Four New Products get GI Tag

Context:
The Geographical Indication (GI) under the Department for Promotion of Industry and Internal Trade has recently registered 4 new GIs.

Details:

- Latest additions to the List are:

1. **Palani Panchamirtham from Palani Town in Tamil Nadu:**
   - Palani Panchamirtham is an abishega Prasadam and is one of the main offerings in the Abisegam of Lord Dhandayuthapani Swamy, the presiding deity of Arulmigu Dhandayuthapaniswamy Temple, situated in palani Hills, in Dindigul District.
   - It is a combination of five natural substances, namely, banana, jaggery sugar, cow ghee, honey and cardamom in a definite proportion.
   - It is prepared in a natural method without addition of any preservatives or artificial ingredients and is well known for its religious fervour and gaiety.
   - This is the first time a temple ‘prasadam’ from Tamil Nadu has been bestowed with the GI tag.

2. **Tawlhlohpuan from Mizoram:**
   1. Tawlhlohpuan, a medium to heavy, compactly woven, good quality fabric from Mizoram.
   2. It is known for warp yarns, warping, weaving & intricate hand-made designs.
   3. Tawlhloh, in Mizo language, means ‘to stand firm or not to move backward’.
   4. Tawlhlohpuan is produced throughout the state of Mizoram, Aizawl and Thenzawl town being the main centre of production.
   5. It holds high significance in the Mizo society.

3. **Mizo Puanchei from Mizoram:**
   1. Mizo Puanchei is a colourful Mizo shawl/textile, from Mizoram.
   2. It is considered as the most colourful among the Mizo textiles.
   3. It is an essential possession for every Mizo lady and an important marriage outfit in the state.
   4. It is also the most commonly used costume in Mizo festive dances and official ceremonies.
   5. The weavers insert the designs and motifs by using supplementary yarns while weaving.
4. **Tirur Betel leaf from Kerala:**

- Tirur betel vine from Kerala, is mainly cultivated in Tirur, Tanur, Tirurangadi, Kuttippuram, Malappuram and Vengara block panchayaths of Malappuram District.
- It is valued both for its mild stimulant action and medicinal properties.
- It is commonly used for making pan masala for chewing, it has many medicinal, industrial and cultural usages and is considered as a remedy for bad breath and digestive disorders.

**Geographical Indication:**

- GI is an indication used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.
- GI tag conveys an assurance of quality and distinctiveness which is essentially attributable to its origin in that defined geographical locality.

**Significance of GI Tag:**

- GI products can benefit the rural economy in remote areas, by supplementing the incomes of artisans, farmers, weavers and craftsmen.
- India’s rural artisans possess unique skills and knowledge of traditional practices and methods, passed down from generation to generation, which need to be protected and promoted.
- The Department for Promotion of Industry and Internal Trade has taken several initiatives in this regard and is actively involved in promotion and marketing of GIs.