline vests in the DPIIT through the Secretary.

- Usages of the same will be allowed as per the terms and conditions enumerated here, and only for Indian GI products registered in India or abroad.
- Foreign GI products, whether registered in India or not, are NOT ALLOWED TO USE the GI Logo and Tagline.
- DPIIT reserves the right to withdraw permission for use of the GI Logo and Tagline without any notice.
- DPIIT also reserves the right to change the design and layout of GI Logo and Tagline.

1. Terms and Conditions for use of GI Logo and Tagline

- i. GI Logo and Tagline shall not be used for illegal purposes or against public interest. They shall not be used in a derogatory fashion.
- ii. The GI Logo and Tagline is to be appropriately placed along with the logos and/or taglines of other organizations.
- iii. To maintain a uniform image across all communications material, it is imperative to follow the guidelines in terms of type and colour. The use of the logo should be consistent and should not be distorted or changed in relative proportion, colour etc.
- iv. DPIIT shall at no time be responsible for the authenticity or quality of the products on which they are used, or for any information shared or distributed on any media.
- v. DPIIT holds no financial obligation for usage of the GI Logo and Tagline.
- vi. DPIIT shall not be held liable for any claims, if any, arising out of any unauthorized use and/or violations of GI Logo and Tagline.
- vii. In the event of any unauthorized use of the GI Logo and Tagline, DPIIT is entitled to take necessary action, as it may deem fit.
- viii. Any entity seeking permission shall ensure that GI Logo and Tagline shall be used in association with genuine Indian GI products sold by authorised users registered under Geographical Indications of Goods (Registration and Protection) Act, 1999.
- ix. The GI Logo and Tagline shall only be used in relation of registered Indian GI Products and shall not be used for any other product which is not registered as a GI.
- x. No fee/ charges shall be levied for granting the permission for the use of GI Logo and Tagline.
- xi. The duration for the usage will be as decided by DPIIT on a case-to-case basis.

2. Procedure for grant of permission for use of GI Logo and Tagline

- i. All requests for use of Logo and Tagline would be considered on the basis of these guidelines on merit, and shall be approved by the concerned Joint Secretary.
- ii. DPIIT will be within its rights to seek any additional detail in respect of requests for use of logo and tagline before taking any decision on the request.

- iii. All requests for use of the logo for programmes on electronic media must be received in the DPIIT at least 30 days in advance along with complete details as mentioned in the format for consideration of the DPIIT.

3. Use of GI Logo and Tagline will be allowed without any permission for the following categories:-

- i. All establishments, offices and officers of the DPIIT, Govt. of India
- ii. All Central Government Ministries/ Departments and Departments of State Governments/ UT Administration for use in programmes directly organized by them.
- iii. The use of GI Logo and Tagline by Indian Embassies/ Missions abroad will be permissible for events, brochures, publicity material and advertisements for GI Promotion and are sponsored/ supported by the Embassies/ Mission
- iv. All the Registered Proprietors and Authorized Users of Indian products registered under The Geographical Indications of Goods (Registration and Protection) Act, 1999 shall be allowed to use the GI Logo and Tagline for branding purposes of the particular GI with which they are registered. However, for the sake of information, it is desirable that they submit the required information as mentioned in the enclosed format.

4. Use of the GI Logo and Tagline may be allowed with prior approval of the DPIIT, Government of India:-

- i. All Central Government Ministries/ Departments/ PSUs and Departments of State Governments/ UT Administration for programmes conducted in association with industry bodies like CII/ FICCI/ ASSOCHAM/ PHDCCI etc.
- ii. All events for which financial support is extended by the DPIIT, Government of India.
- iii. For a specified period, for events organized by private bodies that promote GI products.
- iv. For programmes being broadcast on electronic media or other modes of communication.
- v. For publication in articles, blogs, etc. through newspapers, magazines, internet, etc.
- vi. For display and sale of Indian GI products by wholesale or retail outlets, or e-commerce platforms.
- vii. Registered Proprietors and Authorised Users, for GIs other than the GI for which they are registered.

5. The applicants should submit their applications for use of GI Logo and Tagline in the following format:

Format for applying for permission to use the GI Logo and Tagline

1.	Name of the applicant	
2.	Address	
3.	Telephone No.	
4.	Mobile No.	
5.	Email	
6.	Organization Details	
7.	Purpose of Usage	
8.	Duration of Usage	
9.	Name of GI Product(s) (for which Logo and Tagline are to be applied) (please specify the GI products, or category of products)	
10.	Signature and Date	