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Government of Karnataka



GEOGRAPHICAL INDICATIONS OF KARNATAKA

Invaluable Treasures of Incredible India

KARNATAKA STATE GEOGRAPHICAL INDICATIONS POLICY



ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ನಡವಳಿಕೆಗಳು

ವಿಷಯ: 2018-19ನೇ ಸಾಲಿನ ಆಯವ್ಯಯ ಕಂಡಿಕೆ-355ರಲ್ಲಿ ಘೋಷಿಸಿರುವ Karnataka Geographical Indicators Cluster ಯೋಜನೆಯ ಮಾರ್ಗಸೂಚಿಯನ್ನು ಹೊರಡಿಸುವ ಬಗ್ಗೆ.

ಓದಲಾಗಿದೆ: ಆಯುಕ್ತರು, ಸೂಕ್ಷ್ಮ, ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಕೈಗಾರಿಕೆ ನಿರ್ದೇಶನಾಲಯ ಇವರ ಪತ್ರ ಸಂಖ್ಯೆ:ಬೃಮೆಕೈನಿ/ಪ್ರಾ & ಪ್ರಾ/ಕೈಎ/01/ಹೊ.ಯೋ/2018-19 ದಿನಾಂಕ:31.07.2018.

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ಪ್ರಸ್ತಾವನೆ:

2018-19ನೇ ಸಾಲಿನ ಆಯವ್ಯಯ ಭಾಷಣದ ಕಂಡಿಕೆ-355 ರಲ್ಲಿ “ಭೌಗೋಳಿಕ ಗುರುತುಗಳ ಸಂಬಂಧಿತ ಉತ್ಪನ್ನಗಳ ಮೇಲೆ ಕೆಲಸ ಮಾಡುವ ಕುಶಲಕರ್ಮಿಗಳು/ಘಟಕಗಳು/ಕೈಗಾರಿಕೆಗಳಿಗೆ ಕ್ಲಸ್ಟರ್ ರೂಪದಲ್ಲಿ ಮೂಲಸೌಕರ್ಯ, ಮಾರುಕಟ್ಟೆ ಮತ್ತು ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿಗಾಗಿ ಸಮಗ್ರ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಪರಿಚಯಿಸಲು ಪ್ರಸ್ತಾಪಿಸಲಾಗಿದೆ” ಎಂದು ಘೋಷಿಸಲಾಗಿದೆ.

ಆಯುಕ್ತರು, ಸೂಕ್ಷ್ಮ, ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಕೈಗಾರಿಕೆ ನಿರ್ದೇಶನಾಲಯ ಬೆಂಗಳೂರು ಇವರು ಮೇಲೆ ಓದಲಾದ ಪ್ರಸ್ತಾವನೆಯನ್ನು ಸರ್ಕಾರಕ್ಕೆ ಸಲ್ಲಿಸಿ, ಭೌಗೋಳಿಕ ಗುರುತುಗಳ ಸಂಬಂಧಿತ ಉತ್ಪನ್ನಗಳ ಮೇಲೆ ಕೆಲಸ ಮಾಡುವ ಕುಶಲಕರ್ಮಿಗಳು/ಘಟಕಗಳು/ಕೈಗಾರಿಕೆಗಳಿಗೆ ಕ್ಲಸ್ಟರ್ ರೂಪದಲ್ಲಿ ಮೂಲಸೌಕರ್ಯ, ಮಾರುಕಟ್ಟೆ ಮತ್ತು ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿಗಾಗಿ ಸಮಗ್ರ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಪರಿಚಯಿಸುವ ಯೋಜನೆಗೆ ಕರಡು ಮಾರ್ಗಸೂಚಿಗಳನ್ನು ಸಲ್ಲಿಸುತ್ತಾ, ಈ ಯೋಜನೆ ಅನುಷ್ಠಾನಕ್ಕಾಗಿ ಕೆ.ಸಿ.ಟಿ.ಯು ಸಂಸ್ಥೆಯನ್ನು ಅನುಷ್ಠಾನ ಸಂಸ್ಥೆಯನ್ನಾಗಿ ನೇಮಿಸಬಹುದಾಗಿದ್ದು, ಈ ಯೋಜನೆಗಾಗಿ ರೂ.5.00 ಕೋಟಿಗಳನ್ನು ನಿಗದಿಪಡಿಸಬಹುದಾಗಿದ್ದು, ರಾಜ್ಯ ಸರ್ಕಾರದ ವಂತಿಕೆಯನ್ನು ಶೇ.50ಕ್ಕೆ ಮಿತಿಗೊಳಿಸಿ ಗರಿಷ್ಠ ಮೊತ್ತ ರೂ.2.50 ಕೋಟಿಗಳ ನೆರವು ನೀಡಲು ಹಾಗೂ ಈ ಯೋಜನೆಯ ಅನುಷ್ಠಾನದಲ್ಲಿ ಈ ಕೆಳಕಂಡ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಪ್ರಸ್ತಾಪಿಸಿರುತ್ತಾರೆ.

- ಭೌಗೋಳಿಕ ಗುರುತುಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಪ್ರಚಾರ ಕಾರ್ಯಕ್ರಮ
- ಭೌಗೋಳಿಕ ಗುರುತುಗಳ ಉತ್ಪನ್ನಗಳ ನೋಂದಣಿ ಪುಸ್ತಕ
- ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿ
- ಮಾರುಕಟ್ಟೆ ಅಭಿವೃದ್ಧಿ ಸಹಾಯಧನ
- ಭೌಗೋಳಿಕ ಗುರುತುಗಳ ಉತ್ಪನ್ನಗಳಿಗೆ ಬ್ರಾಂಡಿಂಗ್
- ಕ್ಲಸ್ಟರ್ ಮೂಲಕ ಮೂಲಭೂತ ಸೌಲಭ್ಯ ಅಭಿವೃದ್ಧಿ

ತದನಂತರದಲ್ಲಿ ಕ್ಲಸ್ಟರ್ ಮೂಲಭೂತ ಸೌಲಭ್ಯಕ್ಕಾಗಿ ಸರ್ಕಾರದ ವಂತಿಕೆಯನ್ನು ಶೇ.50ಕ್ಕೆ ಬದಲಾಗಿ ಶೇ.80ಕ್ಕೆ ಮಿತಿಗೊಳಿಸಲು ಕೋರಿ ಈ ಯೋಜನೆಯನ್ನು ಅನುಷ್ಠಾನಗೊಳಿಸಲು ಲೆಕ್ಕಶೀರ್ಷಿಕೆ:2851-00-102-0-84(059)ರಡಿಯಲ್ಲಿ ಅನುದಾನವನ್ನು ಭರಿಸಲಾಗುವುದೆಂದು ಕರಡು ಮಾರ್ಗಸೂಚಿಯನ್ನು ಅನುಮೋದನೆಗಾಗಿ ಸಲ್ಲಿಸಿರುತ್ತಾರೆ.

ಮುಂದುವರೆದು, ಸರ್ಕಾರದ ಪ್ರಧಾನ ಕಾರ್ಯದರ್ಶಿ, ವಾಣಿಜ್ಯ & ಕೈಗಾರಿಕೆ ಇಲಾಖೆ ಇವರ ನಿರ್ದೇಶನದ ಮೇರೆಗೆ ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು, ವಿಶ್ವೇಶ್ವರಯ್ಯ ವ್ಯಾಪಾರ ಉತ್ತೇಜನಾ ಕೇಂದ್ರ, ಬೆಂಗಳೂರು ಇವರು ದಿನಾಂಕ 08.03.2019ರಂದು ಸಲ್ಲಿಸಿರುವ ಪ್ರಸ್ತಾವನೆಯಲ್ಲಿ ಕರ್ನಾಟಕ ಭೌಗೋಳಿಕ ಗುರುತುಗಳ ಕರಡು ನೀತಿಯನ್ನು ಸರ್ಕಾರದ ಅನುಮೋದನೆಗಾಗಿ ಸಲ್ಲಿಸಿರುತ್ತಾರೆ.

ಆಯುಕ್ತರು (ಎಂ.ಎಸ್.ಎಂ.ಇ) ಇವರ ಪ್ರಸ್ತಾವನೆಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ದಿನಾಂಕ:30.01.2019ರ ಅಧಿಕ ಇಲಾಖೆಯು ಟಿಪ್ಪಣಿ ಸಂಖ್ಯೆ: FD 304 Exp.1/2018 ರಲ್ಲಿ “ಸದರಿ ಯೋಜನೆಯ ಘಟಕ ವೆಚ್ಚ ಮತ್ತು ಸಹಾಯಧನ ಮೊತ್ತದಲ್ಲಿ ಬದಲಾವಣೆ ಮಾಡುವ ಮೊದಲು ಆಯವ್ಯಯದಲ್ಲಿ ಘೋಷಿಸಿರುವಂತೆ ಒಂದು ಅಥವಾ ಎರಡು ವರ್ಷ ಅನುಷ್ಠಾನಗೊಳಿಸುವುದು, ಸದರಿ ಯೋಜನೆಗೆ ನಿಗದಿಪಡಿಸಿರುವ ಮೊತ್ತದೊಳಗೆ ಅನುಷ್ಠಾನಗೊಳಿಸುವುದು ಮತ್ತು ಯಾವುದೇ ಕಾರಣಕ್ಕೂ ಹೆಚ್ಚಿನ ಬೇಡಿಕೆಯ ಕಾರಣ ನೀಡಿ ಹೆಚ್ಚುವರಿ ಅನುದಾನ ನೀಡಬಾರದು ಹಾಗೂ ಯೋಜನೆಯ ಮಾರ್ಗಸೂಚಿಯನ್ನು ಆಡಳಿತ ಇಲಾಖೆಯು ಅಂತಿಮಗೊಳಿಸುವುದು” ಎಂದು ತಿಳಿಸಿರುತ್ತದೆ.

ಪ್ರಸ್ತಾವನೆಯನ್ನು ಪರಿಶೀಲಿಸಲಾಗಿ, ಭೌಗೋಳಿಕ ಗುರುತುಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಕರ್ನಾಟಕ ಭೌಗೋಳಿಕ ಗುರುತುಗಳ ನೀತಿಯ ಅಂಶಗಳಿಗೆ ಅನುಮೋದನೆ ನೀಡಲು ಸರ್ಕಾರವು ತೀರ್ಮಾನಿಸಿದೆ. ಆದ್ದರಿಂದ ಈ ಆದೇಶ.

ಸರ್ಕಾರಿ ಆದೇಶ ಸಂಖ್ಯೆ: ಸಿಐ 65 ಸಪ್ರಕೈ 2018, ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 18.05.2019

2018-19ನೇ ಸಾಲಿನ ಆಯವ್ಯಯ ಭಾಷಣದ ಕಂಡಿಕೆ 355ರಲ್ಲಿ ಘೋಷಿಸಿರುವ “ಭೌಗೋಳಿಕ ಗುರುತುಗಳ ಸಂಬಂಧಿತ ಉತ್ಪನ್ನಗಳ ಮೇಲೆ ಕೆಲಸ ಮಾಡುವ ಕುಶಲಕರ್ಮಿಗಳು/ಘಟಕಗಳು/ಕೈಗಾರಿಕೆಗಳಿಗೆ ಕ್ಲಸ್ಟರ್ ರೂಪದಲ್ಲಿ ಮೂಲಸೌಕರ್ಯ, ಮಾರುಕಟ್ಟೆ ಮತ್ತು ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿಗಾಗಿ ಸಮಗ್ರ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಪರಿಚಯಿಸಲು ಪ್ರಸ್ತಾಪಿಸಲಾಗಿದೆ” ಎಂದು ಘೋಷಿಸಿರುವ ಯೋಜನೆಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಅನುಬಂಧ-1ರಲ್ಲಿ ಲಗತ್ತಿಸಿರುವ ಕರ್ನಾಟಕ ಭೌಗೋಳಿಕ ಗುರುತುಗಳ ನೀತಿಯನ್ನು ಅನುಮೋದಿಸಿ ಈ ಕೆಳಕಂಡ ಅಂಶಗಳೊಂದಿಗೆ ಒಳಪಟ್ಟು ಜಾರಿಗೊಳಿಸಲಾಗಿದೆ. ಸದರಿ ನೀತಿಯು ಈ ಆದೇಶ ಹೊರಡಿಸಿದ ದಿನಾಂಕದಿಂದ ಹಾಗೂ ಮುಂದಿನ ಆದೇಶದವರೆಗೆ ಜಾರಿಯಲ್ಲಿರುತ್ತದೆ:

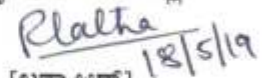
- 1) ಸದರಿ ಯೋಜನೆಯ ಘಟಕ ವೆಚ್ಚ ಮತ್ತು ಸಹಾಯಧನ ಮೊತ್ತದಲ್ಲಿ ಬದಲಾವಣೆ ಮಾಡುವ ಮೊದಲು ಆಯವ್ಯಯದಲ್ಲಿ ಘೋಷಿಸಿರುವಂತೆ ಒಂದು ಅಥವಾ ಎರಡು ವರ್ಷ ಅನುಷ್ಠಾನಗೊಳಿಸುವುದು.
- 2) ಸದರಿ ಯೋಜನೆಗೆ ನಿಗದಿಪಡಿಸಿರುವ ಮೊತ್ತದೊಳಗೆ ಅನುಷ್ಠಾನಗೊಳಿಸುವುದು ಮತ್ತು ಯಾವುದೇ ಕಾರಣಕ್ಕೂ ಹೆಚ್ಚಿನ ಬೇಡಿಕೆಯ ಕಾರಣ ನೀಡಿ ಹೆಚ್ಚುವರಿ ಅನುದಾನ ನೀಡಬಾರದು.
- 3) ಸದರಿ ಯೋಜನೆಯಡಿ ಪ್ರಸ್ತಾವನೆಗಳಿಗೆ ತಾತ್ಕಿಕ/ ಅಂತಿಮ ಅನುಮೋದನೆಯನ್ನು ಈ ಕೆಳಕಂಡ ಸಮಿತಿ ನೀಡುತ್ತದೆ:

1	ಆಯುಕ್ತರು, ಬೃಹತ್ ಮತ್ತು ಮೆಗಾ ಕೈಗಾರಿಕೆ ನಿರ್ದೇಶನಾಲಯ	ಅಧ್ಯಕ್ಷರು
2	ಆಯುಕ್ತರು, ಸೂಕ್ಷ್ಮ, ಸಣ್ಣ ಹಾಗೂ ಮಧ್ಯಮ ಕೈಗಾರಿಕೆ ನಿರ್ದೇಶನಾಲಯ (ಎಂಎಸ್‌ಎಂಇ)	ಉಪಾಧ್ಯಕ್ಷರು
3	ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು, ವಿಶ್ವೇಶ್ವರಯ್ಯ ವ್ಯಾಪಾರ ಉತ್ತೇಜನಾ ಕೇಂದ್ರ ನೋಡಲ್ ಸಂಸ್ಥೆ	ಸದಸ್ಯ ಕಾರ್ಯದರ್ಶಿಗಳು

4	ಅಪರ ನಿರ್ದೇಶಕರು (ಎಂಎಸ್‌ಎಂಇ & ನೀತಿ ಮತ್ತು ಉತ್ತೇಜನ), ಸೂಕ್ಷ್ಮ, ಸಣ್ಣ ಹಾಗೂ ಮಧ್ಯಮ ಕೈಗಾರಿಕಾ ನಿರ್ದೇಶನಾಲಯ	ಸದಸ್ಯರು
5	ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು, ಕರ್ನಾಟಕ ತಾಂತ್ರಿಕ ಉನ್ನತೀಕರಣ ಸಂಸ್ಥೆ (ಕೆ.ಸಿ.ಟಿ.ಯು)	ಸದಸ್ಯರು
6	ಜಂಟಿ ನಿರ್ದೇಶಕರು (ತಾಂತ್ರಿಕ ಕೋಶ), ವಾಣಿಜ್ಯ ಮತ್ತು ಕೈಗಾರಿಕೆ ಇಲಾಖೆ	ಸದಸ್ಯರು
7	ಜಂಟಿ ನಿರ್ದೇಶಕರು, ಸಂಬಂಧಪಟ್ಟ ವಲಯ/ಇಲಾಖೆ	ಸದಸ್ಯರು
8	ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಕರಕುಶಲ ಅಭಿವೃದ್ಧಿ ನಿಗಮ ಅಥವಾ ಅವರ ಪ್ರತಿನಿಧಿ	ಸದಸ್ಯರು
9	ಅಧ್ಯಕ್ಷರು, ಕರ್ನಾಟಕ ವಾಣಿಜ್ಯ ಮತ್ತು ಕೈಗಾರಿಕಾ ಮಹಾ ಮಂಡಳಿ (FKCCI) ಅಥವಾ ಅವರ ಪ್ರತಿನಿಧಿ	ಸದಸ್ಯರು
10	ಅಧ್ಯಕ್ಷರು ಕರ್ನಾಟಕ ಸಣ್ಣ ಕೈಗಾರಿಕೆಗಳ ಸಂಘ (KASSIA) ಅಥವಾ ಅವರ ಪ್ರತಿನಿಧಿ	ಸದಸ್ಯರು
11	ಜಂಟಿ ನಿರ್ದೇಶಕರು ಸಂಬಂಧಪಟ್ಟ ಜಿಲ್ಲಾ ಕೈಗಾರಿಕಾ ಕೇಂದ್ರ,	ಸದಸ್ಯರು

- 4) ರಾಜ್ಯ ಮಟ್ಟದಲ್ಲಿ ಇದನ್ನು ಅನುಷ್ಠಾನಗೊಳಿಸಲು ವಿಶ್ವೇಶ್ವರಯ್ಯ ವ್ಯಾಪಾರ ಉತ್ತೇಜನ ಕೇಂದ್ರ ಸಂಸ್ಥೆಯು ನೋಡಲ್ ಏಜೆನ್ಸಿಯಾಗಿದ್ದು ಸದರಿ ಸಂಸ್ಥೆಯು ಸರ್ಕಾರಕ್ಕೆ ಮೂರು ತಿಂಗಳಿಗೊಮ್ಮೆ ವರದಿ ಸಲ್ಲಿಸತಕ್ಕದ್ದಾಗಿರುತ್ತದೆ.

ಈ ಆದೇಶವನ್ನು ಯೋಜನಾ ಇಲಾಖೆಯ ಟಿಪ್ಪಣಿ ಸಂಖ್ಯೆ:ಪಿಡಿ 28 ಎಫ್‌ಆರ್‌ಒ 2018 ದಿನಾಂಕ:06.09.2018 ಹಾಗೂ ಆರ್ಥಿಕ ಇಲಾಖೆಯ ಟಿಪ್ಪಣಿ ಸಂಖ್ಯೆ:ಆಇ 304 ವೆಚ್ಚ-1/2018 ದಿನಾಂಕ:30.01.2019ರಲ್ಲಿ ನೀಡಿರುವ ಸಹಮತಿಯನ್ವಯ ಹೊರಡಿಸಲಾಗಿದೆ.

ಕರ್ನಾಟಕ ರಾಜ್ಯಪಾಲರ ಆದೇಶಾನುಸಾರ
ಮತ್ತು ಅವರ ಹೆಸರಿನಲ್ಲಿ

[ಲತಾ.ಆರ್]
ಪೀಠಾಧಿಕಾರಿ[ಸಪ್ರಕೃ]
ವಾಣಿಜ್ಯ ಮತ್ತು ಕೈಗಾರಿಕೆ ಇಲಾಖೆ.

ಇವರಿಗೆ:

ಸಂಕಲನಕಾರರು, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಪತ್ರ, ಬೆಂಗಳೂರು. ಈ ಆದೇಶವನ್ನು ಮುಂದಿನ ಸಂಚಿಕೆಯಲ್ಲಿ ಪ್ರಕಟಿಸಿ 25 ಪ್ರತಿಗಳನ್ನು ಸರ್ಕಾರಕ್ಕೆ ಸಲ್ಲಿಸುವಂತೆ ಕೋರಲಾಗಿದೆ.

ಪ್ರತಿಯನ್ನು:

1. ಪ್ರಧಾನ ಮಹಾಲೇಖಪಾಲರು (ಜಿ & ಎಸ್‌ಎಸ್‌ಎ) ಕರ್ನಾಟಕ, ಹೊಸ ಕಟ್ಟಡ, 'ಆಡಿಟ್ ಭವನ', ಅಂಚೆ ಪೆಟ್ಟಿಗೆ ಸಂಖ್ಯೆ: 5398, ಬೆಂಗಳೂರು-560001.

2. ಪ್ರಧಾನ ಮಹಾಲೇಖಪಾಲರು (ಇ & ಆರ್ ಎಸ್ ಎ) ಕರ್ನಾಟಕ, ಹೊಸ ಕಟ್ಟಡ, 'ಆಡಿಟ್ ಭವನ', ಅಂಚೆ ಪೆಟ್ಟಿಗೆ ಸಂಖ್ಯೆ: 5398, ಬೆಂಗಳೂರು-560001.
3. ಪ್ರಧಾನ ಮಹಾಲೇಖಪಾಲರು (ಎ & ಇ) ಕರ್ನಾಟಕ, ಪಾರ್ಕ್ ಹೌಸ್ ರಸ್ತೆ, ಅಂಚೆ ಪೆಟ್ಟಿಗೆ ಸಂಖ್ಯೆ: 5329, ಬೆಂಗಳೂರು-560001.
4. ಮಾನ್ಯ ಮುಖ್ಯಮಂತ್ರಿರವರ ಪ್ರಧಾನ ಕಾರ್ಯದರ್ಶಿ, ವಿಧಾನಸೌಧ, ಬೆಂಗಳೂರು(2018-19ನೇ ಸಾಲಿನ ಆಯವ್ಯಯ ಭಾಷಣದ ಕಂಡಿಕೆ ಸಂಖ್ಯೆ:354)
5. ಆಯುಕ್ತರು, ಸೂಕ್ಷ್ಮ, ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಕೈಗಾರಿಕಾ ನಿರ್ದೇಶನಾಲಯ, ಖನಿಜ ಭವನ, ರೇಸ್ ಕೋರ್ಸ್ ರಸ್ತೆ, ಬೆಂಗಳೂರು-1.
6. ನಿರ್ದೇಶಕರು, ಖಜಾನೆ ಇಲಾಖೆ, ವಿಶ್ವೇಶ್ವರಯ್ಯ ಮುಖ್ಯ ಗೋಪುರ, ಬೆಂಗಳೂರು-1.
7. ಅಪರ ನಿರ್ದೇಶಕರು, (ಎಂ.ಎಸ್.ಎಂ.ಇ), ಸೂಕ್ಷ್ಮ, ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಕೈಗಾರಿಕಾ ನಿರ್ದೇಶನಾಲಯ ಖನಿಜ ಭವನ, ರೇಸ್ ಕೋರ್ಸ್ ರಸ್ತೆ, ಬೆಂಗಳೂರು-1.
8. ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು, ಕರ್ನಾಟಕ ತಾಂತ್ರಿಕ ಉನ್ನತೀಕರಣ ಪರಿಷತ್, (ಕೆ.ಸಿ.ಟಿ.ಯು) ಎ.ಟಿ.ಪಿ.ಸಿ ಕಟ್ಟಡ ಕಸ್ತೂರಬಾ ರಸ್ತೆ, ಬೆಂಗಳೂರು.
9. ಜಂಟಿ ನಿರ್ದೇಶಕರು [ಯೋಜನೆ], ಸೂಕ್ಷ್ಮ, ಸಣ್ಣ ಮತ್ತು ಮಧ್ಯಮ ಕೈಗಾರಿಕಾ ನಿರ್ದೇಶನಾಲಯ ಖನಿಜ ಭವನ, ರೇಸ್ ಕೋರ್ಸ್ ರಸ್ತೆ, ಬೆಂಗಳೂರು-1.
10. ಹಿರಿಯ ನಿರ್ದೇಶಕರು, (ಪಿಎಫ್‌ಆರ್) ಯೋಜನಾ ಇಲಾಖೆ, ಬಹುಮಹಡಿಗಳ ಕಟ್ಟಡ, ಬೆಂಗಳೂರು-1.
11. ಆಂತರಿಕ ಆರ್ಥಿಕ ಸಲಹೆಗಾರರು, ವಾಣಿಜ್ಯ ಮತ್ತು ಕೈಗಾರಿಕೆ ಇಲಾಖೆ, ವಿಕಾಸಸೌಧ, ಬೆಂಗಳೂರು-1.
12. ಸರ್ಕಾರದ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿಯವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ, ವಿಧಾನಸೌಧ, ಬೆಂಗಳೂರು-1.
13. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿ, ಆರ್ಥಿಕ ಇಲಾಖೆ [ವೆಚ್ಚ-1], ವಿಧಾನಸೌಧ, ಬೆಂಗಳೂರು-1.
14. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿ.(ಸೇವೆಗಳು ಮತ್ತು ಸಮನ್ವಯ) ವಾಣಿಜ್ಯ ಮತ್ತು ಕೈಗಾರಿಕೆ ಇಲಾಖೆ, ವಿಕಾಸಸೌಧ, ಬೆಂಗಳೂರು-1.
15. ಸರ್ಕಾರದ ಕಾರ್ಯದರ್ಶಿಯವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ, ವಾಣಿಜ್ಯ ಮತ್ತು ಕೈಗಾರಿಕೆ ಇಲಾಖೆ, ವಿಕಾಸಸೌಧ, ಬೆಂಗಳೂರು.
16. ಹೆಚ್ಚುವರಿ ಪ್ರತಿಗಳು ರಕ್ಷಾ ಕಡತಕ್ಕೆ.

1. PREAMBLE

The Government in its Budget announcements aims to formulate an integrated Programme for Infrastructure, Marketing and Skill Development for GI clusters representing Artisans/ Units/ Industries working on Geographical Indications (GI's) related products in the State.

1.1. Introducing the Spectrum of Intellectual Property Rights

Intellectual Property (IP) is attributed to an individual's creations of the mind. The right associated with leveraging the respective IP tool is termed as Intellectual Property Right (IPR). The spectrum of IPR includes Patents, Trademarks, Copyrights, Industrial Designs, Semiconductor Integrated Circuits Layout Design, Geographical Indications, Plant Varieties, Traditional Knowledge and Trade Secrets.

Each IPR has a specific life span of protection and is covered under the respective National Legislation and International Convention/ Treaty. IPRs are territorial in nature and not global which implies that IPR holders would have to seek the necessary protection in the respective territory/country as per the laws of the land.

1.2. Geographical Indications: A Significant IPR

Geographical Indications (GI) is an important tool, under Intellectual Property (IP). A GI is defined as a sign used on products that have a specific geographical origin and possess qualities or reputation that are due to that origin. Owners of GI may be a group, community, association, organization or an established authority. Recognition is usually given for already existing products with established history and reputation, e.g. Mysore Silk, Channapatna toys, Nanjangud Rasabale, Mysore Traditional Paintings, etc.

1.3. National IPR Policy 2016 and thrust to GIs

The government of India unfurled the National Intellectual Property Rights (IPR) Policy in May 2016 with the theme of "Creative India, Innovative India". The National IPR Policy provides a strong emphasis on the promotion of GIs across the country. It was announced with the objective to augment creativity and innovation in this era of knowledge economies.

Mysore Jasmine
Origin: Mysore, South Karnataka



1.4. Advantages of GI

- GI can help a community of producers to differentiate their products from other competing products in the market and build goodwill around their products, often attracting a higher value.
- GI Registration affords legal protection in case of infringement.
- From a consumer’s point of view, Geographical Indications Goods (Registration and Protection) Act, 1999, stands as a signalling device, which helps them identify genuine quality products and protects the consumers from deception due to counterfeit items.
- GI is an effective mechanism for locally based socio-economic development, especially in rural areas.
- GI is closely linked to Traditional Knowledge (TK), which is another Intellectual Property Tool and Traditional Cultural Expressions (TCEs).
- GIs help in conservation of natural resources/ traditional trade mechanisms which are associated with Traditional Knowledge and the unique geographical origin and possess qualities or reputation that are due to that origin.
- Effective management of these potential resources would add to the economic prosperity, enhance livelihoods and provide entrepreneurship opportunities at the grass root level.
- GI tagged products, if branded well, would promote GIs and GI clusters and help them to fetch a higher value in the international/ export markets. A classic example of a successful GI is the world renowned Darjeeling Tea, India’s first registered GI having earned worldwide acclaim.



Channapatna toys
Origin: Channapatna,
Ramanagara Dist., Karnataka



1.5. Global and India Outlook

- From a historical perspective, GIs are covered under Articles I (2) and I0 of the Paris Convention for the Protection of Industrial Property, as an element of IPRs.
- GIs are also covered under Articles 22 to 24 of the Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement, which was part of the Agreements concluding the Uruguay Round of GATT negotiations under the WTO (World Trade Organization)
- India, as a Member of the WTO, enacted the Geographical Indications of Goods (Registration & Protection) Act, 1999 which came into force with effect from 15th September 2003. Under this Act, the Government of India has established a ‘Geographical Indications Registry’ at Chennai.
- As on date, the total number of GIs granted by the Registry on an all India basis stands at 330 (Source: Government of India IP Website: www.ipindia.nic.in)

1.6. Karnataka Outlook

It is a matter of pride that out of the total number of 330 GIs granted in India till date, Karnataka bags the lion’s share of 41 registered GIs, ranking **number one** in the country. Most of these GIs in Karnataka are found in the Handicrafts/Textiles, Horticulture and Agriculture segments, Manufactured goods and Food stuff. (**Annexure 2**)

State wise Ranking of GIs as on date

Rank	State	Number of Registered GIs
1	Karnataka	41
2	Maharashtra	33
3	Tamil Nadu	28
4	Kerala	26
5	Uttar Pradesh	26
6	West Bengal	20
7	Andhra Pradesh	19
8	Orissa	15
9	Rajasthan	14
10	Gujarat	14

Ilkal Sarees
Origin: Ilkal,
Bagalakot Dist.,
Karnataka



2. NEED FOR GI POLICY FOR KARNATAKA

As mentioned in the foregoing paragraphs, the National IPR Policy unveiled by Govt. of India, lays emphasis on various tools of IPR, including thrust to Geographical Indications. Hence, it is appropriate for States to align with National goals.

Section 23I of the Mid Term Review of Foreign Trade Policy 2015-20 also brings the subject of GIs to the forefront, with a paragraph which reads as follows:

"India has about 300 registered GIs, but only a few of them have been used for commercial value. A large number of these GIs are on man-made products from specific regions. Several of these manufactured products are in the area of textiles. Some of India's well-known GIs are Basmati Rice and Darjeeling Tea. A program to promote the branding and commercialization of GI products and to promote their exports is being initiated. This shall be done in conjunction with para Nos.5.6 & 5.13.2 of National Intellectual Rights Policy 2016."

The above developments further prompt and spur Government of Karnataka to unveil a policy for the promotion and development of Geographical Indications in the State. The salient features of the policy are as elucidated below:

3. VISION

- Create Awareness about the significance of GIs across Karnataka
- Promote the existing/registered GIs in Karnataka.
- Identify new and prospective GIs and encourage stakeholders towards registration.
- Maintain Brand Karnataka's status and numero uno position, as the GI hub of India, with the maximum number of registered GIs in the country
- Execute the business development strategy related to each of the registered GI

4. MISSION

- To assist and support infrastructure development required to strengthen the GI clusters in the State.
- To provide Marketing support to the Artisans/ Units/ Industries engaged in the production of GI-related products.
- To support capacity building/ skill development across the GI space
- Facilitate Part B of the GI Register, namely the Authorized Users and motivate the genuine artisans/ growers/ producers to register as an Authorized User to gainfully and legally use the craft/ crop/ trade.

5. OBJECTIVES

- In accordance with the National IPR Policy 2016, key objectives with respect to Geographical Indications are as follows:
- Create awareness about GIs, thereby reaching out to IP generators and holders, specifically in the rural and remote areas.
- Target and work closely with small businesses, farmers/ plant variety users, holders of traditional knowledge, traditional cultural expressions and folklore, designers and artisans.
- Stimulate generation of IPRs by laying emphasis on encouragement to the registration of GIs.
- To transform knowledge into IP assets by exhorting monetization of knowledge.
- To assist GI producers to define and maintain acceptable quality standards.
- Assist/ facilitate GI clusters in gaining better marketability by executing strategic and target oriented business plans.

6. STRATEGIES

- Sensitizing/ Generating awareness on the subject of Geographical Indications as an important Intellectual Property tool across various sections of stakeholders including consumers.
- Conducting Skill development programs, specialized trainings including financial literacy and capacity building programs/ workshops across various GI clusters.
- Promoting Karnataka as the GI Hub of India.



Nanjangud Banana
Origin: Nanjangud,
Mysuru Dist., Karnataka



Kamalapur Red Banana
Origin: Kamalapur Hobli,
Gulbarga Dist., Karnataka



- Providing Marketing and Commercialization support to GI clusters through appropriate schemes and incentives.
- Providing a platform to showcase GI products in various National and international forums. (Trade Fairs, Krishi Melas, etc.)
- Creating infrastructure for GI clusters to gain better market access and encourage export promotion (Create 'Haats' (marketplace of traditional products) such as 'Dilli Haat' concept where artisans/ farmers can directly sell their product/ produce to consumers without any intervention of middle-men or marketing agencies).
- Internationalizing GIs and global protection through Networking, partnerships and cooperation with other countries on protection and commercialization.
- Conserving GIs in the agricultural/ horticultural sector for agro-business expansion and Rural Development.
- Encouraging NGOs for GI development and commercialization.

7. POLICY MEASURES

The GI Policy aims to promote Karnataka as the GI Hub of India. The State has been constantly undertaking branding and promotional measures to establish the State of Karnataka as the intellectual and innovation capital. Various initiatives and programs like road-shows, investment promotion programs, Global Investor and Business Meets/ Summits, Vendor Development Programs, etc., are being organized as part of the exercise on a regular basis. It is proposed to leverage programs in Departments other than Commerce and Industries, like Department of Horticulture & Agriculture, Bangalore Bio, Agricultural Business Meets and other related summits to promote GIs from the State.

The following measures, incentives and schemes are proposed to promote registered GIs, help in post GI marketing and branding efforts, identification of new and potential GIs for registration and commercialization of the product, for the economic development of the producers and persons involved in the value chain.



Mysore Betel Leaf
Origin: Mysuru Dist, Karnataka

7.1. Nomination of VTPC as Nodal Agency

Visvesvaraya Trade Promotion Centre (VTPC) is the designated Nodal Agency of Government of Karnataka for the promotion of Exports, International Trade and Special Economic Zones, under the aegis of the Department of Industries & Commerce. VTPC is also a dedicated agency for WTO and IPR Activities. VTPC has already been nominated as the Nodal Agency for the promotion of GIs from the State and communicated to Secretary, DIP, Ministry of Commerce & Industry, Government of India. Managing Director VTPC is the designated Nodal Officer for the promotion of GI-related activities from Karnataka. Further, VTPC also has a Memorandum of Understanding with the Centre for WTO Studies (CWS), IIFT Campus, New Delhi for nurturing the WTO and IP fabric of the State.

7.2. Setting up of GI Facilitation Centre (GIFC) to promote GIs from Karnataka

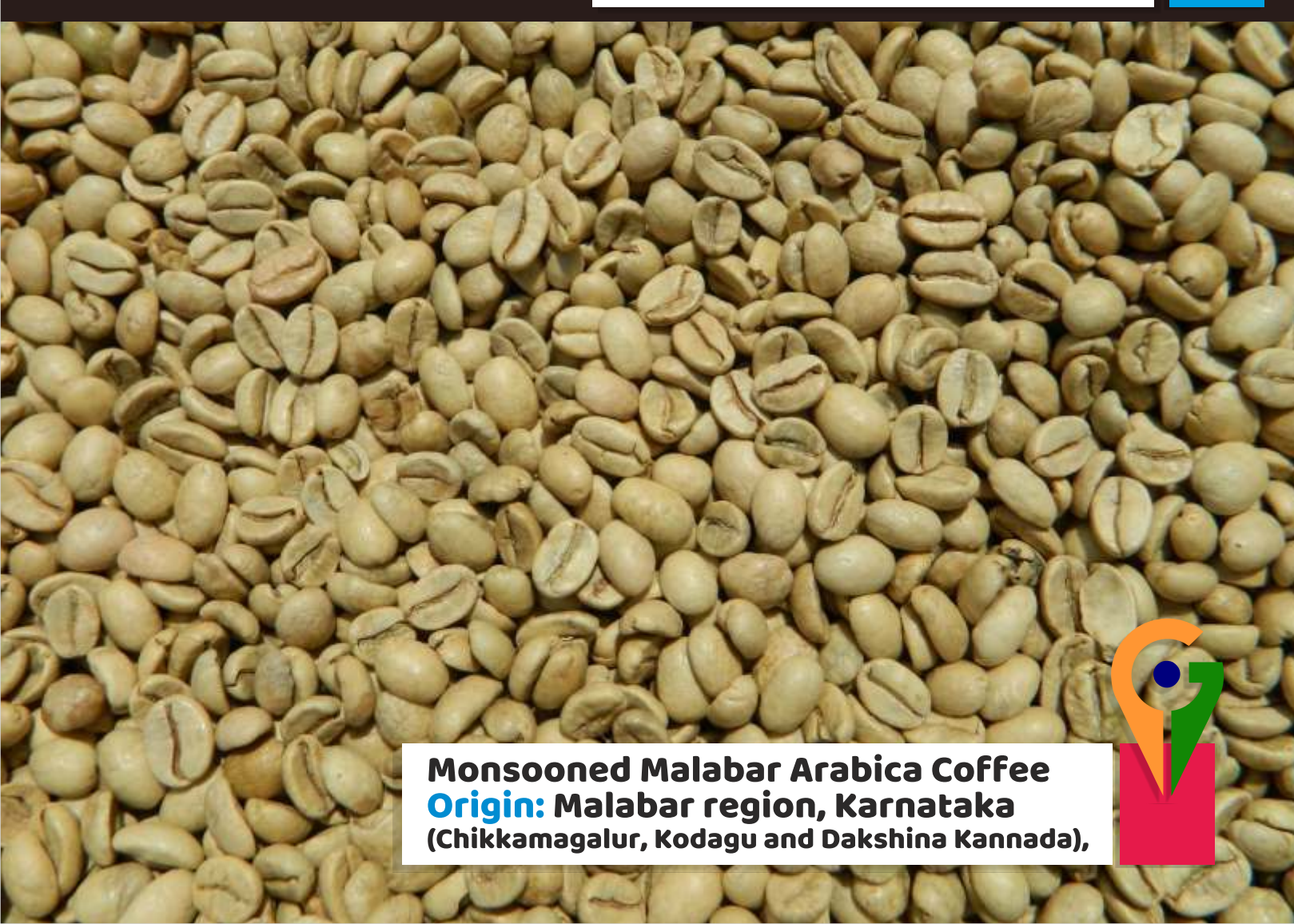
To carry out the various activities pertaining to nurturing the GIs in the State, it is proposed to set up a State-level GI Facilitation Centre (GIFC), with competent manpower, housed in Visvesvaraya Trade Promotion Centre (VTPC) under the aegis of the Department of Industries & Commerce, Government of Karnataka.

The State GIFC would act as the nodal point for the implementation of all the schemes announced in the GI Policy for the State of Karnataka. It would work closely with all the stakeholders for effective inroads in GI clusters across the State.

The State GIFC would periodically report/ update its activities undertaken and the progress achieved to the Commissioner for Industrial Development, Department of Industries & Commerce, Government of Karnataka.



Mysore Rosewood Inlay
Origin: Mysuru Dist, Karnataka



Monsooned Malabar Arabica Coffee
Origin: Malabar region, Karnataka
(Chikkamagalur, Kodagu and Dakshina Kannada),



Role of the GIFC:

- Research Studies/ Market Assessment: Conduct of district level field work pertaining to Research, Surveys, interaction and coordination with local GI stakeholders
- Specialized Training/ Sensitization Programs: Conduct of specialized trainings which are specific to the needs of a particular GI cluster, besides the conduct of a wide array of sensitization and outreach workshops on varied facets of the subject to help spread the GI message across the nook and corner of the State
- GI Filings and Post GI Marketing, Branding, Commercialization efforts: Facilitate prospective GI filings, marketing, outreach, branding and commercialization efforts of the GI clusters in the State
- Liaise with GI facilitators: Collaborate on activities with the WTO & IPR Relay Cell housed at VTPC, besides other key GI facilitating institutions like the Centre for WTO Studies, New Delhi, CIPRA, (National IPR Chair Initiatives, MHRD) housed at National Law School of India University (NLSIU), Bengaluru, Cell for IPR Promotion and Management (CIPAM), under Union Commerce Ministry, Govt. of India, MSME-Government of India, the State Horticulture and Agriculture Departments, Indian Institute of Horticultural Research (IIHR), State Agricultural Universities, NRDC, premium Institutes in the country like IIM-Bengaluru, IISC, CII- IPFC, besides other State IP Facilitation Centres (IPFCs), Registered Proprietors and like-minded groups/organizations that are into GI facilitation in the State.
- Authorized User (Part B) of GI Register: Facilitate and drive the Authorized User base across the various GIs in Karnataka
- Facilitate/ Sensitise matters pertaining to GI Infringements: Through a Panel of representatives comprising of IP lawyers/ attorneys housed by the State GIFC, efforts would be made to sensitize Consumer as well as Producer Groups and other stakeholders to ensure effective enforcement of the rights. For instance, among initiatives like awareness workshops on the subject, Producers, Registered Proprietors or Authorized users would need to be made aware of trademark databases, trade shows, trade magazines, etc. to track violation of GI logo and mark in India or internationally.

7.3. Scheme for Capacity Building / Skill Development among GI producers.

A variety of capacity building, skill development training programs would be conducted for target stakeholder groups across the GI space. These initiatives would help generate awareness on the Conservation of GI registered crops or Food Stuff (Identification of authentic producers, bringing them under one umbrella by registration) the traditional legacies in the handicrafts/ manufactured goods segments. This would entail Informing producers/vendors, the roles and responsibility of GI group member, obtaining Authorized User Certification, steps to help nurture the GI, etc.

Further, such programs may also be jointly conducted in collaboration with recognized IPFCs, industry associations, chambers of commerce, National Institute of Design and other like-minded institutions in the State providing a fillip to GIs, which could be considered based on relevance, need based and case to case basis.

Towards achieving this objective, the following programs are proposed:

7.3.1. Awareness and Sensitization Programs:

It is proposed to conduct awareness and sensitization programs across the State exclusively for various groups like traders, exporters, suppliers, vendors, producers, growers, craft persons, weavers, etc., including consumers to enable them to understand the value of GIs, their rights and responsibilities.

7.3.2. Incisive Training Programs/ Design Development Workshops/ GI Study Tours/ Handicrafts training in soft skills, Innovation Workshops:

Support and encouragement would be provided to such incisive programs that would help open the minds of the artisans to build capacity and skills within the GI clusters on key topics pertaining to issues, challenges and prospects of the various GIs in the State. This would among other key issues also include an important topic like awareness regarding Product standardization & Implementation of Quality Control Mechanisms (6-Sigma or 9-Sigma level) of process or product standardization for each GI product/produce, etc.

7.3.3. Training for Government Representatives:

Considering that Government agencies, Officials and representatives both at the helm and the grassroots would be involved in the decision making or implementation process of GIs, it is proposed to conduct specific awareness and training programs for Government Representatives on the subject. Participation in trainings organised by Government of India bodies or recognised institutions would be encouraged.

7.4. Support for new and prospective GI filings from the State

While Karnataka has been at the forefront in the registration of GIs (Part A of GI Register), with the largest number of GIs registered in the country (at 41 as on date), there have been very few new registrations in the recent past. There is a need to identify more products, producer groups and registered societies with potential for GI registration rather than merely Government Departments.

New products which could be explored for registration include Gokak toys, Bijapur Raisins, Sagar Sandalwood carvings, Dharwad Cotton Sarees, Melkote Panche (Dhoti), Lavancha Craft in Coastal Karnataka, Savanur Beetel leaves, Belgaum Kunda, Kadakola Mats, etc.

To provide impetus to prospective GIs, the State shall promote and facilitate new and potential GIs for registration. In this direction, it is proposed to launch a Scheme to support new and prospective GI Registrations/ filings for the benefit of GI stakeholders. VTPC would facilitate GI registration of the authentic proprietor/producer group through requests from recognized IP Facilitation Centres (IPFCs), IP firms and other relevant institutions facilitating the Geographical Indications space.

To involve the participation of young minds who are the prospective brand ambassadors of the country, the State would encourage this segment of the population in the said scheme, with the objective to nurture the rich cultural heritage and legacy through GIs for socio economic development.



Molakalmuru Sarees
Origin: Molakalmuru & Kondlalli taluk,
Chitradurga Dist, Karnataka



7.5. Nomination of VTPC as Nodal Agency

The State would channelize efforts towards registration of Authorized Users (Part B) of the GI Register who could formally practice the craft/ trade/ crop as the actual stakeholders pitching it in both domestic and global markets.

To provide a fillip in this direction, the State would subsidise the Statutory Registration Fee levied by the GI Registry, Govt. of India, up to 100% with respect to Part B Registration (Authorized Users). This could be extended to all the GIs in Karnataka which endeavor to register Part B.

7.6. Showcasing and Infrastructure Development Scheme

It is proposed to promote a scheme towards boosting and showcasing the GIs in the State. This would promote GI Tourism and would entail the coordination of the registered proprietors/ various Departments that are the filers of GIs, with Tourism Department to publicise the GI products in the GI Tourism map across the State. The scheme would also provide a thrust to tagging with Traditional Knowledge (TK) and Traditional Cultural Expressions (TCEs).

Details of each GI product and the geographical spread where Tourism initiatives can be promoted are provided in Annexure 3, "GI Information for Tourists". The GI products can be indicated on the Tourism maps in different circuits.

Towards this end, it is proposed to promote the installation of GI goods in outlets like Malls, Railway Stations, Airports, Metro Stations and popular places of public interest, like tourist hot spots, etc. across the State. This scheme would support the creation of physical infrastructure development for showcasing and promoting the rich GIs across the State.

7.7. Publicity Scheme

As another step in popularizing the GIs in the State, it is proposed to create an array of GI documentary and publicity materials like short films, online advertisements (maximum 60 seconds), print booklets/ flyers/ brochures, wall paintings, gift items, exhibition materials (display in airport/ railway station/ Metro Rail/ Bus Stand/ Kalakshetra/ online sales) to showcase the GIs. The scheme would help GI stakeholders understand the GI value and showcase products at National and international platforms.

7.8. Branding and Commercialization Scheme

It is proposed to conduct an Annual IP Commercialization and Showcase Event in Bangalore or other palces to highlight the achievements of the GI clusters and to bring together all GI stakeholders for networking purposes. The event shall also act as a platform to display the GIs produced in the State of Karnataka. In addition, smaller events may be conducted to give recognition and highlight the achievements of the GI stakeholders in the State of Karnataka.

7.9. Market Development Assistance Scheme

The State would encourage the participation of GI stakeholders and like-minded groups working towards nurturing the GIs of Karnataka, in participation in Exhibitions/ Fairs/ Shows/ Melas/ Conferences, etc., and putting up stalls during Regional Festivals/ international meets.

Financial assistance would be extended for providing a platform to showcase GI products in various National and international forums as follows subject to the condition that the artisan/ industry should not have availed Market Development Assistance in any other schemes of Government of Karnataka or Government of India. Scheme details are as below:

7.9.1. Participation in Domestic Exhibition/Trade Fairs

- 100% of economy air fare subject to a maximum of Rs. 10,000/- (to and fro) or 100% reimbursement for II Tier AC by Rail
- 100 % of stall rent, up to a maximum of Rs.25,000/-
- DA at Rs.500/- per day for a maximum of 15 days

7.9.2. Participation in International Exhibition/Trade Fairs

- 75% of economy air fare subject to a maximum of Rs. 1.25 lakh (to and fro)
- 100 % of stall rent, up to a maximum of Rs. 1 lakh
- DA at \$ 100 per day for a maximum of 5 days

7.10. Digital Platform Scheme

To support the creation of digital platforms for sales of GI products, it is proposed to facilitate identification of business partners/ e-commerce service providers, to connect with producer groups for enabling ease of sale of the GI products in the local and international markets. The State would support/ facilitate the creation of an online platform, application/ software development or online sales support, implemented by VTPC.

7.11. Impact Study Facilitation Scheme

While efforts towards filing GIs is important, it is imperative to assess the development and growth of GIs over a time frame, in particular the Post GI Registration initiatives. Varied kinds of Studies/ Surveys may be required by the State across the GIs, to facilitate, evolve a roadmap for revival and strengthening of existing GIs and prepare an action plan for the marketing of GIs in the State.

Towards this objective, it is proposed to conduct an impact study of all GIs in the State. To simplify and make the study effective, it is proposed to carry out the Study initially at a Cluster level; for instance, Agriculture Cluster, Handicrafts Cluster, etc. The impact would entail detailed study and analysis at a National level for instance, whether people outside Channapatna and Bengaluru are familiar with Channapatna toys. Eventually, the efforts could be scaled to international level.

State GIFC may conduct the Impact Study in association with competent IPFCs in the State or recognised IP/ Law Firms/ Educational Institutions, etc., subject to adherence to relevant rules and guidelines pertaining to service providers laid down by Government of Karnataka.



Coorg Orange
Origin: Kodagu Dist, Karnataka

7.12. Scheme for Product standardization & Implementation of Quality Control mechanism for each product/ produce, Creation of GI product specific logos and Hologram/ Seal

As each GI product is different, it is proposed to seek the professional support of Specialists for preparation of "Standard Protocol" / code of practice and sensitize the GI members who come under the value chain (Agricultural Practices for growing, collection, processing and packing for instance). This would include Design for Packaging, Logo, labelling, etc. It is imperative to specify quality standards and strict compliance to the same by all the contributors in the supply chain.

A unique collective product specific **GI logo** would be developed for all the GIs of Karnataka which are yet to have a GI logo registered for better representation and identify of their products in various markets. Necessary knowledge and technical services would be obtained from the leading recognized organizations/ institutions.

A **unique Hologram / Seal** which would provide a unique identity and protective seal for GI tagged products would be developed. (**Details of Developing a Hologram/ Design is mentioned in Annexure 4**).

7.13. Cluster Centric GI Scheme

To provide impetus to the Geographical Indications of the State and to ensure that the respective GIs as a community benefit from harnessing common advantages with respect to infrastructure facilities, modernization, machinery, design, quality, testing, training, display, sales centre, etc., it is proposed to institute a Cluster Centric GI scheme for the GIs of the State. The scheme would be modelled on the lines of the cluster development, MSE CDP scheme of the Government of India. Mysuru, with its largest number of GIs in Karnataka and perhaps the world, would be modelled as a GI hub of the State.

The State level committee formed under the scheme is empowered to approve project of infrastructure development through cluster format for GI related products.

7.13.1. Eligibility Criteria

i. There should be a minimum of 15 Micro and Small units/ artisans/ growers in the cluster serving as members of the Special Purpose Vehicle (SPV). There is no ceiling on the maximum number of members. In special cases, where considerations of investments, technology or small size of the cluster warrant lesser number of units, a minimum of 10 MSE units may be considered for the SPV with the prior approval of the State level committee.

ii. It is necessary to form a SPV prior to setting up of and running the proposed CFC. An SPV is a clear legal entity (Cooperative Society, Registered Society, Trust or a Company) with evidence of prior experience of positive collaboration among its members. The SPV should have a character of inclusiveness wherein provision for enrolling new members to enable prospective entrepreneurs in the cluster to utilize the facility should be provided. In addition to the contributing members of the SPV, the organizers should obtain written commitments from ‘users’ of the proposed facilities so that its benefits can be further enlarged. Bylaws of SPV should have provisions for Managing Director, implementing agency, One officer from MSME Directorate and Joint Director, DIC of the concerned Dist as members of the SPV.

7.13.2. Admissible Activities

- a) Manufacturing sector GI Clusters
- b) Handicrafts GI Clusters
- c) Agriculture and Horticulture GI Clusters
- d) Food stuff GI Clusters
- e) Textile GI Clusters
- f) Others with the approval of the State level committee.

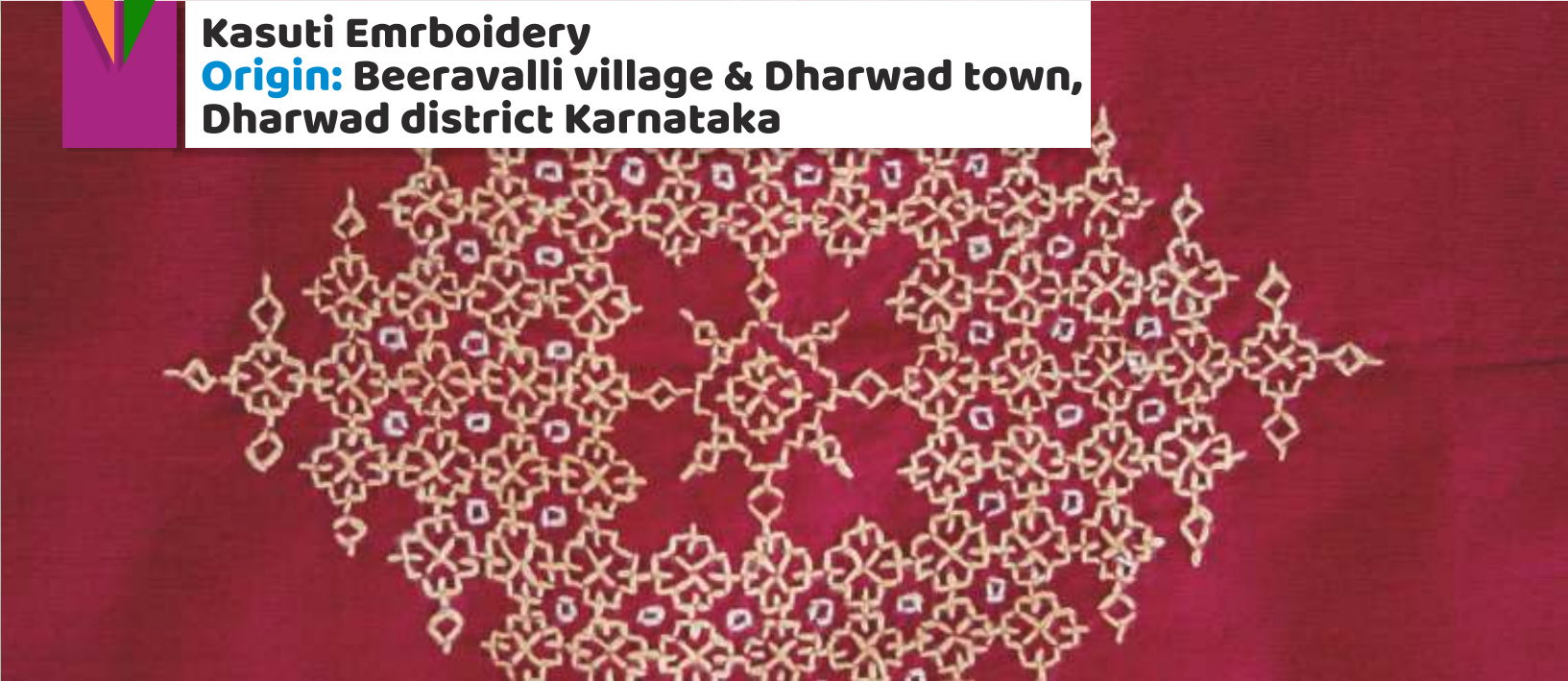
7.13.3. Assistance for Setting up of Common Facility Centers (CFCs)

Common Facility Center will consist of creation of tangible “assets” like Common Production/ Processing Centre (for balancing/ correcting/ improving production line that cannot be undertaken by individual units), Design Centers, Testing Facilities, Training Centre, Effluent Treatment Plant, Marketing Display/ Selling Centre, Packaging, Common Logistics Centre, Common Raw Material Bank/ Sales Depot, etc.

Kasuti Emrboidery
Origin: Beeravalli village & Dharwad town,
Dharwad district Karnataka



Appemidi Mango
Origin: Coastal-Central Karnataka



7.13.4. Project Cost

- a) Common Facility Centers to be setup with investment up to Rs.5.00 crores.
- b) The GoK grant will be restricted to 50 % of the Cost of Project of maximum Rs 2.50 crore. The cost of project includes cost of Land (subject to max. of 15% of Project Cost), building, pre-operative expenses, preliminary expenses, machinery & equipment, miscellaneous fixed assets, support infrastructure such as water supply, electricity and margin money for working capital.
- c) The entire cost of land and building for CFC shall be met by SPV. Investment in land and building will be considered as SPV contribution (margin) for the project. CFC can be set up in leased premises. However, the lease should be legally tenable and for a fairly long duration (Min 15 years).
- d) In case of Project proposal exceeding Rs.5.00 crores, the State level committee is empowered to consider them as special cases depending on merits, but the Government contribution will be limited to the unit cost of Rs.5.00 crores.

7.13.5. Means of Finance:

GoK Share	SPV Share *
50 % of Project Cost	50 % of Project Cost

7.13.6. Detailed Project Report (DPR)

- a. The cluster SPV has to prepare a DPR to map all the business processes of the cluster units viz. manufacturing processes, technology, marketing, quality control, testing, Branding, purchase, outsourcing, etc to find out its strengths, weaknesses, threats and opportunities (SWOT), problems and impediments, suggestions and a well drawn action plan for enhancing competitiveness of the units of the cluster and to position the cluster on a self sustaining trajectory of growth. The DPR should focus on enhanced competitiveness, technology improvement, adoption of best manufacturing practices, marketing of products, employment generation, etc. There has to be direct linkages between the problems highlighted in the report and the measures suggested for improvement.
- b. The DPR should include financial analysis like internal rate of return, break-even point, debt-service coverage ratio, sensitivity analysis, etc., using basic templates such as projected profit & loss account, projected balance sheet etc.
- c. DPR should be appraised by a Bank or any Agency like CEDOK/ TECSOK/ SIDBI/ NABSCON or any recognized agency of State/ Central Government.

7.13.7. In-principle approval:

All CFC proposals is to be submitted to VTPC/ through Joint Director, District Industries Centre Concerned. VTPC will scrutiny the proposal received and will place before the State level committee for approval. In-principle approval shall be valid for a period of 6 months, and before that it is expected that the project would be ready for final approval. In case, final proposal is not received in 6 months, it will automatically lapse, unless it is specifically extended by the State level committee.

Mysore Silk (Logo)

Karnataka Bronze Ware (Logo)

Ganjifa Cards (Logo)

Navalgund Durries (Logo)



Bangalore Blue Grapes
Origin: Bengalure & Kolar Dists, Karnataka

7.13.8. Final Approval:

The projects which have been accorded in-principle approval, shall be accorded final approval on fulfillment of following conditions:

- a. Formation of SPV
- b. Land procured and registered in the name of SPV
- c. Registered Lease Deed of the Building
- d. Submission of appraised Detailed Project Report (DPR)
- e. Details of the share holding of the SPV
- f. Project Specific account in Schedule A bank

7.13.9. Project Implementation

- a. The CFC should be operationalized within two years from the date of final approval, unless extended with the approval of State level committee.
 - b. The CFC may be utilized by the SPV members and as also others in the cluster.
 - c. Escalation in the cost of project above the sanctioned amount, due to any reason, will be borne by the SPV. The State Government shall not accept any financial liability arising out of operation of any CFC.
 - d. User charges for services of CFC shall be close to prevailing market prices, as decided by the Governing Council/ Managing Committee of the SPV. The SPV members may be given reasonable preference in user charges.
 - e. Contribution by the SPV should be made upfront. Necessary infrastructure like land, building, water and power supply, etc must be in place or substantial progress should have been made in this regard before GoK assistance is released.
 - f. Funds will be released in three installments in the ratio of 50:40:10 (after final approval) depending upon the implementation plan, requirements of funds.
- Agreement among VTPC and the SPV shall be signed for CFC projects



Bidriware
Origin: Bidar Dist, Karnataka



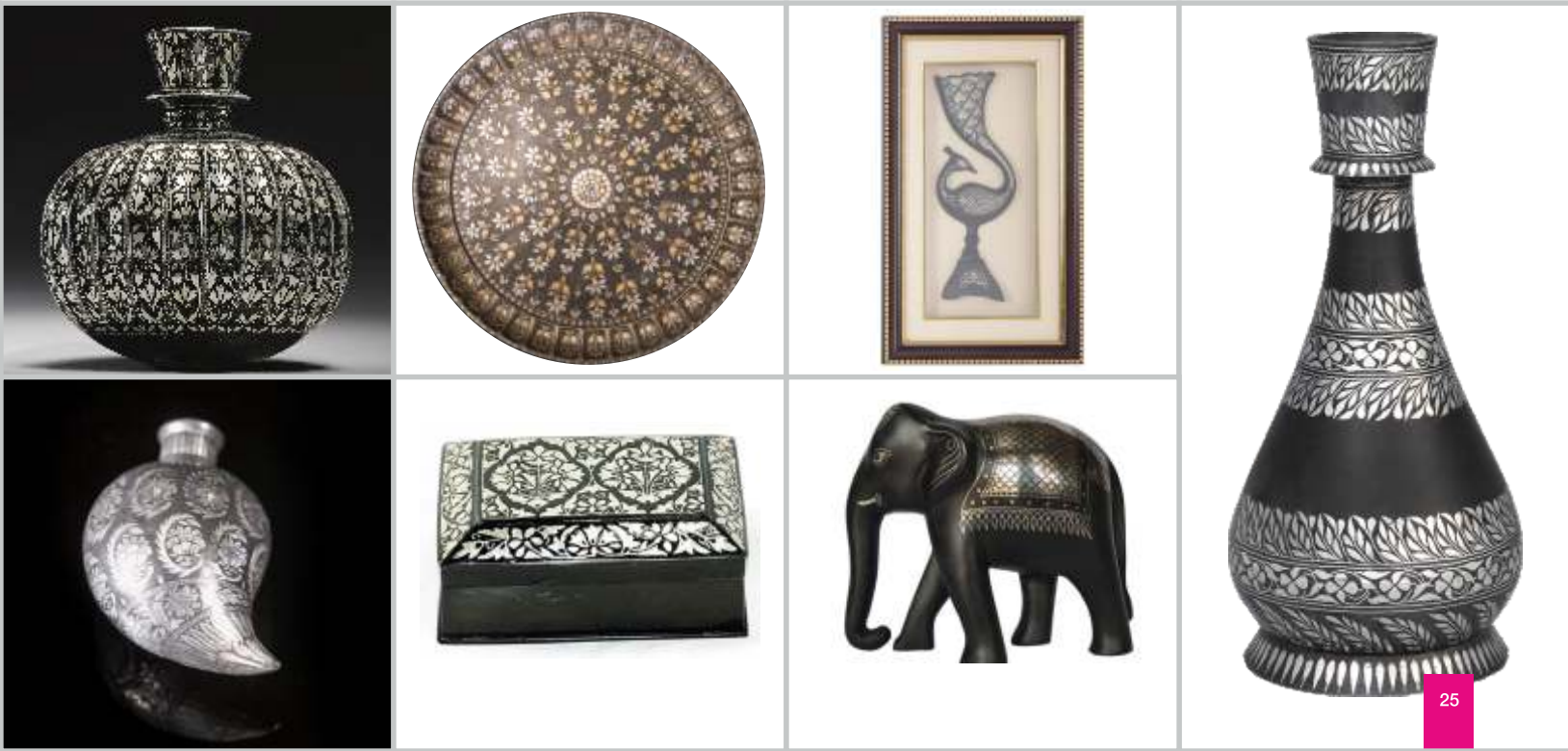
The Karnataka tableau depicting Bidriware Handicraft from Bidar passes through the Rajpath during the Republic Day Parade 2011 in New Delhi

7.13.10. Project Approvals:

The proposals under the scheme will be considered for approval by the State level committee –State GI Policy of the GI clusters. Members of the State level committee are as below:

1	Commissioner for Industrial Development, Large & Mega Industries.	Chairman
2	Commissioner for Micro, Small & Medium Enterprises	Co Chairman
3	Managing Director, Visvesvaraya Trade Promotion Centre (VTPC) (Nodal Agency)	Member Convener
4	Additional Director (MSME and Policy & Promotion), Directorate of Micro, Small & Medium Enterprises	Member
5	Managing Director, KCTU	Member
6	Joint Director (Technical Cell), Commerce and Industries Department	Member
7	Joint Director of concerned sector/ Dept.	Member
8	Managing Director KSHDC or his representative	Member
9	President, Federation of Karnataka Chambers of Commerce & Industry (FKCCI) Bangalore or his authorized nominee	Member
10	President, Karnataka Small Scale Industries Associations (KASSIA), Bangalore or his authorized nominee	Member
11	Joint Director, Concerned District Industries Center (DIC)	Member

Common Facility Center (CFCs) projects will be approved in two stages: In principle approval and final approval



Annexure 2

Source: www.ipindia.nic.in

List of Registered Geographical Indications of Karnataka

No	Geographical Indications	Sector
1.	Mysore Silk	Handicraft
2.	Mysore Agarbathi	Manufacture
3.	Bidriware	Handicraft
4.	Channapatna Toys & Dolls	Handicraft
5.	Mysore Rosewood Inlay	Handicraft
6.	Mysore Sandalwood Oil	Manufacture
7.	Mysore Sandal soap	Manufacture
8.	Kasuti Embroidery	Handicraft
9..	Mysore Traditional Paintings	Handicraft
10..	Coorg Orange	Agricultural
11.	Mysore Betel leaf	Agricultural
12.	Nanjanagud Banana	Agricultural
13.	Mysore Jasmine	Agricultural
14.	Udupi Jasmine	Agricultural
15.	Hadagali Jasmine	Agricultural
16.	Ilkal Sarees	Handicraft
17.	Ganjifa cards of Mysore	Handicraft
18.	Navalgund Durries	Handicraft
19.	Karnataka Bronze Ware	Handicraft
20.	Molakalmuru Sarees	Handicraft
21.	Monsooned Malabar Arabica Coffee	Agricultural
22.	Monsooned Malabar Robusta Coffee	Agricultural
23.	Coorg Green Cardamom	Agricultural
24.	Dharwad Pedha	Foodstuff
25.	Devanahalli Pomello	Agricultural
26.	Appemidi Mango	Agricultural
27.	Kamalapur Red Banana	Agricultural
28.	Sandur Lambani Embroidery	Handicraft
29.	Byadagi Chilli	Agricultural
30.	Udupi Mattu Gulla Brinjal	Agricultural

No	Geographical Indications	Sector
31.	Kinhal Toys	Handicraft
32.	Bangalore Blue Grapes	Agricultural
33.	Bangalore Rose Onion	Agricultural
34.	Guledgudd Khana	Handicrafts
35.	Udupi Sarees	Handicrafts
36.	Malabar Pepper	Agriculture
37.	Kolhapuri Chappal	Handicraft
38.	Sirsi Supari	Agriculture
39.	Chikmagalur Arabica Coffee	Agriculture
40.	Baba Budangiris Arabica Coffee	Agriculture
41.	Coorg Arabica Coffee	Agriculture

Sector-wise number of GIs in Karnataka

No	Sectors	No. of GIs.
1	Handicrafts	21
2	Agriculture	16
3	Manufactured Goods	3
4	Food Stuff	1
	Total	41

Mysore Silk
Origin: Mysore, Karnataka



Annexure 3

GI Information for Tourists

No	GI Products	Place of Production	Nearest Tourist Spot
1.	Coorg Orange	Villages in Coorg, Hassan and Chikmagalur Districts	Coorg, Hassan and Mysuru
2.	Mysore Betel Leaf	Udboor, Toreyenakatoor, Marballi and Kalale villages of Mysuru District	Mysuru City
3.	Nanjangud Banana	Nanjangud area of Mysuru District	Mysuru City
4.	Mysore Jasmine	Mysuru District	Mysuru City
5.	Udupi Jasmine	Villages around Shankarapura of Udupi District, Coastal Zone	Udupi, Mangaluru
6.	Hadagali Jasmine	Huvina – Hadagali Taluk of Bellary District	Hampi
7.	Devanahalli Pomello	Devanahalli and surrounding areas	Bengaluru
8.	Appemidi Mango	Shivamogga, Uttara Kannada, Daskhina Kannada, Chikkamagaluru, Sakaleshpura, Hassan, Udupi Districts	Jog Falls, Shivamogga, Belur & Halebeedu, Hassan
9.	Kamalapur Red Banana	Kamalapur Hobli of Gulbarga District	
10.	Udupi Mattu Gulla Brinjal	Mattu village of Udupi district and surrounding areas like 'Kote' 'Innanje', Kaipunjalu' and Uliyprugoli	Udupi, Mangalore
11.	Bangalore Blue Grapes	Kolar and Bengaluru rural districts, covering Hoskote, Doddaballapur, Nelamangala, and Devenahalli Taluks	Bengaluru
12.	Monsooned Malabar Arabica Coffee	Malabar Region (Villages in Chikkamagalur, Kodagu, and Dakshina Kannada districts)	Chikkamagalur, Kodagu, and Dakshina Kannada
13.	Monsooned Malabar Robusta Coffee	Malabar region (villages in Chikkamagalur, Kodagu and Dakshina Kannada districts)	Chikkamagalur, Kodagu and Dakshina Kannada
14.	Coorg Green Cardamom	Kodagu and Hassan Districts	Madekeri, Belur & Halebeedu, Hassan
15.	Byadagi Chilli	Byadagi, Haveri district	Dharwad
16.	Bengaluru Rose Onion	Bengaluru Rural	Bengaluru
17.	Mysore Silk	Mysuru City	Mysuru City
18.	Ilkal Sarees	Ilkal and other villages in Bagalkot, Vijayapura District	Vijayapura, Badami

19.	Molakalmuru Sarees	Molakalmuru and Kondlalli taluk in Chitradurga	Chitradurga Fort
20.	Navalgund Durries	Navalgund, Dharwad District	Dharwad
21.	Kasuti Emrboidery	Beeravalli village and Dharwad town in Dharwad district	Dharwad
22.	Sandur Lambani Embroidery	Sandur region, Bellary district	Hampi
23.	Channapatna Toys & Dolls	Channapatna, Ramanagara district	Bengaluru
24.	Kinhal Toys	Kinhal Village, Bellary and Koppal districts	Hampi, Badami
25.	Mysore Rosewood Inlay	Mysuru City	Mysuru City
26.	Mysore Traditional Paintings	Mysuru District	Mysuru
27.	Bidriware	Bidar town, Bidar District	Bidar Fort
28.	Karnataka Bronze	Nagamangala, Mandya, Mysuru and Bengaluru	Melkote, Sri Rangapattna, Brindavan Gardens
29.	Ganjifa Cards of Mysore	Pockets in Mysuru and Bengaluru	Mysuru City
30.	Mysore Agarbathi	Mysuru and Bengaluru Districts	Mysuru City
31.	Mysore Sandalwood Oil	Mysuru and Bengaluru Districts	Mysuru city
32.	Mysore Sandal Soap	Bengaluru District	Bengaluru
33.	Dharwad Peda	Dharwad town	Dharwad
34.	Guledgudd Khana	Bagalkot	Badami, Bagalkot
35.	Udupi Sarees	Udupi	Udupi, Mangaluru
36.	Malabar Pepper	Dakshina Kannada, Davanagere, Dharwad, Hassan, Kodagu, Bangalore Rural, Mandya, Mysore, Shivamogga, Tumkur, Udupi, Uttara Kannada, Chamrajnagar, Chikkamagaluru districts	Jog Falls (Shivamogga), Dharwad/Hubballi, Mysuru, Udupi, Chikkamagalur
37.	Kolhapuri Chappal	Dharwad Belgaum, Bagalkot and Vijayapura District	Gol Gumbaz (Vijayapura)
38.	Sirsi Supari (Arecanut)	Sirsi, Siddapur,	Yellapur Karwar
39.	Chikmagalur Arabica Coffee	Chikmagalur District	Chikmagalur
40.	Baba Budangiris Arabica Coffee	Baba Budangiris	Chikmagalur
41.	Coorg Arabica Coffee	Kodagu District	Madikeri



Mysore Sandal soap
Origin: Mysore, Karnataka



Mysore Sandal Oil
Origin: Mysore, Karnataka



Annexure 4

Scheme for Developing a Hologram/Design

With reference to Policy Measures (7 (m)), the hologram/design strip would contain the following:

- The State Government Emblem to indicate State of origin.
- The Central Government Emblem to indicate the country of origin as well the registering authority.
- The symbol of the product with the place name (popular geographical area name) with G.I Registration Number.
- The hologram to have multiple colours coded security printing, incorporating five to six securities which may be printed in Security Press to ensure that they are not copied.
- The Association/Representative body of the particular G.I item should be given the responsibility to issue the same to genuine members, to protect their interest.
- By stamping it on each product the sample emblem would be as follows:

GOVT OF KARNATAKA

BYADGI CHILLI G.I.NO.....

GOVT. OF INDIA



Navalgund Durries
Origin: Navalgund, Dharwad Dist, Karnataka

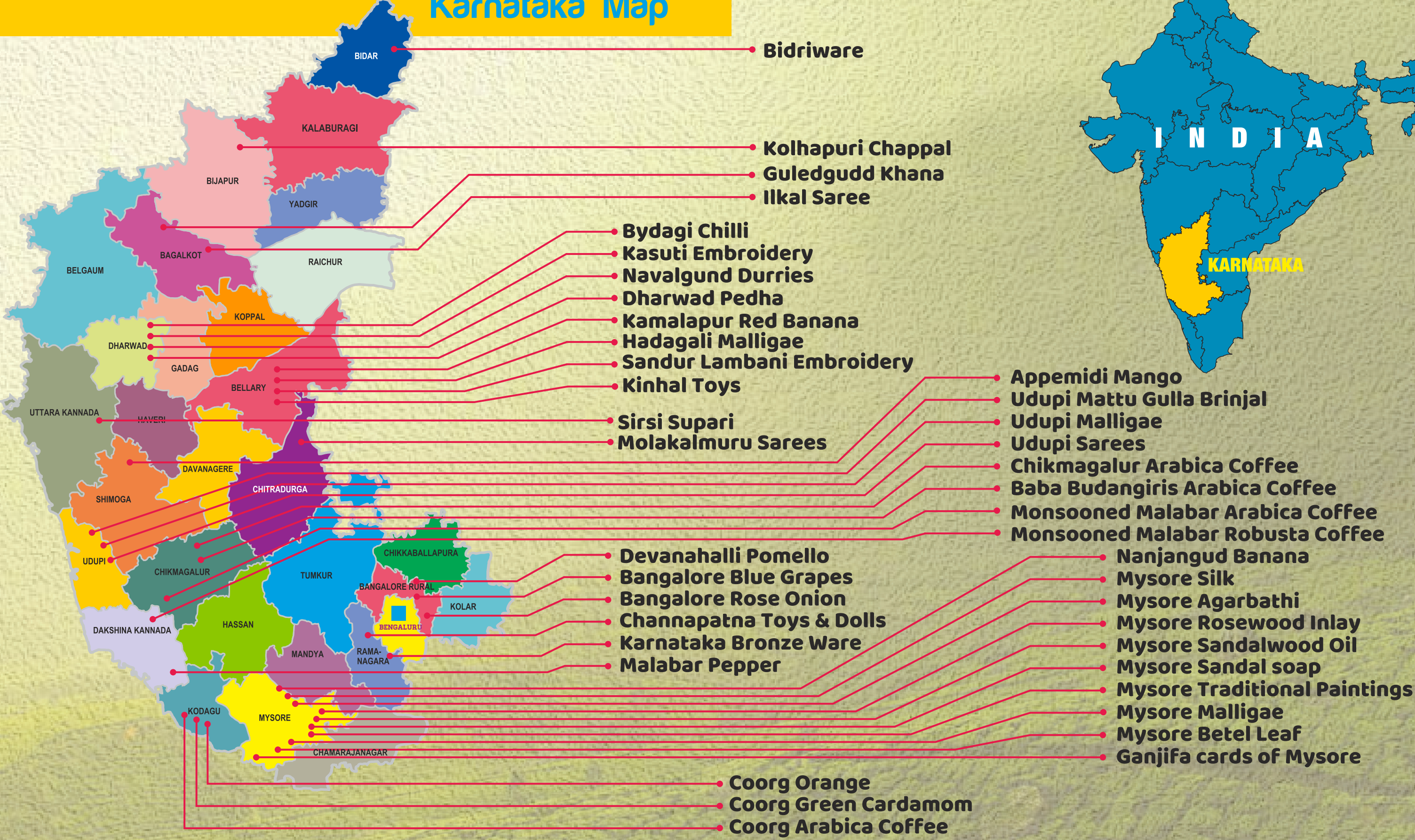


Sandur Lambani Embroidery
(Banjara Embroidery)
Origin: Ballari Dist, Karnataka



Geographical Indications

Karnataka Map



Registered Proprietors of Geographical Indications of Karnataka

No	Registered Proprietor	GIs Registered
1.	Karnataka Silk Industries Corporation Ltd.(KSIC) (A Government of Karnataka Enterprise), III & IV Floor, Public Utility Building, M.G. Road, Bengaluru – 560 001 Phone: 25586550, 25586399, 25588559,2558G402 Email: sales@ksicsilk.com / info@ksicsilk.com	Mysore Silk Mysore Silk (Logo)
2.	All India Agarbathi Manufacturers Association FKCCI Building, Kempegowda Road, Bengaluru – 560 009 Phone: 080 22268608 Email: mail@mysoreagarbathi.com	Mysore Agarbathi
3.	Karnataka State Handicrafts Development Corporation Ltd. (KSHDCL) 45, Mahatma Gandhi Road, Bengaluru - 560 001 Phone: 80 2558 1118 /93421 88080 Email: md@cauveryhandicrafts.net \ sales@cauveryhandicrafts.net	Bidriware Channapatna Toys & Dolls Mysore Rosewood Inlay Kasuti Embroidery Mysore Traditional Paintings Kinhla Toys
4.	Karnataka Soaps & Detergents Ltd.(A Government of Karnataka Enterprise), Pune - Bengaluru Highway, Yeshwanthpur Industrial Suburb, Mahalakshmi Layout, Bengaluru 560055 Phone: 080 2337 7691, 2347 1066 Email: psmdkSDL@gmail.com, ksdlmris@gmail.com	Mysore Sandalwood Oil Mysore Sandal Soap
5.	Department of Horticulture Govt. of Karnataka, Biotechnology Centre, Hulimavu, PB No.7648, Bengaluru – 560 076 Phone: 080 26571925 Email: horticulturedirector@gmail.com, biocentre.hulimavu@gmail.com	Coorg Orange Mysore Betel Leaf Nanjangud Banana Mysore Malligae Udupi Malligae Hadagali Malligae Devanahalli Pomello Appemidi Mango Kamlapur Red Banana Udupi Mattu Gulla Brinjal Bangalore Blue Grapes Bangalore Rose Onion

Sl no	Registered Proprietor	GIs Registered
6.	Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India West Block No.7, R.K. Puram, Sector -I, New Delhi - 110 066 Phone: 011-26177002 Email: dcchejs@nic.in	Ganjifa Cards of Mysore Navalgund Durries Karnataka Bronze Ware
7.	Commissioner for Textile Development & Director of Handlooms & Textiles, Government of Karnataka, # 86 Shubhodaya Complex, Railway Parallel Road, Kumara Park West, Sampangiram Nagar, Bengaluru-560020 Phone: 080 2356 1628 Email: texcomgok@gmail.com	Ilkal Sarees Molakalmuru Sarees Guledguddkhana Udupi Saree Mysore Silk (logo)
8.	Spices Board (Ministry of Commerce & Industry), Government of India, Sugandha Bhavan, N.H. By-Pass, PB No.2277, Palarivattom, P.O. Cochin-682025 Phone: 91-484-2333610 - 616 Email: mail.sboard@gov.in	Bydagi Chilli Coorg Cardamom Malabar Pepper
9.	Thakur Dharwad Peda Manufacturers Welfare Trust 482, Thakur's Building, (Near Sri Rama Temple), Line Bazar, Dharwad - 580 001. Phone: 7259187752 Email: thakurpedha9@gmail.com	Dharwad Pedha
10.	Coffee Board No. 1, Dr. Ambedkar Veedhi, Bengaluru - 560 001, Phone: 80- 22266991 - 994 Email: secretary.coffeeboard@gmail.com	Monsooned Malabar Arabica Coffee Monsooned Malabar Robusta Coffee Chikmagalur Arabica Coffee Baba Budangiris Arabica Coffee Coorg Arabica Coffee
11.	Sandur Kushala Kala Kendra Kudligi Road, Sandur - 583 119, Bellary Dist., Karnataka Phone: 08395-260208 Email: kushalakala@gmail.com	Sandur Lambani Embroidery
12.	Dr. Babu Jagjivan Ram Leather Industries Development Corporation Limited (LIDKAR) 12th Main Road, 17th A Main Road, 3rd Block, Rajaji Nagar, Bengaluru Phone: 080-22238893 / 22115551 / 22238726 Email: info@lidkar.in	Kolhapuri Chappal
13.	The Totgars' Co-operative Sale Society Limited, Market Yard, Sirsi - 581 402, District: Uttara Kannada, Karnataka Phone: 08384 - 236107 Email: tss@tssindia.in	Sirsi Supari
14.	Development Commissioner (Handicrafts), Chennai Ministry of Textiles, Government of India, Shastri Bhawan, 26 Haddows Road, Chennai-600 006	Karnataka Bronze Ware (Logo) Ganjifa Cards of Mysore (Logo) Navalgund Durries (logo)