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**“A STUDY ON GEOGRAPHIC INDICATION
TAGGED PRODUCT WITH SPECIAL REFERENCE TO
VAZHAKULAM PINEAPPLE”**

Dissertation Submitted to Mahatma Gandhi University
In partial Fulfilment of the Requirements for the Award of
Degree Bachelor of Arts (Economics)

Submitted by

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Date:

CERTIFICATE

This is to certify that Joel Devasy, Roshan Rajeevan and Ranjith Balakrishnan of III BA Economics, have successfully completed their dissertation entitled "A STUDY ON **GEOGRAPHIC INDICATION TAGGED PRODUCT WITH SPECIAL REFERENCE TO VAZHAKULAM PINEAPPLE**" during the academic session of 2023-2024.

The project has been accomplished under the direction and guidance in partial fulfilment and the requirements for the award of degree of Bachelor of Arts (Economics) of the Mahatma Gandhi University.

They are granted permission to submit the dissertation

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DECLARATION

We, Joel Devasy, Roshan Rajeevan and Ranjith Balakrishnan Bachelor Degree of Economics final year students, Department of Economics, Bharata Mata College, Thrikkakara hereby declare that the dissertation submitted for award of bachelor's degree in economics is our work. We further declare that the said work has not previously been submitted to any other University or Academic body.

Joel Devasy

Roshan Rajeevan

Ranjith Balakrishnan

Place: Thrikkakara

Date:

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Joel Devasy

Roshan Rajeevan

Ranjith Balakrishnan

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Questionnaire

Question to Employee:

1.Name

2.Gender

- Female
- Male
- Others

3.Age

4.Education qualification

- High school
- Higher secondary
- UG
- PG
- None

5.Religion

6.Area of production

7.Land in acres

- Own land
- Rent
- Lease

8.How long have been in industry

- 1 year
- 2 years
- More than 2 years

9.Have you heard about GI tag registration

- Yes
- No

10.What is special about Vazhakulam pineapples?

- Unique Appearance
- Sweet and Taste
- Market value
- All of the above

11. Is there any change after GI tag for your products

- Yes
- No

12. How did you sell the product before GI tag?

- Online marketing
- Retail marketing
- Wholesale marketing
- All the above

13. How did you sell it after GI tag?

- Online marketing
- Retail marketing
- Wholesale marketing
- All the above

14. Mode of Marketing after GI tag?

- Special packing and labelling
- Promotional campaign
- Online Platforms
- Fairs and Events Participation

15. Is there any increase in cost after GI tag?

- Yes
- No

16. Do you feel that there is an increase in cost after GI tag registration?

- Yes
- No

17. What is the amount of income you spent on travelling per month

- Less than 1000
- 1000 to 3000
- More than 3000

Question to customers:

1. Name

2. Gender

- Male
- Female
- Others

3. Educational qualification

- High school
- Higher secondary
- UG
- PG

4. Age

- 1-15
- 15-35
- 35-50
- Above 50

5. How familiar are you with the GI tagged product Vazhakulam pineapple?

- Very familiar
- Somewhat familiar

- Hear of it
- Not Familiar at all

6.What do you think is the main characteristic of Vazhakulam pineapple?

- Sweetness
- Juiciness
- Aroma
- Size

7.Have you ever tasted Vazhakulam pineapple?

- Yes, and I love it
- Yes, but I didn't like it
- No, but I'd like to try
- No, am not interested

8.Where do you prefer to buy Vazhakulam pineapple?

- Local farmers market
- Supermarket
- Online store
- Not interested

9.Which price range do you think is reasonable for Vazhakulam pineapple

- Rs 50-100per kg
- Rs 100-150 per kg
- Rs 150-200 per kg
- Rs 200+ kg

10.How often do you consume pineapple?

- Daily
- Weekly
- Monthly

- Rarely or Never

10. What dish or recipe would you most likely use Vazhakulam pineapple for?

- Pineapple juice
- Pineapple cake
- Pineapple salad
- Others pls specify

11. Do you think the GI tag adds value to Vazhakulam pineapple?

- Yes, it signifies quality
- No, it doesn't matter to me
- Not sure
- I don't know what GI tag is

12. How important for you to buy locally sourced products like Vazhakulam pineapple?

- Very important
- Somewhat important
- Not very important
- Not important at all

13. Would you recommend Vazhakulam pineapple to friends or family?

- Yes definitely
- Maybe if they like pineapple
- No, I wouldn't recommend it
- Not sure

14. Do you think Vazhakulam pineapple has a unique quality compared to other pineapple?

- Yes, it stands out
- No, it's like any other pineapple
- Not sure
- I haven't tried it to compare

15. Have you seen Vazhakulam pineapple being promoted or sold in stores?

- Frequently
- Occasionally
- I haven't noticed
- Not sure

16. How likely are you to choose Vazhakulam pineapple over the other fruits while shopping

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

17. Do you think Vazhakulam pineapple deserve GI tag

- Yes, it represents its origin well
- No, I don't see the uniqueness
- Not sure
- I don't know much about GI tag

18. What packaging for Vazhakulam pineapple would appeal to you most?

- Eco friendly, minimal packaging
- Stylish and eye catching
- Convenient and easy to store
- No preference

19. Would you be interested in learning more about the process of growing Vazhakulam pineapple?

- Yes, am curious
- May be if it's not too technical
- No not interested
- Not sure

20. How likely are you to support initiatives that promote and protect products like Vazhakulam Pineapple with GI tag?

- o Very likely value cultural heritage
- o Somewhat likely, if it's convenient
- o Not very likely, I don't see the important
- o Not at all likely

Chapter 1: Introduction

Introduction

Geographical Indication (GI) tagging safeguards unique products associated with specific regions, preserving their distinct qualities and protecting against unauthorized imitation. The process, overseen by the Geographical Indication Registry, ensures products like Darjeeling tea from West Bengal maintain their reputation and quality. By restricting unauthorized use, GI tagging fosters financial growth through exports and promotes economic development in the regions of origin. Recognized under the Paris Convention for intellectual property rights, GI fosters financial growth through exports and promotes economic development in the regions of origin. Recognized under the Paris Convention for intellectual property rights, GI tagging also directs investment towards technology and advertising, boosting rural economies and contributing to overall economic growth and poverty reduction, particularly in low-income nations heavily reliant on agriculture.

1. GI tagged products analysis in India

Agricultural productivity and profitability can boost rural income in India while also creating demand for agricultural and industrial goods. Exporting agricultural products can generate foreign currency, aiding in acquiring capital goods and technology. Geographical Indication (GI) tagged products, like the Banaras Tirangi Barfi from Uttar Pradesh, are vital for India's economic development. These products are seen as treasures, representing the rich diversity of India. Examples include Darjeeling tea, Mysore betel leaf, Indore leather toys, Odisha Rasagulla, and Kashmiri saffron. Understanding consumer preferences and regional production patterns is crucial for studying the economic impact, cultural significance, and

market trends associated with these products. India has awarded GI tags to around 635 products, with Darjeeling tea being the first.

2. GI tagged products analysis in Kerala

- Kerala's focus on examining its unique products with Geographical Indications (GI) includes various categories like manufacturing, agriculture, food, and handicrafts.
- Out of India's total 417 registered GIs, Kerala boasts ownership of 31.
- GI tags are predominantly found on agricultural products in Kerala, such as different varieties of rice like Navara, Pokkali, Wayanadan, and Jeerakasala.
- Kerala has applied for a GI tag for the famous Beypore Uru, a traditional wooden ship crafted in Beypore, Kerala.
- Edayar Chilli Mango, cultivated in Edayar, Athavanad, and Marakkara, is another product seeking GI recognition.
- Notable GI products from Kerala include Alleppey Gram and Palakkadan Matta Rice, highlighting the importance of understanding consumer awareness and preferences for these products. Understanding Gi-tagged products is important for economic, cultural, and sociological reasons

3. Research Gap

The research gap includes the geographical indications of goods is an element of intellectual properties right which attribute good to its geographical origin.as we are inserted in the assumption that a proper awareness could give importance to the productions and marketing of GI tagged products of theses products.GI tag products differentiate from the other products through its qualitative factors.these goods may fall under diverse categories as agriculture , natural goods etc.To protect the ingenious treasure ,the economic potential of most of the products remain underutilized.There are various reasons why studying "Gi-tagged products" is significant. For starters, it enables consumers to make more informed decisions about the quality and authenticity of the products they buy, particularly in industries such as food and drinks, where geographical indication (GI) labels indicate unique qualities and provenance.n this case we have to improve the awareness of GI tagged products among people also spread the idea about GI tagged products

1.4Statement of the problem

The research study was chosen to know more about the importance of GI tagged products.

The purpose of this study is to investigate and quantify the economies of scale gained through Geographical Indication (GI) tagging of Vazhakulam pineapples. It specifically intends to analyze how the GI tag effects the manufacturing process, marketing strategies, and economic outcomes related with Vazhakulam pineapples. This study will look at the economic impact of Geographic Indication (GI) registration on pineapple producers in Vazhakulam. It aims to evaluate changes in market dynamics, price structures, profitability, and overall livelihoods of pineapple growers following GI registration, so offering insights into the effectiveness and implications of GI protection for local agricultural communities. The purpose of this study is to compare the differences between pre-GI and post-GI tagged pineapple. This entails investigating many areas such as production methods, quality standards, market perceptions, and economic repercussions to better understand the significance and usefulness of Geographical Indication (GI) tagging in the pineapple sector.

1.5 Research questions

1. How does the adoption and consumer perception of GI tagged products vary in different regions of Kerala?
2. What factors influence their popularity and market acceptance?
3. What impact does the Geographical Indication tag have on the production and marketing?

1.6 Objectives

1. To study the economies of scale associated with GI tag with reference to pineapple of Vazhakulam.
2. To understand or analyse economic implication of GI registered pineapple for producers in vazhakulam.
3. To analyze the changes in pre-GI tagged pineapple and post GI tag in pineapple

1.8 Data and Research methodology

The data is both based on primary and secondary data.

***PRIMARY DATA**

Primary data is those data which are collected for the first time, and happen to be original in character.

The primary data is obtained by the means of observation or through direct communication such as survey, personal interview and questionnaire.

The information is collected by the workers of the Vazhakulam market and also we collect information from the consumers of GI tag products (age limit 40-50)

***SECONDARY DATA**

Secondary data for the study is collected through various sources. The data has been collected and analyzed by someone else.

methods used to obtain data : Book, dairy, magazine,
internet etc

Sample size: 75

Sampling segment had been taken from Vazhakulam with 75 responses that was collected through questionnaire and. Online document

1.9 Limitation

4. Sample size may not be an exact representation of the universe.
5. Time, cost and location factors became major difficulties in completing research.
6. Secondary data available cannot be fully trusted.

1.10 Chaperization

- I. Chap 1: Introduction, methodology, objectives and limitations of study.
- II. Chap 2: Review of literature
- III. Chap 3: Market Recognition and Differentiation in vazhakulam, Cultural Heritage Promotion in vazhakulam.
- IV. Chap 4: Data analysis of GI tagged products
- V. Chap 5: Conclusion, suggestion, recommendation, reference, questionnaire.

Chapter 2: Review of Literature

S. VERMA and N MISHRA(2018)

Conducted a study on Recognition and marketing opportunities of GI tagged products. Legal protection through GI tag prevents similar products from taking the unfair advantage. Despite measures by Government to protect the indigenous treasures the economic potential of most of the products remain underutilizes.

A. KUMAR(2015)

Conducted a study of Customer attitude and perception towards GI tags. The study recommends that there is a greater awareness and education about GI tag among consumers. The study is the body of knowledge on consumer behaviour and branding.

D. DAS and MR DILEEP(2023)

Conducted a study on Awareness, Factors Influence and the Scope of GI Tagging's in Kerala as a Rural Tourism and development tool. The products provide more socio benefits in rural areas as they offer differentiated and high value-added products.

A. SUNDARAM(2022)

Conducted a study on Rural development potential of GI tagged products. The main aim was to investigate the rural development potential of GI tagged products. These products are facing day-to-day economic difficulties.

U PRIYANKA(2023)

Conducted a study on Strategy for Digitization and Marketing of select GI tagged products. The Gold mine of GI is India (Vinayan,2012). Endowed with a wide variety of region made products, adequate protection was critical.

Mrs. C MYTHILI AND Mrs. R VISHNUPRIYA(2023)

Conducted the study on Analyzing the Customers perception on GI tagged textile products of India. It indicates the quality and features of the place of production. It holds awareness and satisfaction obtained from purchasing GI tagged products.

PIYUSH PATEL(2021)

Conducted a study on the importance of GI tagged products for tribes in India. It shows the authenticity and originality of the products. Article 1,2,10 of the Paris Convention for the protection of Industry property and Article 22 to 24 of Trade Related Aspects of Intellectual Property Right (TRIPS) Agreement specifies Geographical Indication as a part of Intellectual property

SANDIP TAPKIR(2020)

India has a rich cultural heritage, including diverse food traditions. Despite this, only 3.9% of food items are registered as Geographical Indications (GIs), which protect the origin and cultural significance of products. This research paper examines the status of GIs in Indian food trade and emphasizes the importance of protecting these traditions. GI tags not only preserve the authenticity of Indian foods but also promote them globally. However, many food items lack GI protection, leaving them vulnerable to misuse and consumers unaware of their origins. It's crucial for stakeholders, both public and private, to prioritize registering more food items as GIs to safeguard India's culinary heritage.

ANITA MOUDGIL(2022)

The pandemic has highlighted the importance of traditional knowledge in healthcare and the need to safeguard intellectual property in the digital age. Laws protecting intellectual property can boost economic growth, employment, and income. Geographical Indication (GI) protection, which identifies goods based on their origin, supports local manufacturers and preserves traditional skills and knowledge. This helps rural development by creating employment opportunities and increasing export income. The legal framework should prioritize quality control standards to build strong brands in international markets.

RANJANA SEDERESHAN(2024)

Looking into geographical indications in India for The Locavore, I anticipated a straightforward exploration. However, the process proved to be far from simple, as notions of tradition and authenticity added layers of complexity. The journey into understanding the GI-tag revealed a landscape rife with subjective interpretations and differing perspectives. From defining what qualifies for the tag to

navigating the intricacies of the application process, it became evident that obtaining a GI-tag for a food item is anything but straightforward.

ANGELA TREGEAR ,ARON TOROK AND MATHEW GORTEN (2015)

This paper explores how geographical indications could benefit small-scale producers by examining the case of the Makó Onion Protected Designation of Origin in Hungary, a type of geographical indication system often overlooked in research. It distinguishes between established and nascent geographical indication systems and analyzes how they can help producers by capturing higher margins, encouraging collective action, and enabling diversification. However, the study finds that the Makó Onion Protected Designation of Origin has not delivered these benefits. It identifies the political and institutional context as factors contributing to this outcome and provides recommendations for improving the potential of geographical indications in nascent systems.

EMILIE VANDECANDELAERE,LUIS FERNANDO ,ANDRES REY, ANNA DAZA,PABLO MEJIA, FLORENCE TARTANAC AND MASSIMO VITTORI(2021)

Geographical Indications (GIs) are seen as tools for sustainability, though not always unanimously. Still, when managed well, they can positively impact economic, social, and environmental aspects. The FAO and oriGI developed the Sustainability Strategy for GI (SSGI) to assist GI producers in engaging in sustainability strategies effectively. This paper presents original research on creating a framework and database for selecting relevant sustainability indicators for GIs. Guided by SSGI principles and aligned with Sustainable Development (SDGs), the Sustainability Assessment of Food and Agriculture (SAFA) provided the structure. The outcome is a database of 372 robust sustainability indicators tailored for GIs, facilitating their practical use. The discussion emphasizes the importance of a place-based and participatory approach, empowering stakeholders and fostering alliances. It also underscores the significance of action and effective communication, both internally and externally.

RICCARDO CRESENSI,FABRIZIO DE PHILLIPIS ,MARA GIUA AND CRISTINA VAQUERO -PINEIRO(2020)

This paper investigates the role of Geographical Indications (GIs) in fostering local economic development in rural areas, focusing on Italian wine as a case study. GIs endorse agri-food products closely tied to their place of origin. Using innovative methods like propensity score matching and difference-in-differences models, the study compares rural municipalities with GIs to similar ones without GI status since 1951. Results show that GIs contribute to population growth and economic diversification, shifting towards non-farming sectors with higher value-added activities.

D R Dominique BARJOLLE(2009)

Paper delves into assessing the territorial impacts of geographical indication systems, emphasizing the need for clear reference points and relevant indicators. It discusses methodological challenges and presents results from the SENER-GI research program, highlighting differences in stakeholder priorities between established and progressing geographical indications. It categorizes these indications into "enthusiasts," "socio-environmentalists," and "undecided," showing varying expectations regarding economic, social, and environmental impacts. Overall, while economic concerns dominate, the study underscores the importance of considering broader social and environmental factors in geographical indication implementation.

YASHNA WALIA AND SREYA KUMAR(2022)

The Geographical Indications of Goods Act, 1999 brought hope to farmers, weavers, and local traders in India. Many government entities have pushed for more registrations, offering a glimpse of positive change. However, the reality is more complex. Despite being registered, products like Banarasi and Venkatagiri sarees, and Pashmina Silk still face challenges, including quality control issues. Genericide, where a product loses its distinctiveness, is also a concern. Nonetheless, there are success like Darjeeling tea and Chanderi sarees, showing potential for improvement. This highlights the need for stricter legal measures to protect these products and their producers.

Chapter 3

DATA ANALYSIS AND INTERPRETATION

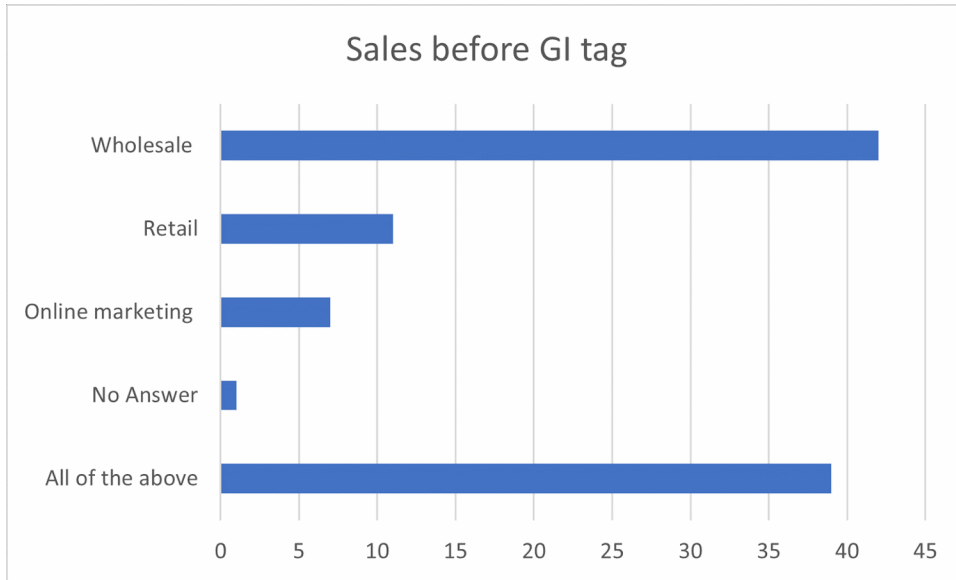
Introduction

It deals with the data analysis to study Vazhakulam pineapple. It helps us to know how GI tag affects the products.

Table 3.1

Employee Data:

Sales before GI tag	Count
All of the above	39
No Answer	1
Online marketing	7
Retail	11
Wholesale	42

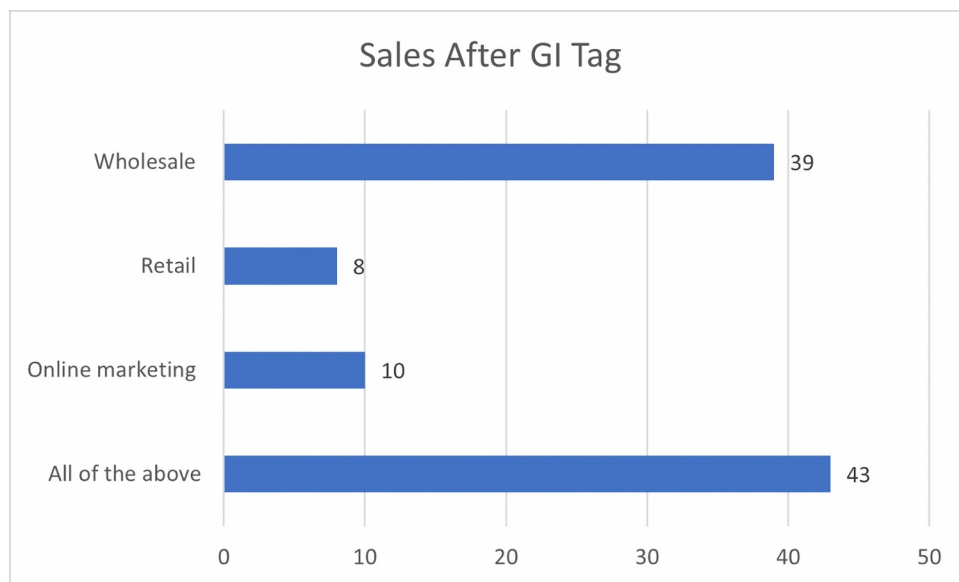


Source; Primary data

Interpretation: The above table shows that 42 per cent is wholesale, 39 per cent all the above, 7 percent online marketing and 11 percent retail.

Table 3.2

Sales after GI tag	Count
All of the above	43
Online marketing	10
Retail	8
Wholesale	39

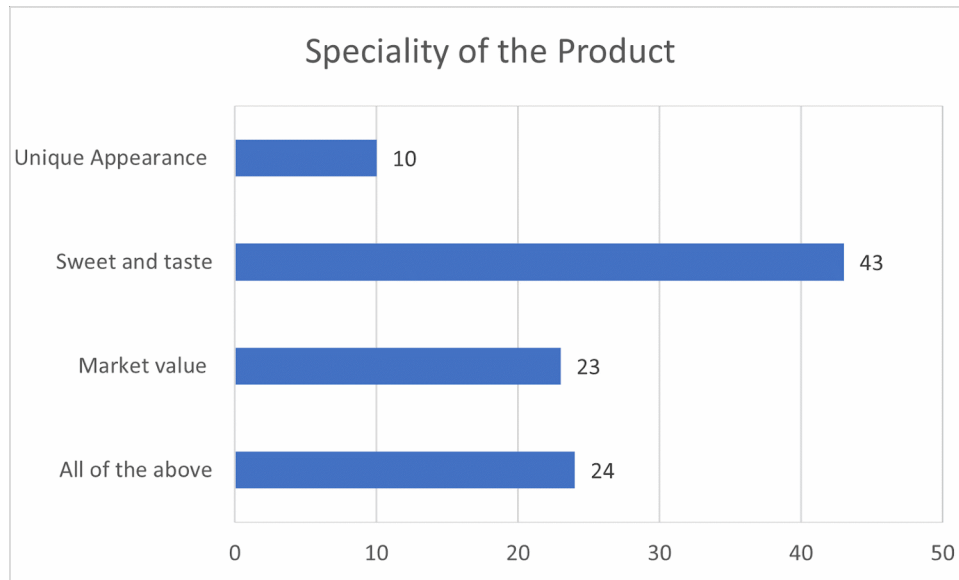


Source: primary data

Interpretation: It shows the sales of products in different markets. 39 per cent in wholesale market, 8 per cent in retail market, 43 per cent All of the above, 10 per cent online market.

Table 3.3

Product Specialty	Count
All of the above	24
Market value	23
Sweet and taste	43
Unique Appearance	10



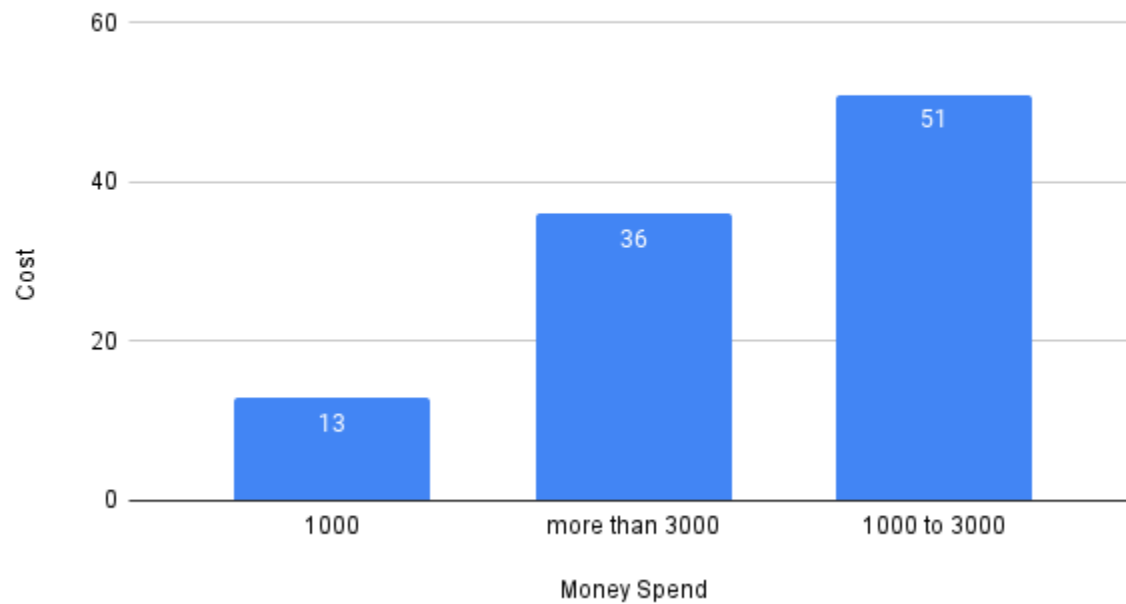
Source: Primary data

Interpretation: It studies about the product specialty in the market. 43 percent of people prefer sweetness and taste. 23 per cent prefer market value .24 percent prefer all of the above.10 per cent prefer all of the above.

Table 3.4

Monthly Travel Expense	Count
1000	13
1000 to 3000	51
more than 3000	36

Monthly Travel Expense



source:

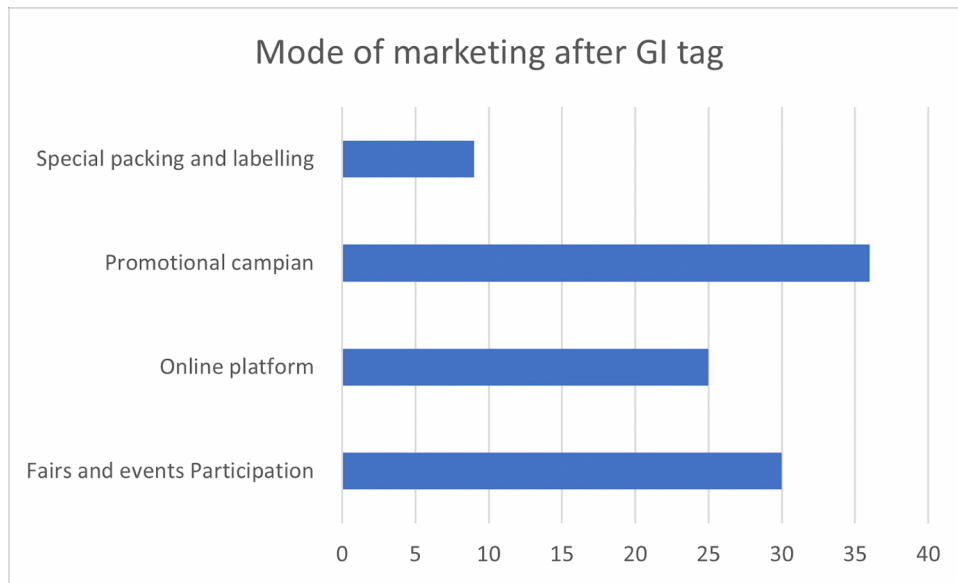
Primary data

Interpretation: It studies the monthly travel expense of GI tag employees. 51 per cent spend a range of amount from 1000 to 3000. 13 per cent spent money below 1000. 36 percent spend money from more than 3000.

Table 3.5

Mode of marketing after GI tag	Count
Fairs and events Participation	30
Online platform	25

Promotional campaign	36
Special packing and labeling	9



Source; Primary data

Interpretation: It states that the mode of marketing after GI tag was mainly focused on Promotional campaigns. 30 per cent of people participate in Fairs and events Participation.

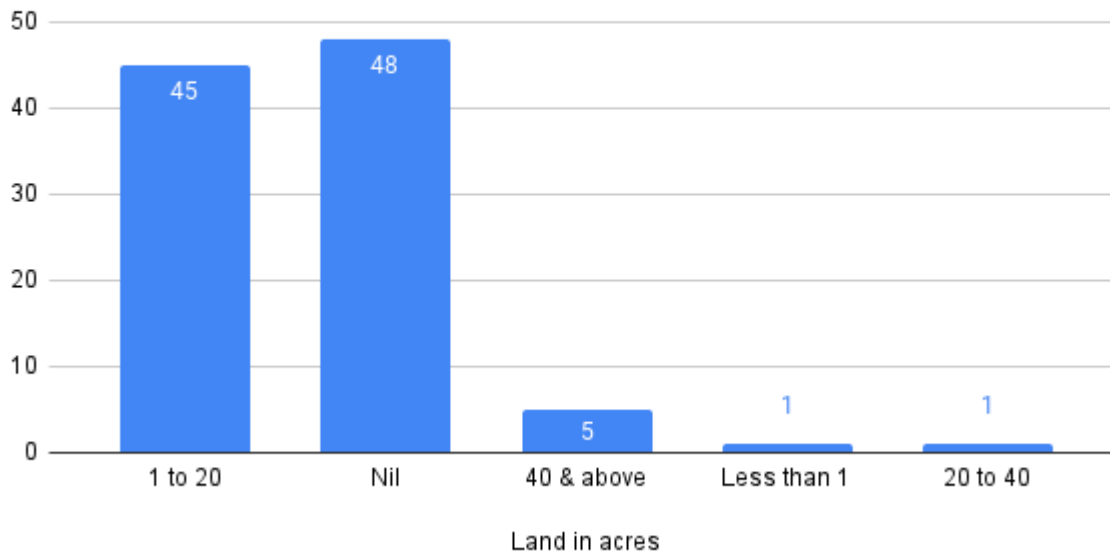
Table 3.6

Land in acres	Count
1 to 20	45

20 to 40	1
40 & above	5
Less than 1	1
Nil	48

Land Owned

(of employees & owners)



Source: primary data

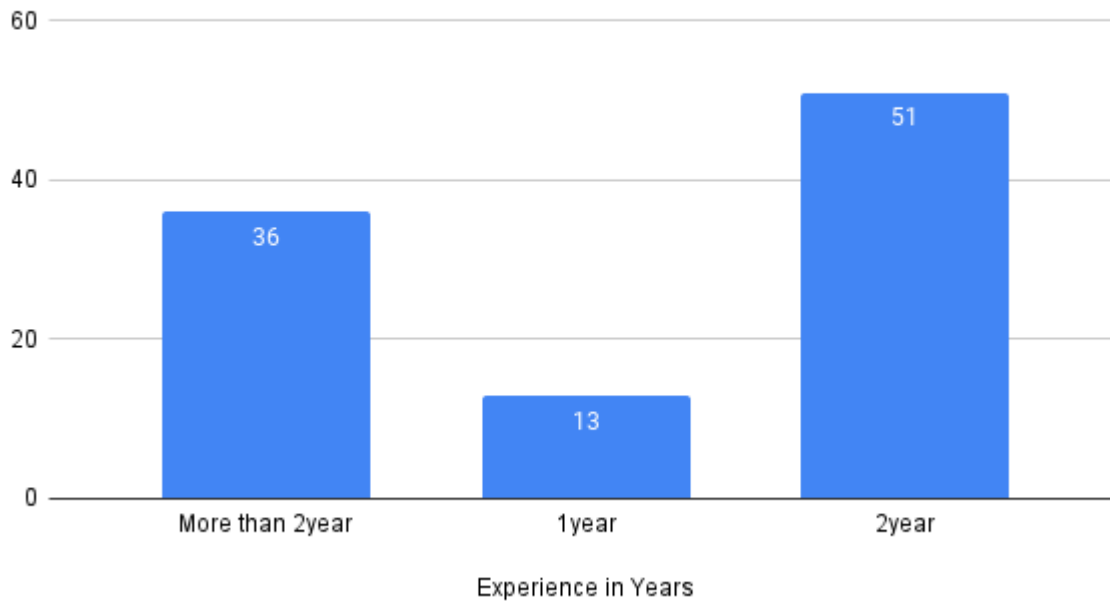
Interpretation: It mainly focused on areas of land held by the merchants. Most people were employees. A majority of people hold land below 20 acres.

Table 3.7

Industry Exp.	Count
1year	13

2year	51
More than 2year	36

Industry Experience



Source :

primary data

Interpretation: It states the Industrial experience of the merchants. Most people have an experience of 2 years.

Table 3.8

Changes after GI tag	Count
No	61

Yes	39
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Reported changes after GI tag

(According to the employers)

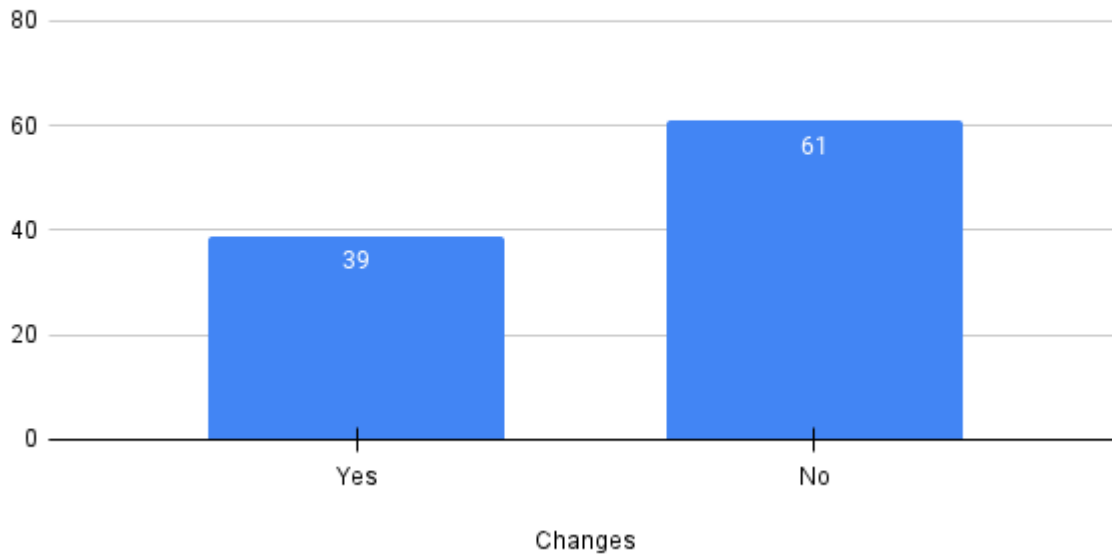
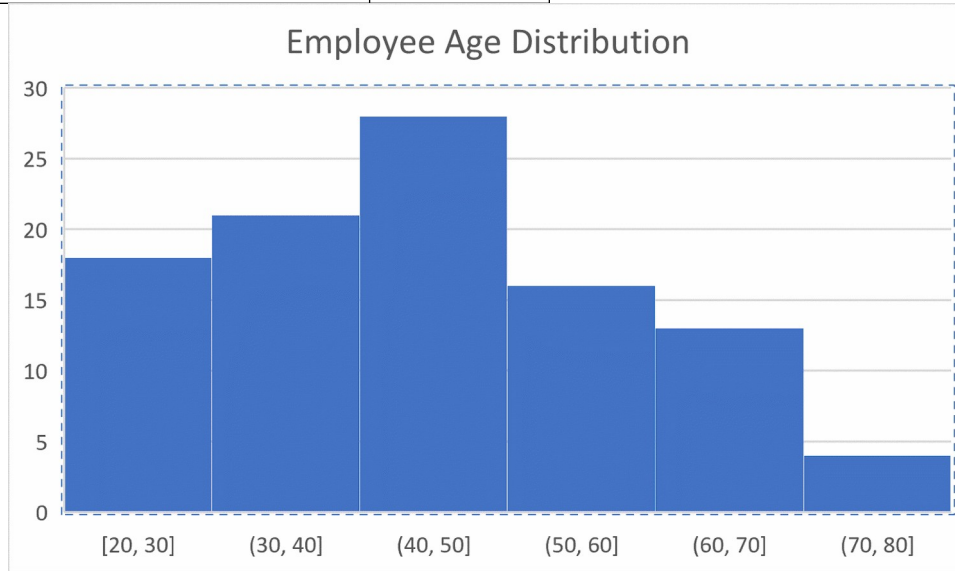


Table 3.9

Employee Age Distribution	Count
20-30	18

30-40	21
40-50	28
50-60	16
60-70	13
70-80	4



source: primary data

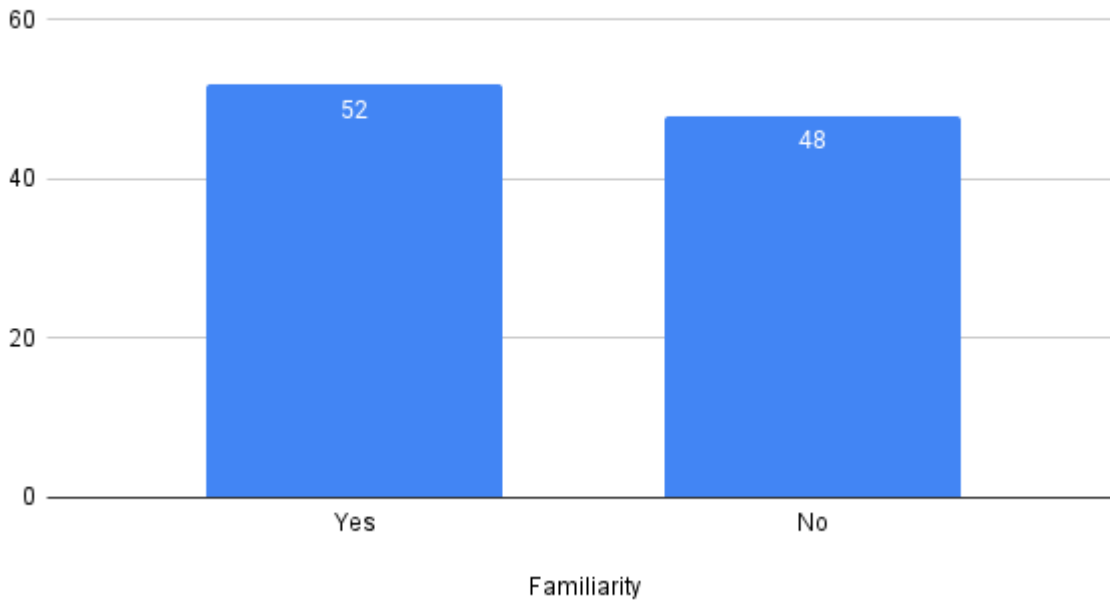
Interpretation: It describes the age distribution of the employees most people are aged between 40-50.

Table 3.10

GI Tag Familiarity	Count
No	48

Yes	52
-----	----

GI tag Familiarity among employees



Source:

Primary data

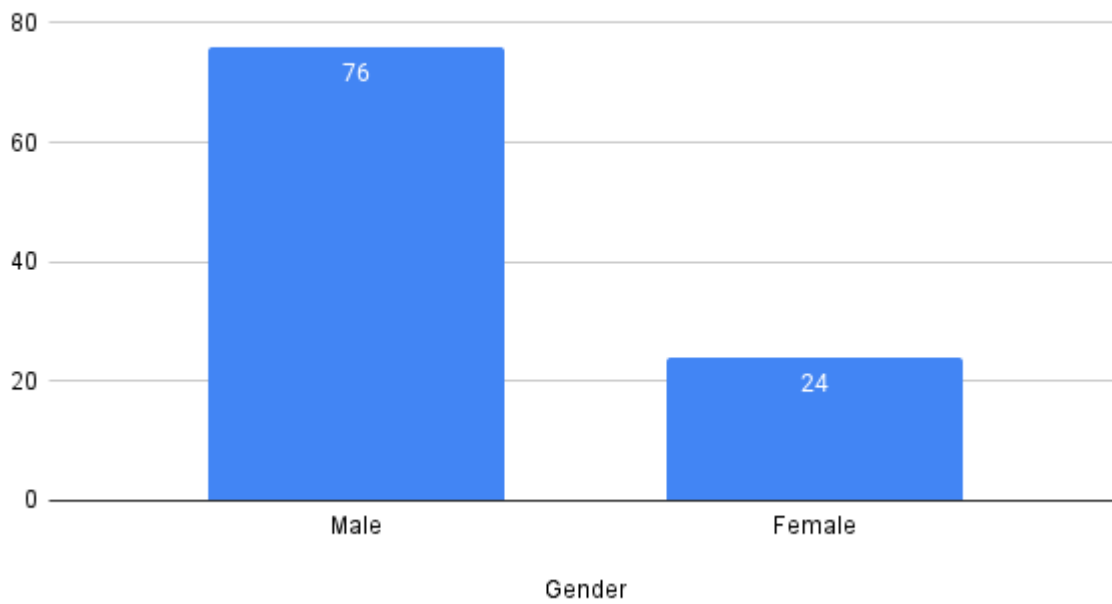
Interpretation: It states how merchants are familiar with GI tag. It shows a balance of familiarity.

Table 3.11

Gender	Count
--------	-------

Female	24
Male	76

Gender Distribution of Employees



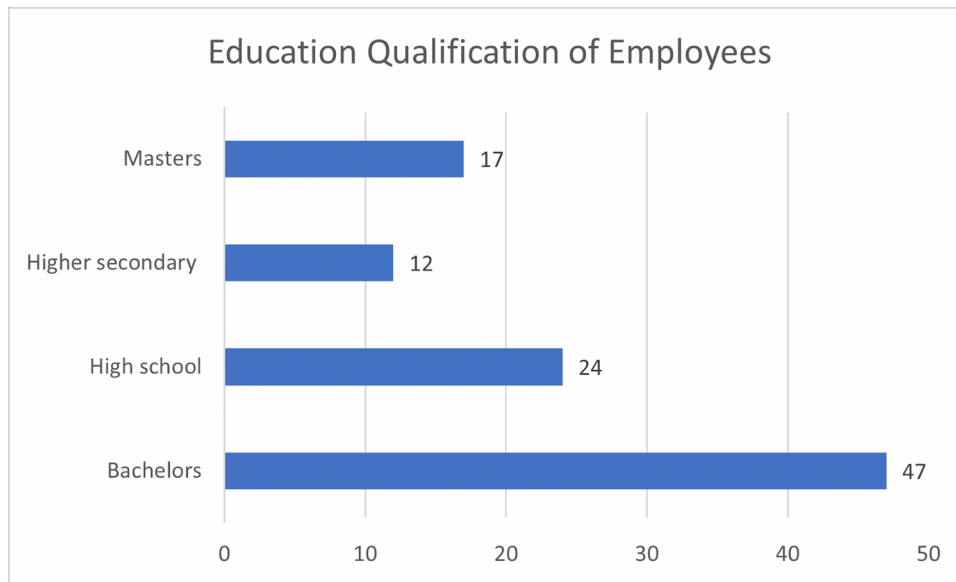
Source :

Primary data

Interpretation: Count of male and female in the pineapple industry.

Table 3.12

Education Qualification	Count
Bachelors	47
High school	24
Higher secondary	12
Masters	17



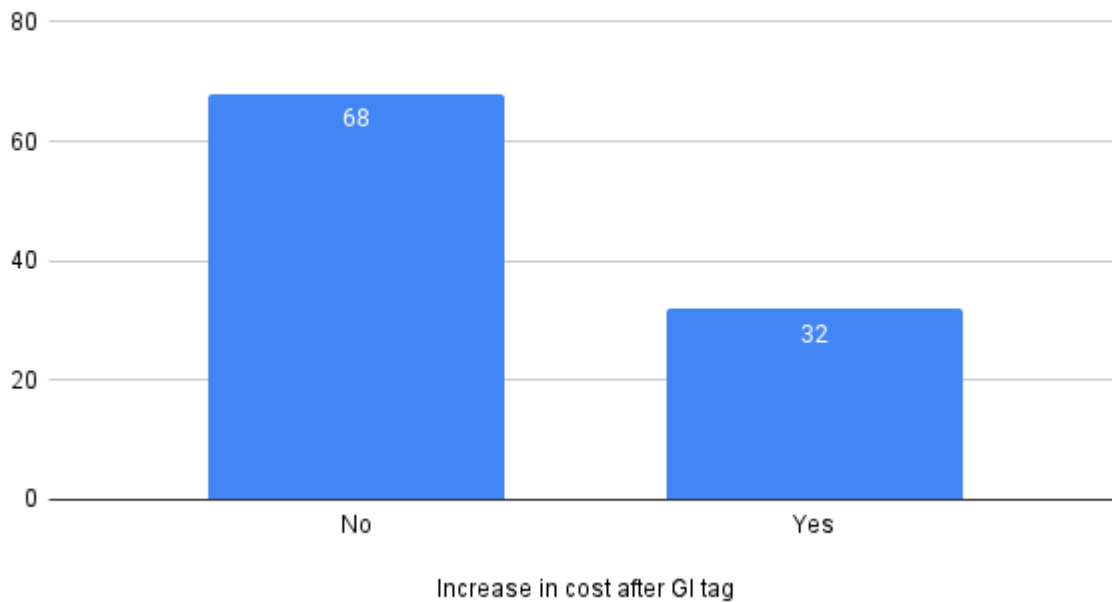
Source: Primary data

Interpretation: The educational qualification of employee in the pineapple industry.47 per cent of merchants are bachelor's degree holder

Table 3.13

Increase in cost after GI tag	Count
No	68
Yes	32

Whether there any increase in cost after GI tag

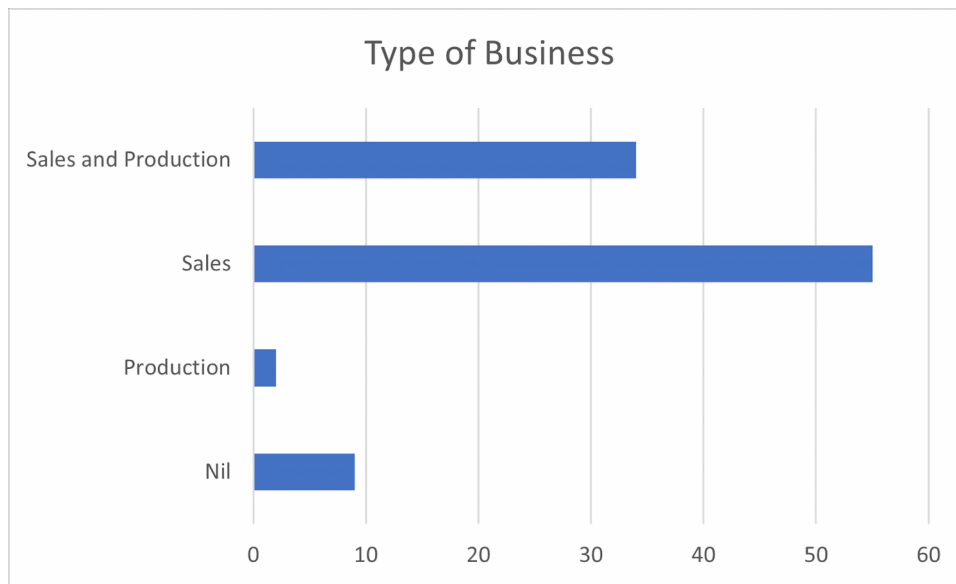


Source: Primary data

Interpretation: It states the increase in cost after the product is changed to GI. There are no further changes in rate.

Table 3.14

Area of Production	Count
Nil	9
Production	2
Sales	55
Sales and Production	34



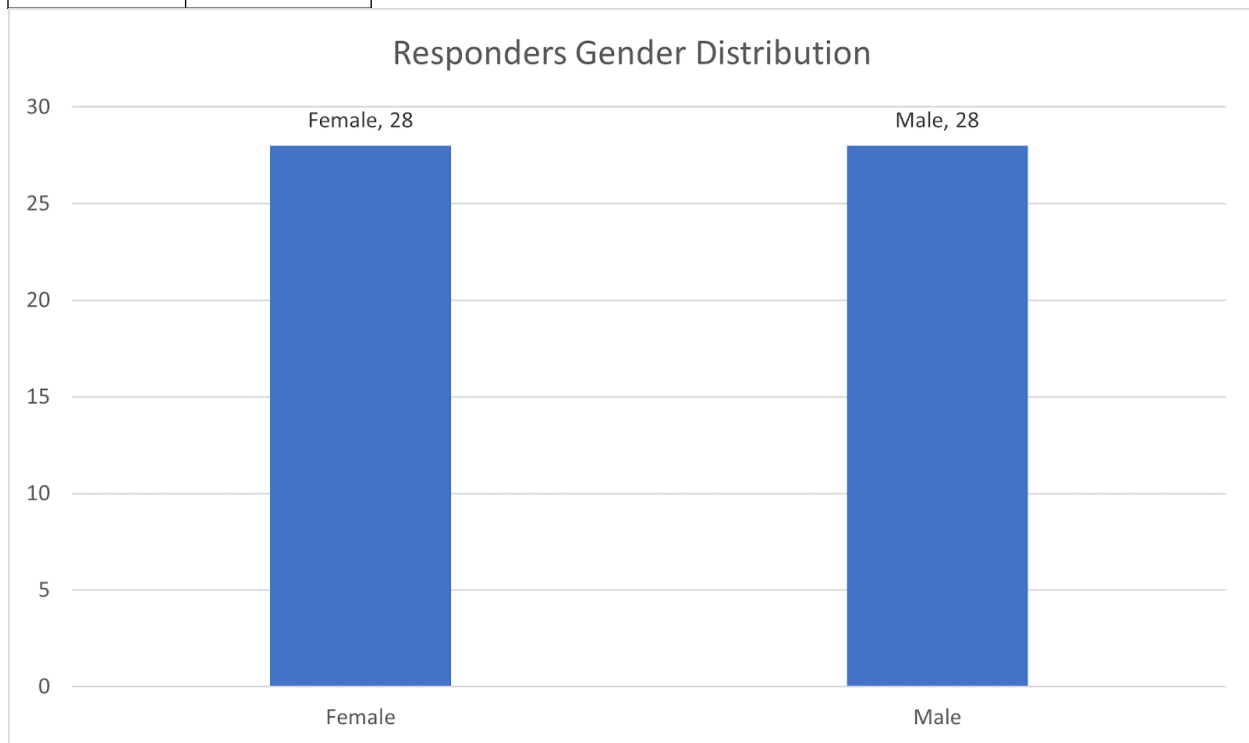
Source: Primary data

Interpretation: It shows the type of business of different merchants. All merchants are mainly focused on sales.

Table 3.15

Responders Data:

Gender	Proportion
Female	28
Male	28



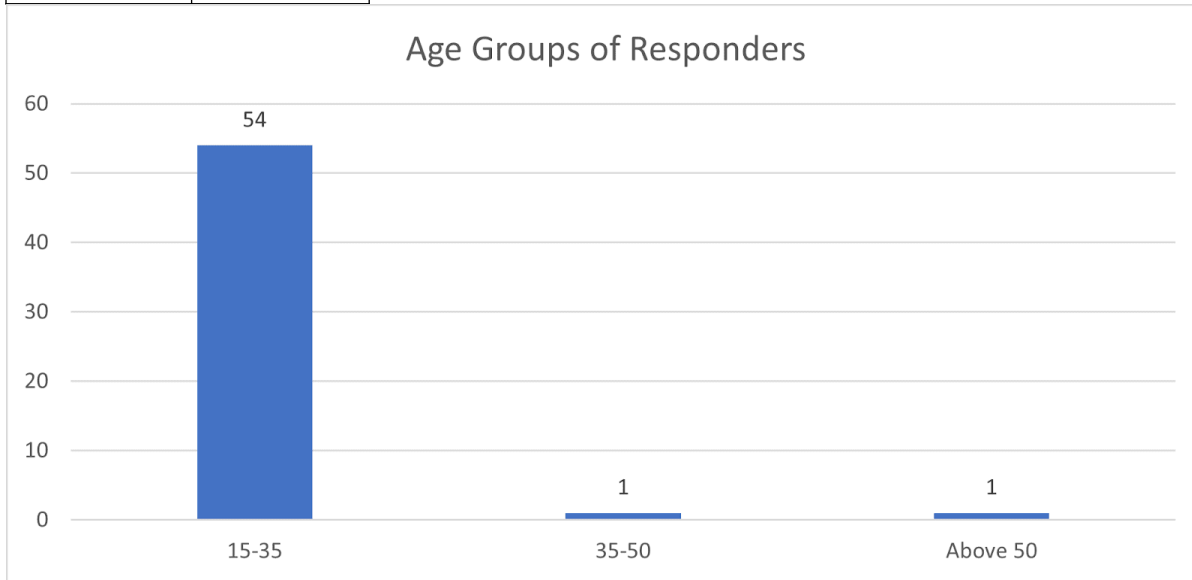
source

; Primary data

Interpretation: It shows the response rate.

Table 3.16

Age Group	Count
15-35	54
35-50	1
Above	1



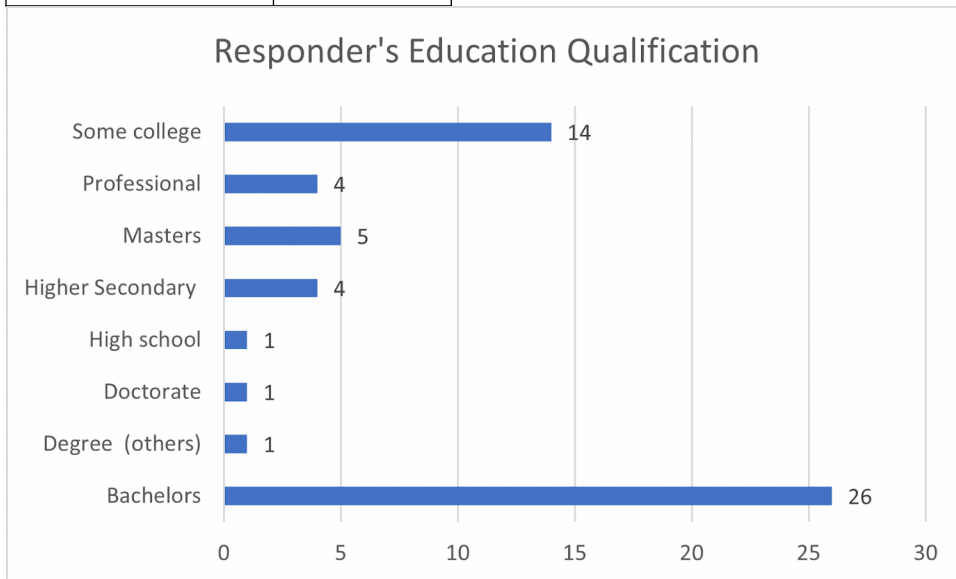
source:

primary data

Interpretation: The age distribution of different groups.15-30 had higher range.

Table 3.17

Education	Count
Some college	14
Professional	4
Masters	5
Higher Secondary	4
High school	1
Doctorate	1
Degree (others)	1
Bachelors	26

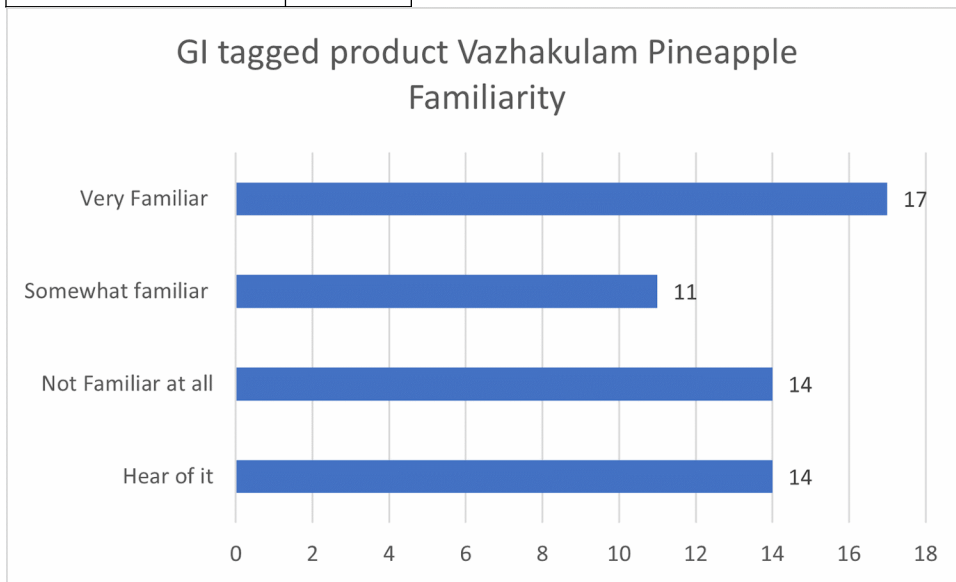


Source: Primary data

Interpretation: It shows the educational qualifications of different merchants. Most merchants are bachelor's in studies.

Table 3.18

Familiarity	Count
Very Familiar	17
Somewhat familiar	11
Not Familiar at all	14
Hear of it	14

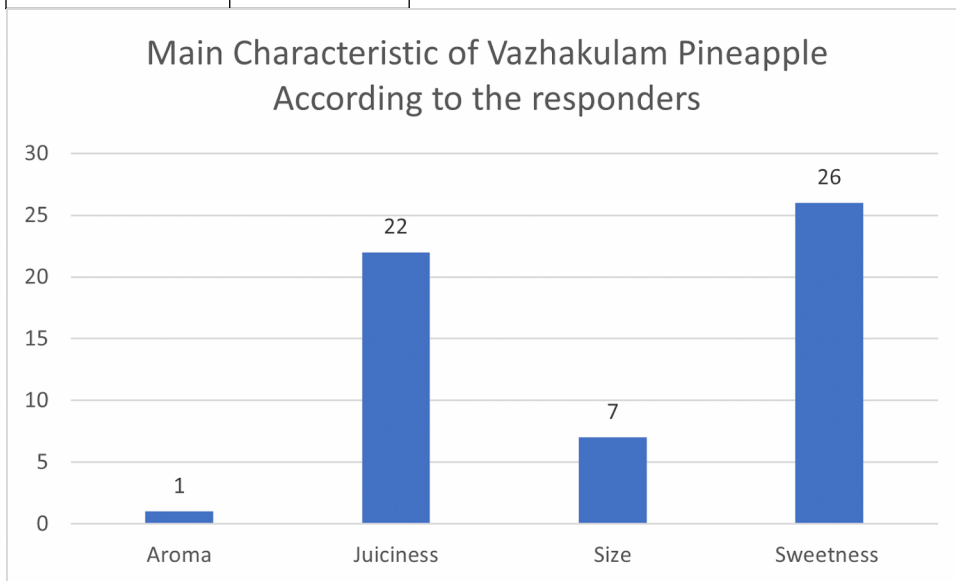


Source: Primary data

Interpretation: Most people are very familiar with the product. But it's not popular among most people.

Table 3.19

Characteristic	Count
Aroma	1
Juiciness	22
Size	7
Sweetness	26

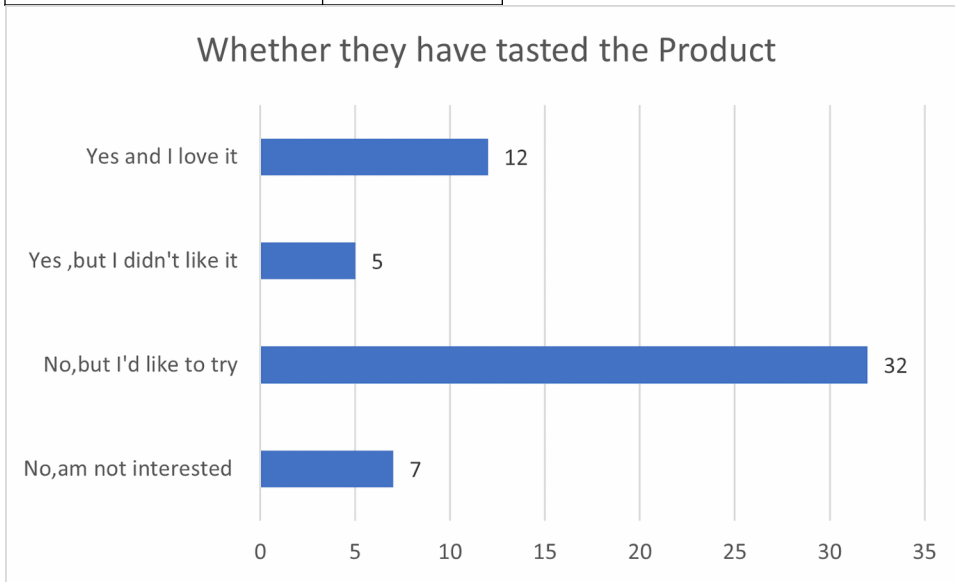


Source: Primary data

Interpretation: It states most people like the sweetness of the product. 22 percent like the juiciness

Table 3.20

Whether Tasted	count
Yes and I love it	12
Yes, but I didn't like it	5
No, but I'd like to try	32
No, am not interested	7

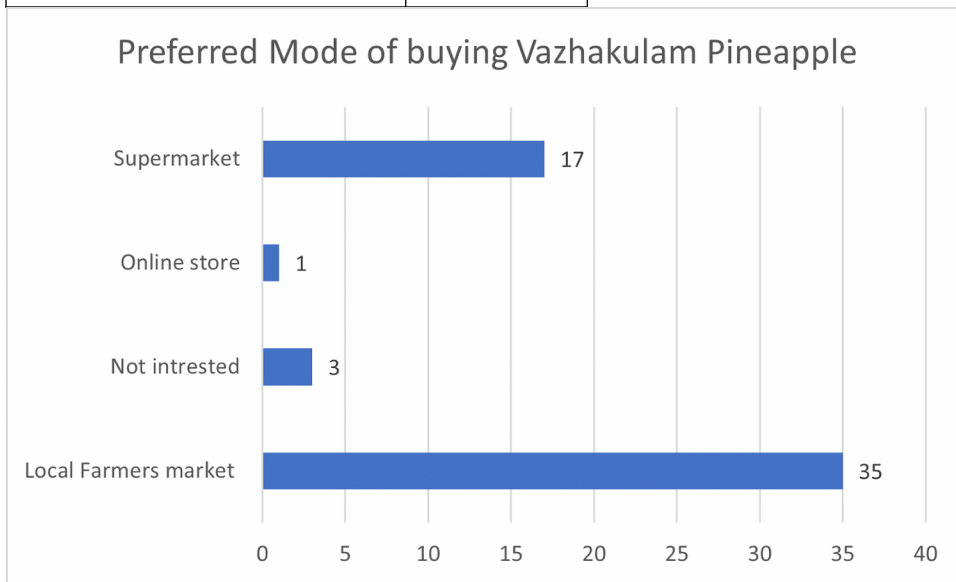


Source: primary data

Interpretation: It states that most people had not tasted the product. They had an interest to try the product

Table 3.21

Preferred Place	Count
Supermarket	17
Online store	1
Not interested	3
Local Farmers market	35

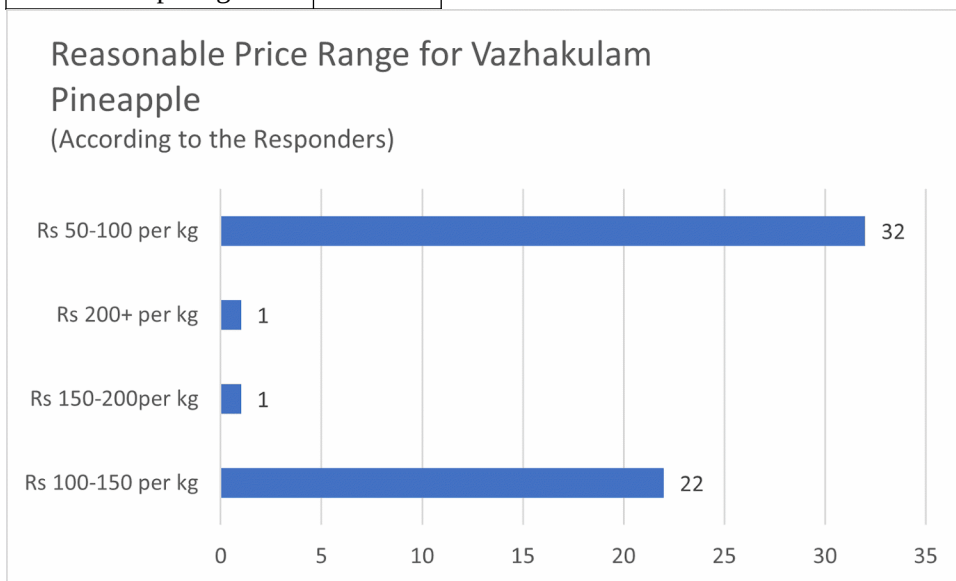


Source: Primary data

Interpretation: It states that most people buy the product from the local farmers. Supermarkets are also preferred by the consumers.

Table 3.22

Price Range	Count
Rs 100-150 per kg	22
Rs 50-100 per kg	32
Rs 200+ per kg	1
Rs 150-200per kg	1

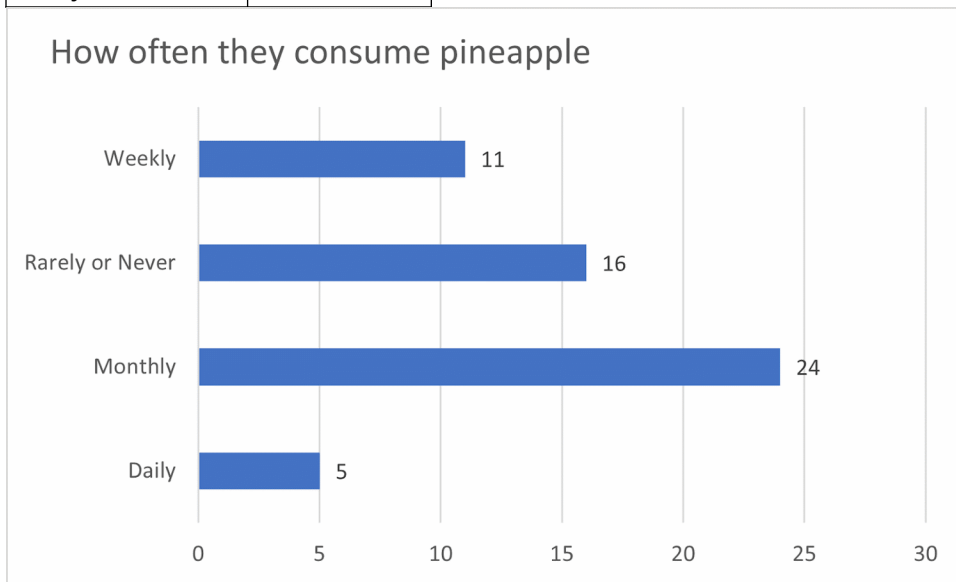


Source:Primary data

Interpretation: It states that people prefer a price range of 50 to 100 rupees per kg. It is a reasonable price and excess price can affect the market.

Table 3.23

Consumption	Frequency
Weekly	11
Rarely or Never	16
Monthly	24
Daily	5

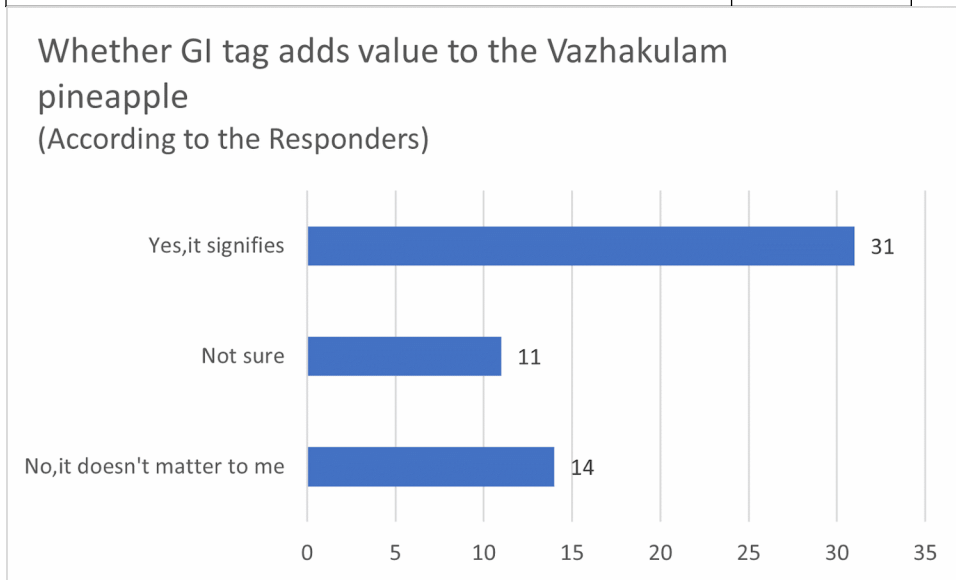


Source:Primary data

Interpretation: It states that people consume pineapple rarely. Most people consume it monthly without knowing it's a GI tagged product

Table 3.24

Whether GI-tag adds value to Vazhakulam Pineapple	Count
Yes, it signifies	31
Not sure	11
No, it doesn't matter to me	14

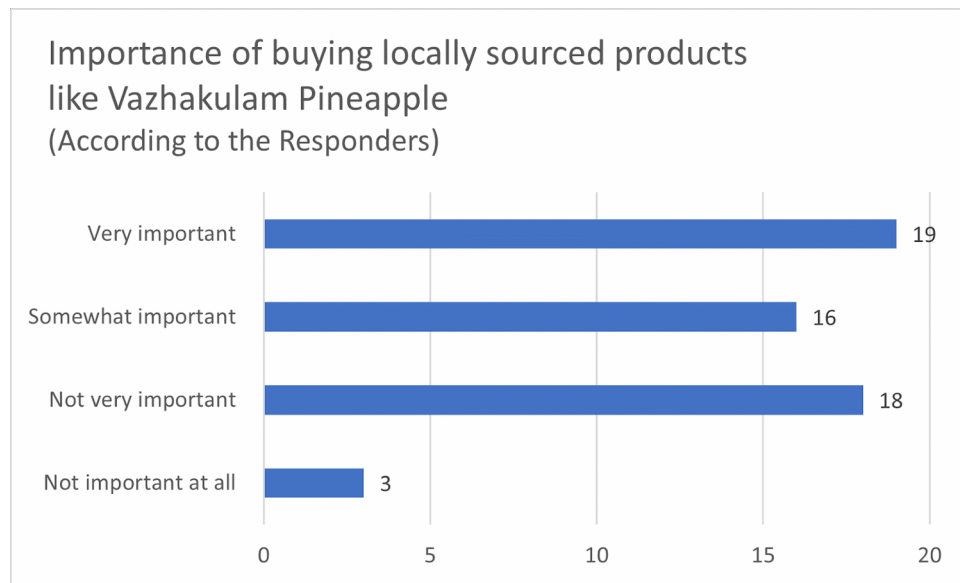


Source: Primary data

Interpretation: It states that GI adds value to the product.

Table 3.25

Importance of buying locally sourced products	Count
Very important	19
Somewhat important	16
Not very important	18
Not important at all	3

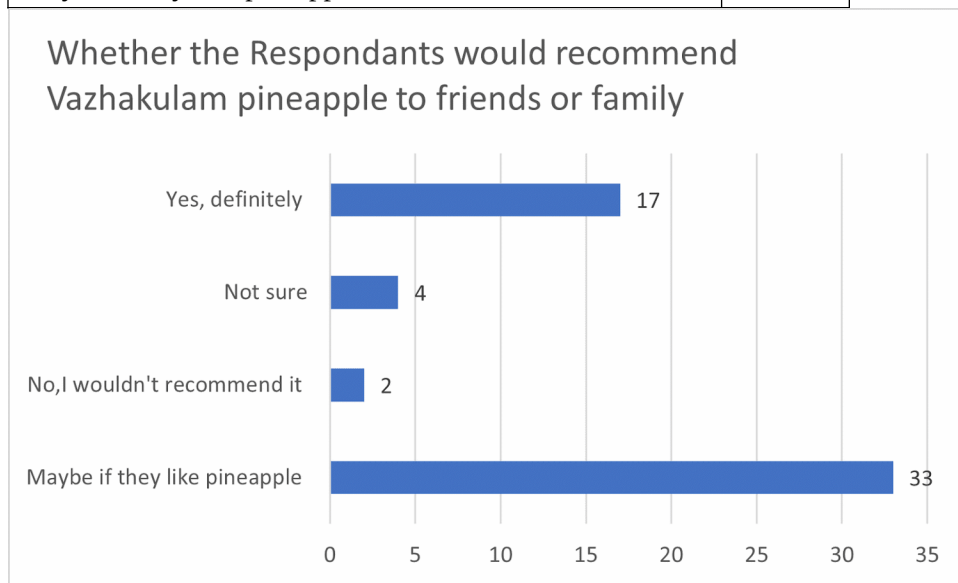


Source: Primary data

Interpretation: It states that according to them it is very important. These products are safe and healthy.

Table 3.26

Whether they would recommend it to friends/Family	Count
Yes, definitely	17
Not sure	4
No, I wouldn't recommend it	2
Maybe if they like pineapple	33

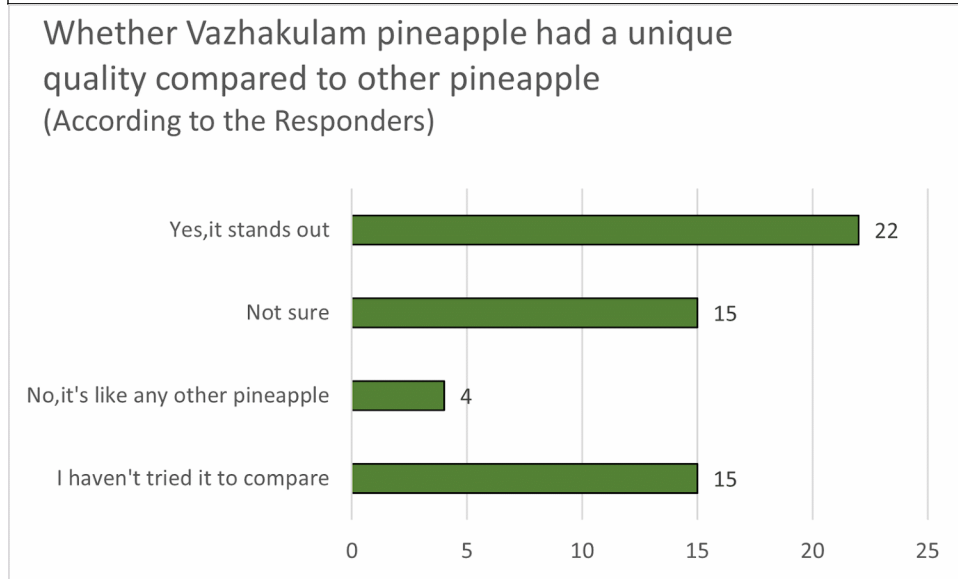


Source: primary data

Interpretation: It states that the consumers would rarely refer to their friends.

Table 3.27

Whether Vazhakulam pineapple had a unique quality compared to other pineapple	count
Yes, it stands out	22
Not sure	15
No, it's like any other pineapple	4
I haven't tried it to compare	15

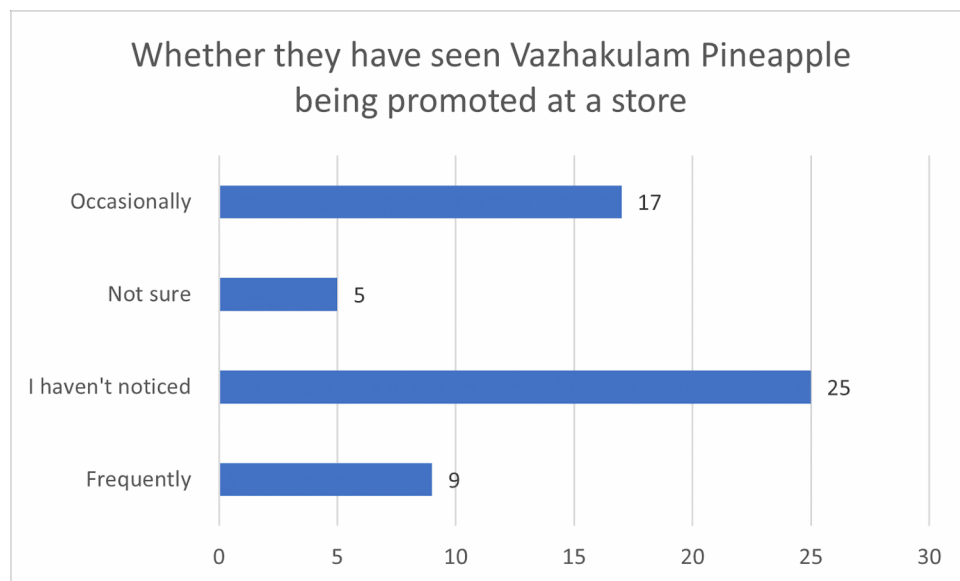


Source: Primary data

Interpretation: It states that Vazhakulam pineapple had a unique quality. It is fresh and healthy.

Table 3.28

Whether they have seen vazhakulam pineapple being promoted at a store	Count
Occasionally	17
Not sure	5
I haven't noticed	25
Frequently	9

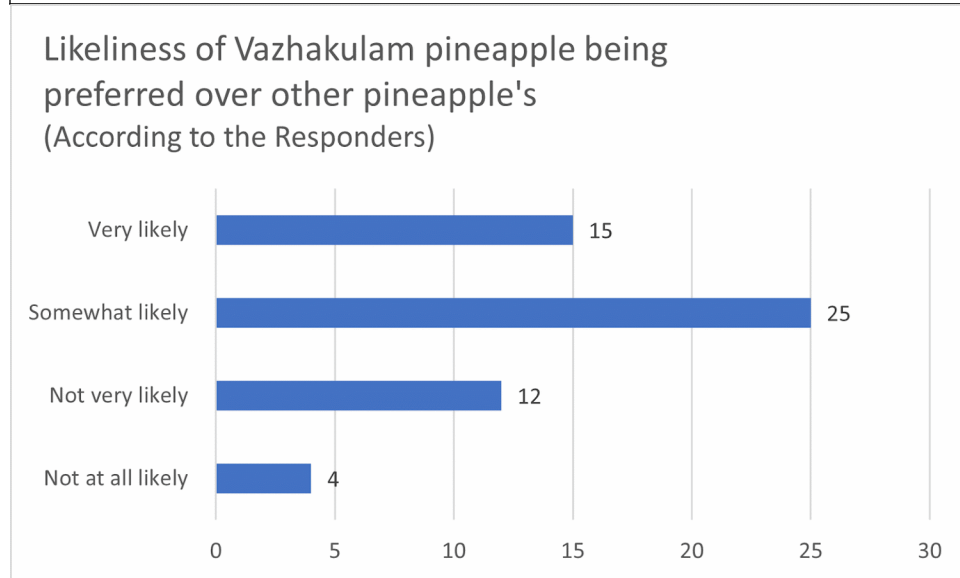


Source: Primary data

Interpretation: It states that consumers are not aware of it.

Table 3.29

Likelihood of Vazhakulam Pineapples being preferred over other pineapples	Count
Very likely	15
Somewhat likely	25
Not very likely	12
Not at all likely	4

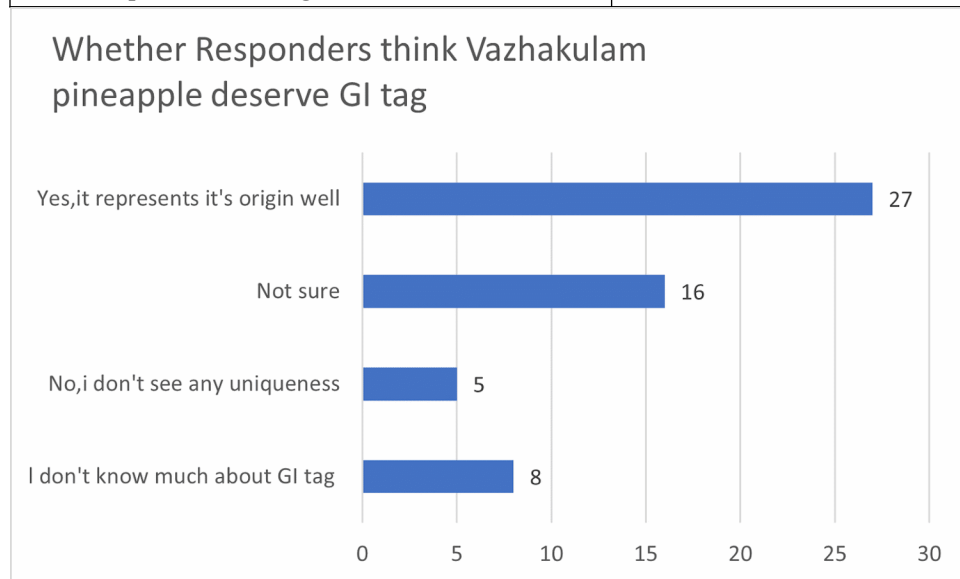


Source: Primary data

Interpretation: It states that Vazhakulam pineapple is mostly preferred. It has brand value.

Table 3.30

Whether Vazhakulam pineapple deserve GI tag?	Count
I doesn't know much about GI tag	8
No, I don't see any uniqueness	5
Not sure	16
Yes, it represents its origin well	27

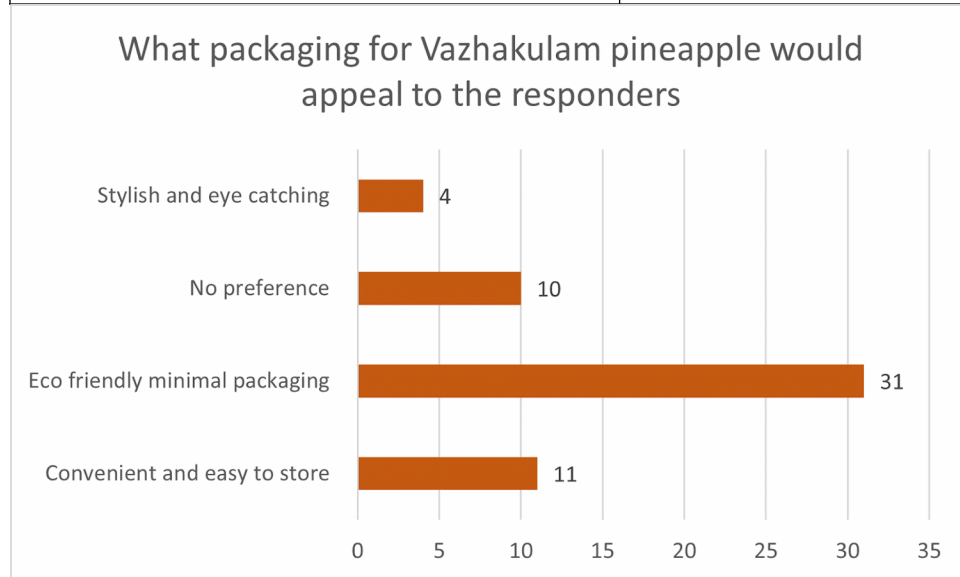


Source: Primary data

Interpretation: It states that people prefer GI tag for the product. It has such market value.

Table 3.31

What packaging would appeal for Vazhakulam pineapple	Count
Convenient and easy to store	11
Eco friendly minimal packaging	31
No preference	10
Stylish and eye catching	4

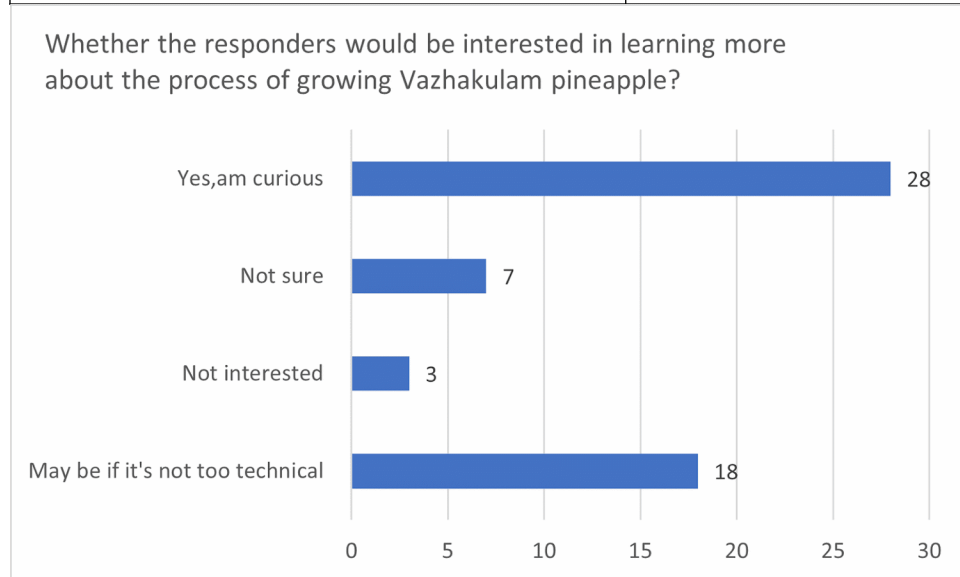


source: Primary data

Interpretation: It states that consumers prefer eco-friendly minimal packaging. It is healthy for the environment.

Table 3.32

Whether interested in learning more about the process of growing Vazhakulam pineapple?	Count
May be if it's not too technical	18
Not interested	3
Not sure	7
Yes, am curious	28

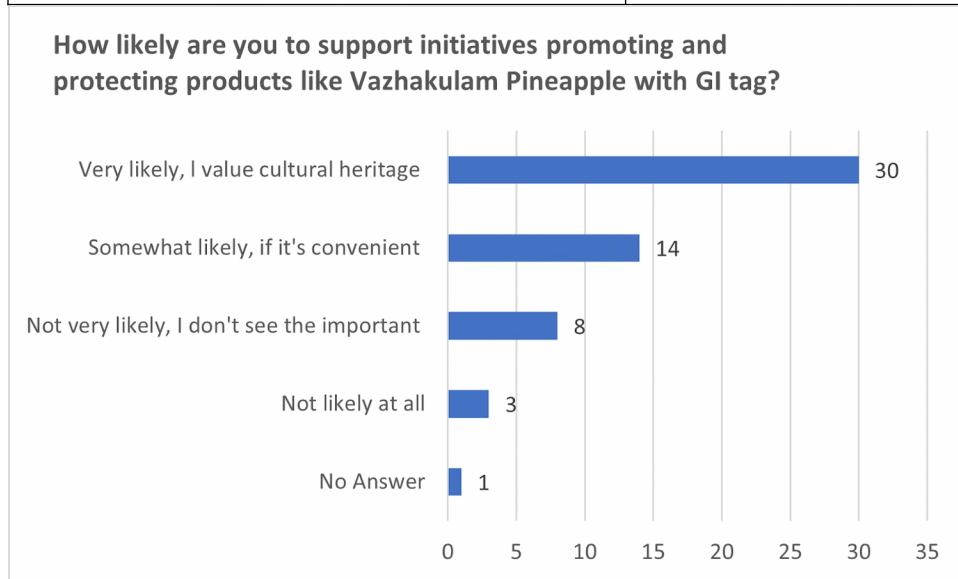


Source: Primary data

Interpretation: It states that consumers are curious to know about the product.

Table 3.33

Likeliness of promoting similar protecting similar products	Count
No Answer	1
Not likely at all	3
Not very likely, I don't see the important	8
Somewhat likely, if it's convenient	14
Very likely, I value cultural heritage	30



Source: Primary data

Interpretation: It states that people like to promote the value and cultural heritage of the pineapple. It creates demand in the market.

Chapter -4

Findings, Suggestions, Conclusions

4.1 Findings

1. To study the economy of scale associated with gi tag with reference to pineapple of vazhakulam.

- *Majority of people hold land below 20 acre.
- *Most of people have an experience of 2year.
- *Majority of employees are male workers.
- *Most of merchants are bachelor degree holders.
- *Most of the people prefer sweetness and taste.

2.To understand the implications of GI tag

- *Most of the people are very familiar with product.
- *It states that GI adds value to the product.
- *Most people buy products from local market and supermarket.
- *Consumers prefer eco friendly packaging and it is healthy for the environment .
- *Majority of the consumers are not aware of it.
- *According to respondents the buying of locally source products are very important.
- *Consumers would rarely referred to friends .

3.Analyse the changes in pre GI tag and post GI tag

- *GI tag was mainly focused on promotional campaigns.
- *Increase the cost after the product is changed to GI tag.
- *GI tag mainly focus of sales.
- *Most of the people consume it monthly without knowing it is a GI tagged product .
- *It's a reasonable price and excess price can affect the market.
- *Price depends on demand.
- *It states that Vazhakulam pineapple is mostly preferred.It has a brand value.
- *People prefer GI tag for the product.
- *People like to promote the value and cultural heritage after the arrival of GI tag products.

4.2 Solutions

- 1.Make more awareness programmes and information to increase the production of GI tag products.
- 2.spread the idea to the people about the GI tag products .
- 3.create more advertising by efficient methods
- 4.Create more policies for balancing the cost of production and marketing.
- 5.The consumers have to prefer GI tag products to their friends and relatives.
- 6.Make suitable requirements to avoid the seasonal variations.
- 7.Branding the product.
- 8.Marketing the product by using attractive packings.

9.Promote the distribution of products into different markets by more advantage of GI tag.

4.3Conclusion

1.It is clear from the results and recommendations that researching the economic scope of GI tags—particularly with regard to the Vazhakulam pineapple—reveals a number of important insights.

2.Recognizing the consequences of GI tags highlights their importance even more because consumers show that they are familiar with the goods and believe that GI tagging adds value.

3.The significance of advertising efforts and the possible rise in production costs are highlighted by comparing the changes before and after GI tagging. The preference for Vazhakulam pineapple post-GI tagging is noteworthy, even though people often consume GI-tagged items without realizing it.

4.It is advised to launch awareness campaigns, share details regarding GI-tagged items, and step up advertising in order to fully utilize these findings.

