

Indian Journal of Modern Research and Reviews

This Journal is a member of the '*Committee on Publication Ethics*'

Online ISSN:2584-184X



Research Article

Geographical Indications as Brands: Market Reality of GI Products in Rajasthan

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DOI: <https://doi.org/10.5281/zenodo.21370109>

Abstract

Geographical Indication (GI) tags are increasingly positioned as strategic instruments for branding, market differentiation, and regional economic development. Rajasthan, with its wide range of GI-tagged handicrafts, textiles, food, agricultural, and natural products, holds significant potential to leverage GI status as a marketing advantage. However, the commercial performance of many GI-tagged products remains limited despite formal registration. This study examines the key marketing-related constraints affecting the effectiveness of GI tags in Rajasthan.

Adopting a descriptive and exploratory research design, the study relies on secondary data sources, including official GI registry records, government publications, and existing academic literature. The analysis is conducted using content analysis and thematic analysis, enabling systematic identification of marketing bottlenecks. The findings reveal critical challenges such as the absence of integrated branding and promotion strategies, weak coordination between policymakers and market institutions, limited marketing and digital capabilities among producers, inadequate enforcement against misuse of GI names, and restricted access to organised retail and export channels.

The study highlights that GI registration alone is insufficient to generate market success unless supported by coherent branding frameworks, institutional convergence, producer capacity building, and effective governance mechanisms. By shifting the focus from GI registration to GI commercialisation, the research contributes to the marketing literature on Geographical Indications and offers insights for policymakers and market institutions aiming to enhance the economic and branding value of GI-tagged products.

Manuscript Information

- **ISSN No:** 2584-184X
- **Received:** 01-01-2026
- **Accepted:** 30-05-2026
- **Published:** 16-06-2026
- **MRR:4(SP1); 2026: 285-292**
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- **Plagiarism Checked:** Yes
- **Peer Review Process:** Yes

How to Cite this Article

Baxi B O. Geographical Indications as Brands: Market Reality of GI Products in Rajasthan. Indian J Mod Res Rev. 2026;4(SP1):285-292.

Access this Article Online



www.mrrjournal.in

KEYWORDS: Geographical Indications, GI Marketing, Branding Strategy, Institutional Support, Market Access

1. INTRODUCTION

The Strategic Role of GI Tags in Global Marketing

In the contemporary landscape of global trade and intellectual property, the Geographical Indication (GI) tag has emerged as a critical strategic asset for regional development and brand equity. From a marketing perspective, a GI tag functions as a "collective trademark" that signals a product's unique origin, fundamentally linking its specific qualitative attributes and reputation to a particular geographic territory. This identification provides a robust framework for product differentiation, enabling traditional and regional goods to escape the "commodity trap" where competition is dictated solely by price. By institutionalizing the nexus between "place" and "quality," GI status transforms intangible cultural heritage into a tangible market advantage. This fosters a specialized identity that is not only legally protected under international frameworks like the TRIPS Agreement but is also commercially viable in an increasingly homogenized marketplace.

The primary marketing function of a GI tag is the mitigation of information asymmetry between producers and consumers. In a globalized economy characterized by complex supply chains, consumers frequently encounter difficulty in verifying the authenticity and standards of regional goods. The GI certification serves as a powerful "trust creator" and an extrinsic cue for quality, offering a formal guarantee that the product possesses specific characteristics essentially attributable to its place of origin. This validation constructs consumer confidence and facilitates premium positioning. Consequently, marketers and traders can leverage this perceived value to command higher prices, as the GI label reassures the buyer regarding the product's quality, quantity, and traditional manufacturing methods, thereby significantly reducing the perceived risk associated with the purchase.

From a strategic standpoint, the competitive advantage afforded by a GI tag is rooted in its ability to create an "inimitable brand" that cannot be replicated by competitors outside the designated region. This legal exclusivity acts as a formidable barrier to entry for imitation products, effectively granting original producers a regional monopoly over the brand name. By highlighting the unique "terroir"—the idiosyncratic combination of soil, climate, and human expertise—marketing strategies can pivot toward the product's scarcity and historical narrative. This differentiation allows the product to target high-value niche markets and luxury segments, ensuring that the competitive edge is sustained through authenticity rather than just cost-efficiency, thereby securing long-term market share and consumer loyalty.

The GI Landscape in India and Rajasthan

In the Indian context, the Geographical Indications of Goods (Registration and Protection) Act, 1999 serves as the legislative backbone for empowering rural artisans and farmers. As a nation characterized by immense agro-climatic diversity and a rich tapestry

of traditional crafts, India has utilized GI tags to protect a vast array of products, ranging from Darjeeling Tea to Mysore Silk. This ecosystem is designed to bridge the functional gap between rural production and urban consumption, acting as a catalyst for "Vocal for Local" initiatives. It transforms traditional knowledge into a competitive brand that can thrive in a modern economy, providing a specialized identity that resonates with the growing global demand for ethically sourced and culturally rooted products.

Rajasthan, frequently cited as the cultural heart of India, represents a unique case study in the successful marketing of regional identity through GI tags. The state boasts a diverse portfolio of registered products, including the Blue Pottery of Jaipur, Bikaneri Bhujia, and Kota Doria. In the Rajasthani market landscape, the GI tag transcends mere certification; it is a symbol of "Maan" (pride) and artisanal excellence. For the state's practitioners, the tag provides a necessary differentiator against mass-produced, machine-made replicas. By emphasizing human skill and the unique environment—such as the specific clay of Molela or the climate-dependent crispness of Bikaneri snacks—the GI status allows Rajasthan to market its heritage as a luxury, high-value experience rather than a mere souvenir.

The competitive advantage for Rajasthan's GI products lies in deep-seated "cultural branding" that links the state's royal history and artisanal mastery to the global consumer's perception. This status provides local producers with a significant edge in international trade, as the GI mark acts as a shorthand for "handcrafted perfection" and "historical legacy." By leveraging this status, Rajasthani traders can successfully position their products within the global "Slow Fashion" and "Artisanal Food" movements, which prioritize provenance over mass production. This strategic positioning not only prevents the devaluation of traditional crafts but also ensures that the economic benefits of global demand are funneled directly back to the original clusters, fostering a sustainable and resilient local economy.

Table 1: List of GI Tag Products of Rajasthan with Product Category

GI-Tagged Product	Product Category	GI Registration Year
Bikaneri Bhujia	Food Stuff	2008
Sojat Mehndi	Agricultural / Henna	2018
Kota Doria	Handicraft	2004
Blue Pottery of Jaipur	Handicraft	2006

Molela Clay Work	Handicraft	2006
Kathputlis of Rajasthan	Handicraft	2006
Sanganeri Hand Block Printing	Handicraft	2008
Bagru Hand Block Print	Handicraft	2009
Kota Doria (Logo)	Handicraft	2009
Thewa Art Work	Handicraft	2011
Pokaran Pottery	Handicraft	2015
Molela Clay Work (Logo)	Handicraft	2015
Blue Pottery of Jaipur (Logo)	Handicraft	2015
Kathputlis of Rajasthan (Logo)	Handicraft	2015
Nathdwara Pichhwai Painting	Handicraft	2021
Udaipur Koftgari Metal Craft	Handicraft	2021 / 2023
Bikaner Kashidakari Craft	Handicraft	2021
Jodhpur Bandhej Craft	Handicraft	2021
Bikaner Usta Kala Craft	Handicraft	2021
Makrana Marble	Natural Goods	2013

Table 2: Summary of GI Tag Products

Product Category	Number of GI-Tagged Products
Handicrafts & Textiles	16
Food Products	1
Agricultural Products	1
Natural Goods	1
Total	19

Source: https://www.ipindia.gov.in/writereaddata/Portal/Images/pdf/State_wise_Registered_GI_of_India_26_07_2024.pdf

Critical Challenges and Marketing Drawbacks

While the legislative framework provides a robust foundation for protection, the transition from legal recognition to commercial success remains a formidable challenge. Rajasthan currently possesses a high-potential portfolio of over 21 registered GI products (DPIIT, 2024). However, a human-centric analysis reveals a stark disconnect: "legal status" rarely translates into "market reality." Despite possessing strong cultural narratives, these products often remain trapped in a cycle of invisibility, where the artisan's mastery is overshadowed by a lack of professionalized branding and modern market infrastructure.

The primary hurdle lies in fragile brand identity and limited market visibility. In the bustling marketplaces of Jaipur or Jodhpur, the official GI logo—intended to be a beacon of trust—is frequently absent or unrecognized by the average consumer. Research indicates that while over 80% of urban consumers value "authenticity," less than 10% can correctly identify the GI mark as the gold standard for that authenticity (Haque, 2020). This lack of awareness creates a vacuum where machine-made imitations masquerade as genuine heritage. Consequently, products like Kota Doria face an "identity crisis" in organized retail, struggling to justify their value against cheaper, synthetic replicas that saturate digital and physical shelves.

Furthermore, the economic reality for the Rajasthani artisan is marred by poor digital penetration and inconsistent pricing premiums. In an era where India's e-commerce market is surging toward \$125 billion by 2025 (IBEF, 2025), many GI clusters still operate through traditional, multi-layered

middleman systems. This fragmentation leads to a "value leak," where the actual producer often receives a mere fraction of the final retail price. Statistics suggest that while a GI tag should theoretically command a 20-30% price premium, the lack of standardized quality control and direct-to-consumer digital platforms results in erratic pricing that confuses the buyer and devalues the craft (Sharma & Singh, 2022). To truly honor the "human touch" of Rajasthan's heritage, the focus must shift from merely registering tags to building a resilient, tech-enabled ecosystem that bridges the gap between the loom and the global luxury market.

Conceptual Framework

To refine the conceptual framework for Rajasthan's Geographical Indication (GI) products, we must account for the state's unique socio-cultural landscape, characterized by a transition from royal patronage to global e-commerce. Rajasthan currently holds over 20 GI tags, ranging from textiles like Kota Doria to handicrafts like Jaipur Blue Pottery and food items such as Bikaneri Bhujia.

Conceptual Framework for Rajasthan's GI Products

The independent variables in this framework are tailored to Rajasthan's specific marketing inputs. Unlike generic branding, Rajasthan's GI marketing leverages the state's "Regal" identity. Product differentiation is achieved through the preservation of traditional motifs (e.g., the *Khat* pattern in Kota Doria or the turquoise hues of Blue Pottery) and the use of indigenous raw materials like the soil of Pokaran or the water of Bikaner. Promotion heavily relies on Rajasthan's status as a global

tourism hub, utilizing heritage festivals (like the Pushkar Fair) and "Craft Tourism" circuits. Distribution channels are increasingly bifurcated between traditional *Bazaars* and high-end global e-marketplaces that connect rural artisans in Bagru or Sanganer directly with international consumers.

The mediating variables serve as the psychological bridge between the desert state's heritage and the modern buyer. In the context of Rajasthan, storytelling is not just a tool but a core mediator; every product carries a narrative of royal history or community folklore (e.g., the *Kavad* oral traditions or *Kathputli* narratives). Perceived authenticity is particularly sensitive here, as the market is flooded with "Jaipur-style" imitations that lack the official GI stamp. Therefore, consumer trust is mediated by the visible presence of the GI logo, which validates the product's origin. Additionally, the marketing capability of local cooperatives, such as those in Sojat (for Mehndi) or Molela (for Clay Work), determines how effectively the GI protection is actually exploited to reach discerning buyers.

The dependent variables reflect the socio-economic market outcomes for Rajasthan's rural economy. Successful GI implementation leads to a measurable willingness to pay a premium, as seen with *Makrana Marble*, which commands higher value than synthetic substitutes. Brand recognition shifts from generic "Indian craft" to specific "Rajasthan Heritage" brands. A critical outcome in this framework is the preservation of artisanal livelihoods, which prevents the urban migration of skilled craftsmen by ensuring sales volume and market reach. Long-term loyalty is fostered as consumers increasingly value "slow fashion" and ethical consumption, giving Rajasthan's hand-block prints and hand-woven silks a sustainable competitive advantage in the global luxury market.

Ultimately, this framework suggests that for Rajasthan, GI status acts as a "Shield and a Sword". It protects (Shield) the intellectual property of artisans against the mass-production of counterfeits while simultaneously acting as a weapon (Sword) for aggressive market penetration. By institutionalizing the link between the "Land of Kings" and its unique crafts, the framework moves beyond mere legal protection to a strategic branding model. This synergy ensures that the economic benefits of GI are not siphoned off by intermediaries but are redirected to the grassroots level, fostering a "Passion Economy" where traditional skill is monetized at its true global value.

2. LITERATURE REVIEW

The literature on Geographical Indications (GI) in India highlights a significant shift from viewing GI as a mere legal protection to adopting it as a strategic branding tool. Research by Sharma & Kulhari (2015) emphasizes that the Independent Variables, particularly branding and promotional inputs, are the primary drivers of market entry. They argue that the GI label acts as a "surrogate brand" that encapsulates the region's heritage, allowing products like *Kashmiri Saffron* or *Kota*

Doria to differentiate themselves in a cluttered marketplace. However, this differentiation is only effective when supported by robust distribution channels and quality-centric packaging, which serve as the tangible touchpoints for the global consumer.

The relationship between these marketing inputs and market success is not direct; it is heavily influenced by Mediating Variables such as consumer awareness and perceived authenticity. According to Reddy & Chatterjee (2017), the core function of a GI tag is to reduce "Information Asymmetry"—a state where the buyer knows less about the product's quality than the seller. When a consumer perceives a product as authentic due to its GI status, it triggers an emotional connection rooted in cultural symbolism. This mediation is crucial: without the "story" of the artisan or the unique soil (as seen in *Makrana Marble*), the GI label remains a technicality rather than a brand driver.

The ultimate Dependent Variables—market outcomes—are documented as significantly positive in well-managed GI sectors. Aggarwal et al. (2014) provide empirical evidence that GI status enables producers to realize a price premium, often ranging from 10% to 30%, as seen in the case of *Darjeeling Tea*. This premium is a direct result of the competitive advantage gained over non-GI substitutes. Furthermore, researchers like Verma & Mishra (2018) argue that the long-term positioning of a GI product as "Brand" fosters repeat purchase behavior. Consumers do not just buy a product; they buy into a "Land and Legend," creating a resilient market position that survives economic fluctuations.

Problem Statement:

Despite the rich heritage of Rajasthan's 20+ Geographical Indication (GI) products, ranging from Blue Pottery to Kota Doria, many remain relegated to "commodity" status rather than being recognized as premium "global brands." While the GI tag provides legal protection, there is a significant failure in translating this status into tangible market value. Producers struggle with inconsistent branding, fragmented distribution, and the influx of low-cost machine-made counterfeits. Consequently, without a structured marketing mechanism to bridge the gap between rural production and global consumer psychology, the economic potential—specifically the ability to command a price premium and secure sustainable artisanal livelihoods—remains largely untapped.

Research Gap

Current literature on Indian GIs predominantly focuses on the legal frameworks and socio-economic post-registration studies (Aggarwal et al., 2014; Das, 2010). However, there is a conspicuous research gap regarding the specific marketing mechanisms that transform a GI-certified product into a high-equity brand. Most studies treat market outcomes as a direct result of the GI tag, ignoring the critical mediating roles of

consumer perceived authenticity, digital storytelling, and producer marketing capability. Furthermore, empirical research specifically investigating Rajasthan's unique "heritage-to-market" pipeline is sparse, leaving a void in understanding how regional cultural symbolism can be strategically leveraged to influence modern consumer willingness to pay.

Rationale of the Study

Geographical Indications (GIs) are legally protected intellectual property assets intended to enhance product differentiation, authenticity, and regional branding. While Rajasthan hosts several GI-tagged products—such as Kota Doria, Blue Pottery of Jaipur, and Bikaneri Bhujia—their market performance often remains disconnected from the symbolic value of GI recognition. Existing studies predominantly examine GIs from legal or cultural perspectives, with limited emphasis on marketing effectiveness, branding outcomes, and consumer response. This study is therefore warranted to critically assess whether GI status in Rajasthan translates into tangible market visibility, value creation, and consumer willingness to pay, and to identify marketing bottlenecks constraining brand realization. Research questions:

1. Do GI-tagged products in Rajasthan function as effective market brands?
2. How effective are government-led interventions in promoting GI products?
3. What role do intermediaries play in strengthening or diluting GI brand value?

3. RESEARCH METHODOLOGY

Research Objectives:

- To critically evaluate the marketing and branding effectiveness of GI-tagged products in Rajasthan.
- To examine the role of State and Central Government agencies in enhancing market visibility, promotion, and brand development of GI products.

Research Design:

The study adopts a descriptive and exploratory research design, focusing on understanding marketing-related challenges associated with GI-tagged products in Rajasthan. The design is qualitative in nature, enabling in-depth examination of branding practices, institutional coordination, producer capabilities, enforcement issues, and market access constraints.

Data Source:

The study is based on secondary data, drawn from official GI registry documents, government reports, policy papers, published research articles, and credible institutional publications related to Geographical Indications and marketing of traditional products.

Types of Data and Sources of Data

The study is based entirely on **secondary data**, sourced from:

A. Government and Institutional Sources

- GI Registry of India reports
- Ministry of Commerce & Industry publications
- Rajasthan Government handloom and handicraft reports

B. Academic and Research Sources

- Peer-reviewed journals (marketing, IP, rural development)
- Working papers by WIPO, FAO, and UNCTAD

C. Industry and Market Reports

- Handicrafts and agro-product export reports

4. FINDINGS

General Findings of the Study

The study reveals a significant disconnect between GI recognition and market performance of Rajasthan's GI-tagged products. While legal certification has been successfully obtained for several products, marketing outcomes such as brand visibility, price premium, sales growth, and consumer loyalty remain weak and inconsistent.

The findings indicate that institutional inefficiencies, fragmented marketing efforts, limited consumer awareness, and over-dependence on informal intermediaries collectively undermine the commercial potential of GI products. Both State and Central Government initiatives are found to be largely registration-centric rather than market-centric, resulting in symbolic recognition without sustained market impact. Moreover, private market players often prioritize margins over brand integrity, further diluting GI value.

Different Approach wise findings:

Marketing Effectiveness of GI-Tagged Products

1. The study finds that GI-tagged products in Rajasthan lack coherent brand positioning and differentiation in competitive markets. GI labels are rarely used as strategic branding tools and are often absent or poorly communicated on packaging and promotional material. As a result, GI products fail to command consistent price premiums or establish strong consumer recall.
2. Government's initiative towards "Brand Awareness" of GI Tag products are very lousy and irregular too. No specific campaign for sch has been designed by the state government or any other department of state government.

Role of State and Central Government in Marketing Support

1. Findings highlight institutional inefficiencies and fragmented responsibilities between State and Central

Government agencies. Government support remains largely limited to:

- GI registration facilitation
 - Occasional exhibitions and trade fairs
2. There is **no sustained market development strategy**, inadequate investment in branding, minimal support for digital marketing, and weak post-registration monitoring. The absence of dedicated GI marketing cells or product-specific roadmaps restricts long-term market growth.
 3. The registering authority is remained silent for the spreading awareness of the GI Tag products as well as its availability.
 4. Registering authority is also not providing any such information even on the digital official platform too.

Role of Market Intermediaries and Other Stakeholders

1. Intermediaries, traders, and retailers dominate GI value chains, often capturing a disproportionate share of value. The study observes that:
 - Producers and artisans have **limited bargaining power**
 - GI branding is rarely preserved by intermediaries
 - Market players treat GI products as generic ethnic goods
2. This weakens brand authenticity and prevents producers from realizing the intended economic benefits of GI status.

Consumer Awareness and Perception

1. Consumer awareness of GI labels is found to be **low to moderate**, especially in domestic markets. Even where awareness exists, consumers often:
 - Do not clearly associate GI tags with quality assurance
 - Are unwilling to pay a premium due to poor communication of value
2. The emotional and cultural narratives linked to GI products remain underutilized in marketing communication.
3. GI Tag products are required to be recognized as Quality Products with Authenticity and Standardization. However, such perception had not been created at all by any of the state or central agency either directly or indirectly.

Key Marketing Bottlenecks

The study identifies the following critical marketing bottlenecks:

- Absence of integrated branding and promotion strategies
- Weak coordination between policy makers and market institutions
- Inadequate capacity of producers in marketing and digital platforms
- Poor enforcement against misuse, leading to brand dilution
- Limited access to organised retail and export channels

General Observations

1. GI Tag Promotional activities have not been considered by the State government as well as approving authority.
2. Over and above the owner of GI Tag products are not Promoting their product as standardized and recognized one.
3. Consumers of the Rajasthan needs to be educated about GI Tag products at grassroot level.
4. Farmers or cultivators or manufacturers of GI Tag products can't get premium of their recognition by the Government.
5. Entire Value chain for the GI Tag products in Rajasthan is missing.
6. From Manufactures to Marketers synchronization of GI Tag product's branding approach is poor.
7. Economic and cultural advantage through GI Tag products has been miss-out by the state economy as whole.
8. Each GI Tag product has its own USP. However, the owner or state government had ignored such USP in Brand differentiation.
9. At present at state level as well as at district level there is no data base of sale of GI Tag Product. Hence, state government can't prepare any concrete policy for the GI Tag product.
10. Tourism department is inactive as well as Handloom and handicraft department is also inactive for promoting products.
11. Only 19 products are registered in the state with GI Tag status which can be considered to be very low.

Suggestions:

Government's Role:

Government is an initiator of recognizing selected products to be original and reflecting specific region's creation. Here, government's role is recognisor of the products, promoters of the product and converting such products in Brand.

However, Government should carry out following activities for better acceptance of GI Tag products amongst consumers.

1. State government should develop or design Campaign to create awareness for GI Tag Products in the state and outside.
2. The authority who gives GI Tag status should provide relevant information on the digital platform indicating the special features of the product.
3. The authority who gives GI Tag status should provide information about Total Number of GI Tag Products across the state every quarter and update its quarterly too. So, user of the platform and other consumers can keep updated for the same.
4. Government should create a data base which indicates Total Sales of GI Tag Products region wise and product wise. Over and above such sale data should be provided at the government portal also.

GI Tag status is a Brand not just tag.

1. GI Tag is a status provided to particular products. GI Tag needs to be considered as differentiator. GI Tag products need to be considered as most Authenticate, Reliable and representing identity of specific place or region. Such, positioning can create an attraction and trust amongst retail and business to business consumers of the state and other parts of the country.
2. Relevant Brand position needs to be developed for products of Rajasthan. Over and above state government needs to develop separate punchline in Hindi language which can be more appealable.
3. Brand awareness is the starting point for creating brand equity. Hence, Brand awareness with specific and logical Brand Association and Brand Position can give a push to GI Tag products in the state.

Marketing Initiatives by different Stakeholders:

1. Separate arrangement at APMC for buying and selling GI Tag products is required to be developed at the district level also. It provides clear platform for traders to buy quality products.
2. APMC Market and Handicraft market of the state should use GI Tag logo to promote such logo in all marketing communication with outside world.
3. Brand visibility by special sign board at the prominent market of the state can bring attention too.

Campaign:

1. Special Brand awareness campaign should be developed jointly by state government, central government and registering authority of GI Tag in Rajasthan
2. The holder of GI Tag product status design and carry on campaign to educate consumers about GI Tag Products in the state.
3. Mostly GI Tag Products of Rajasthan are Handicraft items and food items. Hence, special campaign targeting to the suppliers of such products to the foreign country can give a push.

Availability is equal to Awareness:

1. Availability of GI Tag products can create brand awareness faster and organic also. Hence, government should display all GI Tag products are the major Government run emporium at the district level as well as Meg city level also.
2. Tourists can be considered as one set of consumers for the GI Tag Products. Hence, Display and information counter for GI Tag products at all the offices of Rajasthan Tourism can bring adoptability of GI Tag products amongst travelers too.
3. All or selected Khadi Hats and Khadi Gramoudyogs are best places to display of GI Tag products.

Indirect Promotion is very effective:

1. Indirect Promotion plays significant role. State government should provide tax exemption to the traders of GI Tag Products for certain period of time. Such tax exemption may for 5 years.
2. Specific Packing should be developed or standardize for all the GI Tag product separately. It needs to be unique and differentiator also.
3. Government's various department should purchase GI Tag products for their departmental usage as well as for the gifting purpose also.
4. Government may declare discount from Khadi Ghar for GI Tag Products to attract and promote products during festive season.

B2B Market different Approach

1. Separate Portal for Business to Business consumers should be developed for Textile Products for better connection and increase ins sales.
2. State should understand requirements of B2B consumers separately.

Market Mechanism needs to adjusted:

1. A common and well-coordinated branding approach is needed so that GI-tagged products are promoted with a clear identity and are recognized by consumers as genuine and premium.
2. Producers and artisans need practical training in marketing and digital tools so they can confidently sell their products, reach wider markets, and reduce dependence on intermediaries.
3. Strict action against misuse of GI names, along with better access to organised retail and export markets, is essential to protect product reputation and ensure long-term economic benefits.

5. CONCLUSION

The study reinforces the understanding that Geographical Indication tags, while legally significant, achieve real value only when effectively integrated into marketing systems. Rajasthan's GI-tagged products reflect strong cultural identity and traditional expertise, yet their market performance remains constrained by structural and marketing deficiencies. The findings clearly demonstrate that fragmented branding efforts and the absence of a unified promotional identity have limited consumer awareness and weakened brand positioning.

In addition, weak coordination between policy bodies, GI institutions, and market intermediaries has restricted the translation of policy intent into market outcomes. Producers and artisans, who form the foundation of the GI ecosystem, often lack essential marketing and digital competencies, reducing their ability to engage with organised retail and modern distribution channels. The issue is further compounded by

inadequate enforcement against misuse of GI names, which has contributed to imitation, quality dilution, and erosion of consumer trust.

The study concludes that GI tags must be treated as strategic marketing assets rather than mere legal certifications. Strengthening institutional coordination, developing integrated branding strategies, empowering producers through targeted capacity building, and ensuring strict enforcement mechanisms are essential for sustaining the reputation and economic value of GI-tagged products. Improving access to organised retail and export markets is equally critical for long-term viability. A holistic and market-oriented approach can enable GI-tagged products of Rajasthan to move beyond symbolic recognition and achieve meaningful commercial and developmental outcomes.

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