



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalsivam Kamarajar"

Kannadipaya gets GI Tag

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Context

Kannadippaya, a unique tribal handicraft from Kerala, recently received the Geographical Indication (GI) tag, ensuring market protection and a global platform for this traditional product

Kannadipaya

- It is a traditional craft from Kerala that uses **reed bamboo to weave baskets, mats, and other** daily use items.
- Kannadipaya, crafted by **Urali, Mannan, and Muthuvan tribal communities**, is made using **Teinostachyum wightii (a species of bamboo)**, which the tribal people call 'njoonjiletta.
- The mat has a **polished surface**, which is smooth and reflects light **like a mirror**. Hence, the name kannadipaya (kannadi meaning mirror and paya meaning mat).
- It takes **more than a month for a weaver to complete** a kannadipaya.
- It is woven with a specific layer of slivers – the fourth or fifth, which can be made ultra-thin and shiny – split out of a reed bamboo species endemic to the region.
- The **bamboo collection is a full-moon ritual**, with each expedition to the forest and back extending to a day and night

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GI (Geographical Indication) Tag

- A GI tag is a name or sign used on certain products that correspond to a **specific geographical location or origin**.
- The GI tag ensures that **only the authorised users or those residing in the geographical territory are allowed to use the popular product name**.
- It also **protects the product from being copied or imitated by others**.
- A registered GI is valid for **10 years**.
- GI registration is overseen by the Department for Promotion of Industry and Internal Trade under the **Ministry of Commerce and Industry**.
- **The Geographical Indications of Goods (Registration and Protection) Act, 1999** seeks to provide for the registration and better protection of geographical indications relating to goods in India.