

CMRIT News Clipping: 1. ARTICLE: Geographical Indication (GI) based “Tourist HotSpot Creation” to spur employment in Karnataka & India

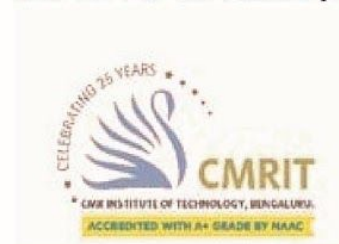
Publication: Edu Choice Times
Dated 15-10-2020 Page 04

Geographical Indication (GI) based “Tourist Hot Spot Creation” to spur employment in Karnataka & India

Most developed nations have their 30 to 50 % of GDP contributed by tourism. As such, the tourism industry encompasses many more domains like hospitality, food and beverage, transport agencies, small business, handcraft making artisans, mom & pop shops, weavers, farmers, roadside shops etc. Most tourists visit a new place to experience the uniqueness of that place! The uniqueness of such place may relate to flora and fauna, art, culture and heritage, artisans work, local cuisine, values, clothes etc and it is importantly dependent on the aspect for which the region is “known for”. Communities like farmers, artisans, weavers etc to have an intellectual property pro-

tection, which builds “brand” for them, and it is called Geographical Indication (GI). Mysuru is more attracted since it is a clean city and the famous Dasara festival of 10 days it is known worldwide the people cum to witness the festival, the palace like KRS Garden and the goddess Chamundeshwari it is world famous too. Region is the largest owners of GI in a single geography, about eighteen GI, and the same is helping the Mysuru region to be the most prominent tourist destination in India. In a way, getting grant of GI helps to bring the region on the road-map of tourism. Karnataka, due to its proximity to Western Ghats, has immense potential to create tourism hotspots beyond Banga-

lore, Mysore the Stable food Ragi mudde and different type of Veg and Non Veg curries. Mangalore. Tulu region, which comprises of Udupi and Dakshina Kannada districts has over two thousand po-



tential GI products like Cashew-nuts, Bhatkal Malliage, over fifty varieties of jackfruit, half a dozen varieties of Jaggery, two hundred snacks based on the unique vegetables, five unique fish vari-

eties, which only occur in Tulu region and of course hundreds of unique decorative and artistic items. Dharwad peda, Belgam kunda, Ilkal saares, Gulyadgudda kuppasa etc have left their mark as Karnataka’s pride. Similarly the Kolar and Chikkabalpura region has products like Kolar Silk, Chintamani broad beans, Chintamani snacks, Green chilli, Kolar Tomato,

The potential in our Karnataka state is so high that every district has at least twenty potential GI products and could triple our tourism revenue in next five years and create over fifteen lakh new jobs in the state. So, the policy makers need to meet the strategy of

filing GI for local communities before most of them become either extinct or become “Made in China”. Till now, China has over 8000 granted GI whereas India has only 362 granted GI. This is the best way to achieve the objective of job creation and community empowerment. Another decade delay in the neglect of our local unique products will lead to social unrest.

Author:

Dr. Phani Kumar Pullela, Professor, Head Sc/ST Entrepreneurship cell, CMR Institute of Technology (CMRIT), Bengaluru, Ph: 9902005868, Email: phanikumar.p@cmrit.ac.in

