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GI TAG ON TURMERIC IN ERODE DISTRICT: IMPACTS AROUND PEOPLE IN LOCAL VILLAGES

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Abstract:

The goal of the current study was to compare the nutritional profiles and quality of four turmeric varieties with geographical indications (GI): the Sangli, Waigon, Kandhmal, and Erode varieties. Significant variations were found for the three main quality indicators of curcumin (2.23-5.50%), oleoresin (8.36–18.12%), and essential oil (4.00–5.60%) among GI turmeric. A* (21.59–24.77) was found to be the highest in Kandhmal haldi, whereas L* (45.68–52.48) and b* (58.89–63.69) were significantly higher in Sangli turmeric. The color composition of the samples was also investigated. Further analysis of the chemical and mineral composition revealed that Erode turmeric had substantial levels of K, Ca, and Mg, whereas Waigon turmeric had the highest N results. In addition, the qualities, characteristics, or reputation of the product should be essentially due to the place of origin. Since the qualities depend on the geographical place of production, there is a clear link between the product and its original place of production. Finally, how it has been used in day-to-day life and how the buyers are aware of the GI in turmeric will be discussed in the survey report of the Erode district people.

Keywords: GI Tag, World Intellectual Property Law (WIPO), Trade-Related Aspects of Intellectual Property Law (TRIPS)

INTRODUCTION:

A geographical indication (GI) is a sign used on products with a specific geographical origin and possess qualities or a reputation due to that origin. To function as a GI, a sign must identify a product as original. In addition, the product's qualities, characteristics, or reputation should be essentially due to the place of origin. Since the qualities depend on the geographical place of production, there is a clear link between the product and its original place of production in a given place.

Likewise, after an eight-year-long process, eroded turmeric on Wednesday finally got a Geographical Indication (GI) tag from the Geographical Indication Registry. The Erode Manjal Vanigargal Matrum Kidangu Urimaiyalargal Sangham applied for the GI tag on January 4, 2011, at the office of the Deputy Registrar of the GI Registry in Chennai. **This study aims to acquire awareness among the people regarding the grant of a geographical indication tag through socio-legal research and the economic impacts in the region of Erode. After the grant of the Geographical Indication Tag on Turmeric.**

Review of Literature:

A review of the literature is an analysis of the existing materials relating to a particular topic. A systematic study of earlier scholarly works and the latest research helps to understand the research topic better. When the researcher is acquainted with the existing works, it reduces the replication of work already done by others and helps the researcher get a detailed overview of the topic. Following are a few literature works related to GI tags on eroded turmeric. V.S. Palaniappan, "Erode turmeric gets a GI tag after an 8-year process." In this, the information about the GI tag on eroded turmeric was briefly discussed.

RESEARCH HYPOTHESIS:

1. The registration of geographical indications is dependent on the place of origin and quality of the product.
2. The buyer's awareness mechanism of the geographical indication of turmeric is compulsory through appropriate media.

The first hypotheses were designed to study whether the registration procedure in Geographical Indication is dependent on checking the place of origin and quality of the product. In other words, whether the genuine procedure is used to check the origin to register under GI.

The second hypothesis was formulated to analyze the awareness mechanism of the Geographical Indication of "Erode Turmeric" and whether it should be compulsory through an appropriate medium to avoid duplication.

RESEARCH METHODOLOGY:

In this non-doctrinal paper, the methodology adopted is primarily empirical research. A survey was conducted among the students and people of Erode District to generate information from them on the research topic. The theoretical source for this paper was collected from various articles, e-journals, and web pages.

SCOPE AND LIMITATION:

The present study has the following limitations:

- The research is limited to Erode.
- GI is a relatively new concept in India (since 2004 and not mandatory), therefore the literature available on the topic is limited.
- Lack of public awareness does not offer strong growth potential to the business unit as yet.
- The empirical studies on GI are scarce.
- The nonavailability of academic literature is a major limitation.
- Geographical indication has emerged; it has been planned and initiated by world forums like the WTO, TRIPS, WIPO, and NIPO. All these world forums are developing geographical indication elements at the global level. The information, like patents and trademarks, is tremendous. These forums are also developing the Geographical Indication element at the global level, depending on domestic-level development.
- At the domestic level, only gazette information is available because the registration process and documentation are time-consuming.
- The geographical indication is a collective mark because the registration is not by an individual or person. It is by the seller's association. Hence, the appropriate information and channel of distribution are not coordinated.

NEED FOR GEOGRAPHICAL INDICATION PROTECTION :

Many people and associations across the globe often get confused while thinking about whether it is worthwhile to obtain GI protection or not. Some of the benefits of registering a geographical indication are as follows:

1. ENHANCES ECONOMIC GROWTH:

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

2. PREVENTS UNAUTHORIZED USE OF GI TAGS :

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

3. EXPAND 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 marketers to expand their business at a global level. Furthermore, the protection of geographical indications boosts exports and helps the producers earn well for themselves.

4. INCREASE TOURISM:

The protection of GI tags builds a global reputation for the products. People around the world notice various GI products from different regions and get motivated to visit those regions and use such products. Therefore, it helps in the growth of the tourism industry in that particular region as well.

IMPORTANCE OF TURMERIC IN GI :

The values for N, K, Ca, and Mg varied between (0.08 and 0.50%), (2.48 and 3.19%), and (0.11-0.45%), respectively. The analysis of the samples revealed the presence of P, Cu, Mn, Fe, and Zn at significant levels that, respectively, ranged from (0.41-0.45 ppm), (4.63-6.63 ppm), (39.6-91.5 ppm), (134.3-251.5 ppm), and (12.3-28.0 ppm). Waigon turmeric had considerable quantities of Cu, Mn, and Zn, whereas Erode turmeric had significantly higher levels of Fe. Turmeric from Waigon and Kandhmal both had the same amount of P. According to nutritional studies, Erode turmeric has a notable high content of crude protein (4.64%) and

crude fiber (10.40%). Waigon turmeric was found to contain significantly higher amounts of carbohydrate (73.7%), total fat (9.16%), and energy (374.53 Kcal/100g), whereas Kandhmal haldi was found to have the highest percentage of ash (14.3%) and Erode turmeric had the highest percentage of fiber (10.40%). When tests were done to determine the proximate antioxidant activity, Sangli turmeric (38.94 g/mL) was found to have the highest 50.0% inhibitory concentration (IC50), whereas Waigon turmeric (146.57 g/mL) had the highest IC50 for the antidiabetic assay. Additionally investigated were the total curcuminoids by HPLC and the chemical components of essential oils by GCMS.

QUALITY PARAMETERS:

Quality Parameters	Characteristics of Erode Manjal (Erode Turmeric)
Fresh Rhizome Yield	15 to 40 per ha
Curcumin content	2.5 to 4.5 %
Colour	Golden Yellow
Resistance to Pest	Upto 100 days after boiling

SURVEY REPORTS:

Empirical research was conducted among the students and general public in Erode District to determine to what extent they were aware of the geographical indication tag on Erode turmeric. The research also includes questions regarding the legal provisions of geographical indications.

A total of 30 subjects participated in the survey. The age group of the participants is represented as a bar graph (Figure 1).

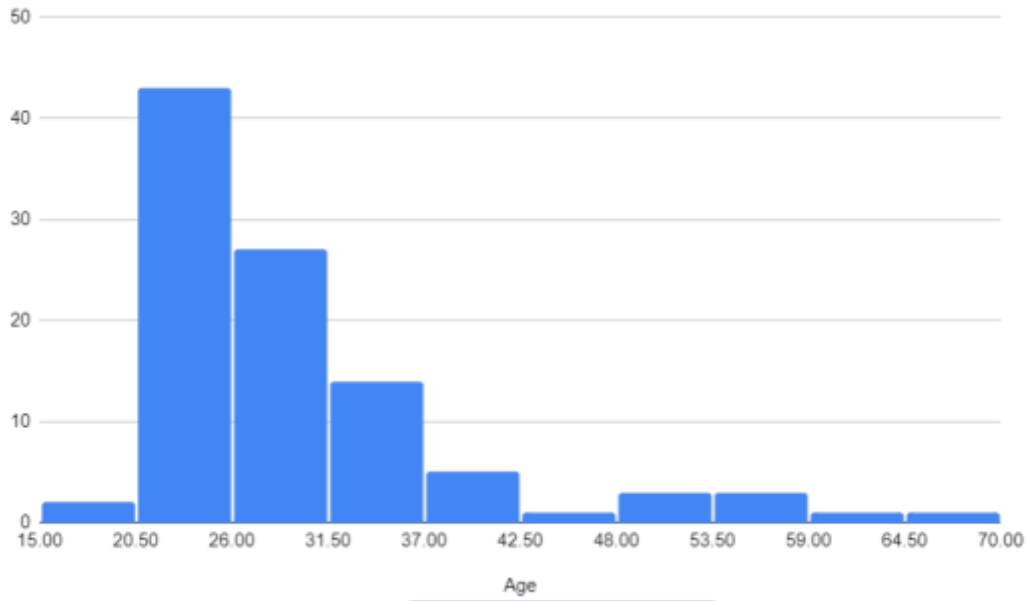


Figure 1: Age group of participants

The responses were received from 53 males and 47 females. Out of 101 participants, 43 were working, 28 were students, 12 were self-employed, and 18 were others. (Figure 2).

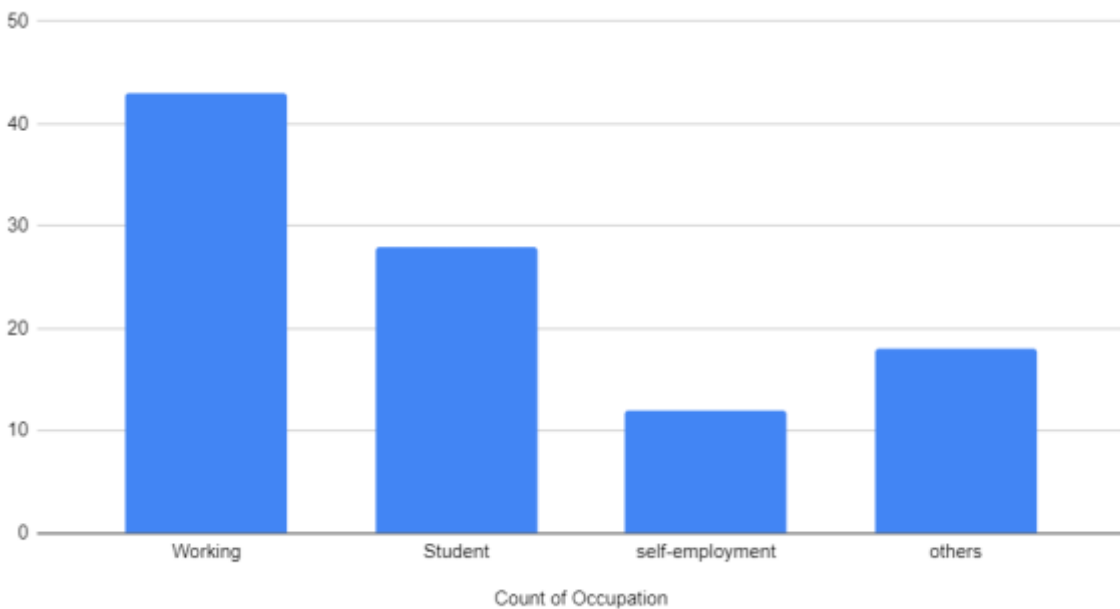


Figure 2: Count of Occupation

Conclusion and Suggestions:

India, at present, is the largest producer, consumer, and exporter of spices in the world. Turmeric is an important spice crop in India. It is used to cook household products for food, flavor, and color. It is also used for medical purposes as a stimulant, stomachic, expectorant, and rubefacient. The beneficial effects of turmeric are traditionally achieved through dietary consumption, even at low levels, over long periods.

A precise understanding of the effective dose, safety, and mechanism of action is required for the rational use of turmeric in the treatment of human diseases. Further clinical studies are warranted if turmeric is to be employed in meeting human needs and improving human welfare. The activities of turmeric include antibacterial, antiviral, anti-inflammatory, antitumor, antioxidant, antiseptic, cardioprotective, hepatoprotective, nephroprotective, radioprotective, and digestive activities.

It can be concluded that the expenditure points of curing, drying, and polishing operations were more important for the post-harvesting process of turmeric rhizomes, which occupied about 3/4th of the cost (about 73%) for turmeric processing. The marketing surplus of the total quantity sold as a protection to the total protection of the turmeric in the Erode District was as high as 90.56%. The selling decision of turmeric producers in the Erode District was governed by the cost involved in the net prices realized in selling the product.

The turmeric producers follow a seasonal pattern of selling, with the highest concentration in the sales months and the lowest concentration in November. In Erode district of Tamil Nadu, the marketing of dried turmeric in the rhizomes moved from producer through the regulated market to wholesaler cum commission agent to final user was found to be the most efficient, with the lowest level of marketing margins and minimum price spread.

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