

International Training on
Leveraging Geographical Indication (GI) Tags for SME Development

Programme Director: Ms. V Swapna

Dates: 23rd November 2026 to 4th December 2026

Organized by National Institute for Micro Small and Medium Enterprises, Hyderabad
(An Organization of Ministry of MSME, Government of India)

under the aegis of the Indian Technical and Economic Cooperation (ITEC) program of the Government of India

About the course

The International Programme on "Leveraging Geographical Indication (GI) Tags for SME Development" is designed to provide participants with a comprehensive understanding of how Geographical Indications can be leveraged as a strategic tool for SME development, product innovation, branding, market access and sustainable economic growth.

The programme will provide a platform for sharing India's experiences and successful GI models, highlighting how GI-tagged products have been developed, promoted, branded and connected with domestic and international markets. Participants will gain insights into India's approaches to GI registration, protection, product development, value addition, branding, digital promotion and commercialisation.

The programme will focus on Government of India schemes and institutional support for GI promotion, including initiatives related to capacity building, branding, marketing, e-commerce, market linkages, exports and support to artisans, producer organisations and MSMEs.

The programme will also cover international GI frameworks, cross-border protection, design innovation, AR/VR and digital storytelling, sustainable production practices, and global market opportunities. International case studies and expert interactions will enable participants to compare different GI promotion models and identify approaches that can be adapted to their respective countries and regions.

Through knowledge sharing, practical sessions and experience exchange, the programme aims to demonstrate how GI protection can move beyond registration towards value creation, enterprise development, livelihood enhancement and global market access

Objective

- Familiarise participants with GI concepts, registration, protection, enforcement and commercialisation.
- Showcase successful Indian GI products, institutional models and approaches for linking GI protection with SME development

- Provide information on Government of India schemes, initiatives and institutional mechanisms for GI promotion, branding, marketing and market access
- Develop skills in GI branding, storytelling, digital marketing, e-commerce and emerging technologies such as AR/VR
- Enhance understanding of market linkages, exports, cross-border GI protection and internationalisation opportunities
- Encourage ethical, inclusive and environmentally sustainable GI value chains that benefit local producers and communities

Outcome

- Highlights various Indian Government initiatives for promotion of GI products
- Knowledge-sharing of experiences, case studies and innovative GI promotion models among participating countries and stakeholders

Content of the Course:

Module 1: Fundamentals of Geographical Indications

- Understanding Geographical Indications – Concept, definition, significance and the role of GIs in protecting the unique identity, heritage and traditional knowledge associated with a geographical region.
- GI as a Tool for Development – Contribution of GIs to rural development, entrepreneurship, livelihoods, local economies, value creation and preservation of cultural heritage.
- GI Frameworks & Global Perspective – Difference between GIs and other forms of Intellectual Property, overview of the Indian GI system, international frameworks, and selected GI protection practices from around the world.

Module 2: GI Registration, Ownership & Authorised Users

- GI Registration Process – Eligibility, requirements, documentation and step-by-step procedure for GI registration in India.
- Proprietors & Authorised Users – Roles, rights and responsibilities of registered proprietors and authorised users, including the process for authorised-user registration.
- Post-Registration & Practical Cases – Maintenance and protection of GI rights, compliance requirements, and practical registration examples and case studies.

Module 3: GI Protection, Enforcement & Legal Issues

- GI Protection & Enforcement – Infringement, misuse, counterfeiting and misleading use of GI names, along with available legal remedies and enforcement mechanisms.
- GI-Trademark Interface – Conflicts between GIs and trademarks, including prior trademark rights versus subsequent GI protection, and the relationship between GI and other IP rights.

- Legal Challenges & Case Studies – Dispute resolution, practical enforcement challenges, and case studies of significant GI disputes from India and other countries.

Module 4: GI Product Development, Value Addition & Design Innovation

- GI Product Innovation & Value Addition – Identifying market opportunities, developing value-added products and adapting traditional GI products to meet contemporary consumer needs while preserving their authenticity.
- Design Innovation for Handlooms & Handicrafts – Creating unique and contemporary designs, product diversification, improved packaging and presentation, while retaining traditional craftsmanship and cultural identity.
- Global Case Studies – International case studies showcasing successful value-added GI products, innovative designs and market-oriented product development.

Module 5: GI Branding, Digital Marketing & E-Commerce

- GI Branding & Digital Storytelling – Building a distinctive GI identity and using storytelling to communicate the product's heritage, origin, traditional knowledge and uniqueness.
- AR/VR for GI Promotion – Using Augmented Reality (AR) and Virtual Reality (VR) to create immersive experiences such as virtual tours of production regions, interactive product packaging, demonstrations of traditional production processes and virtual GI exhibitions.
- Digital Marketing & E-Commerce – Social media campaigns, websites, digital catalogues and e-commerce platforms to promote GI products and connect producers with domestic and international consumers.

Module 6: Internationalisation and Cross-Border GI Protection

- International GI Protection & Trade – International frameworks, protection mechanisms and the importance of GIs in global trade and exports.
- Market Entry & Enforcement – Foreign market access, recognition and enforcement of GI rights, and addressing counterfeiting and unauthorised use.
- Global Case Studies – Successful international GI products, cross-border challenges and practical lessons for Indian GI producers.

Module 7: Sustainable and Ethical GI Value Chains

- Sustainable Production & Resource Management – Sustainable sourcing, eco-friendly production methods, alternative materials, and resource-efficient practices.
- Ethical and Inclusive GI Value Chains – Responsible production, protection of traditional knowledge, fair practices, and inclusive participation of local producers.
- GI and Sustainable Development – Linking GI products with environmental sustainability, climate resilience, livelihoods and long-term community development.

Module 8: Government Support, Schemes and Institutional Ecosystem in India

- GI Promotion Framework in India – Role of DPIIT, the GI Registry, State Governments and other institutions in registration, promotion and protection of GI products.
- Government Schemes & Market Support – Key initiatives such as the DPIIT GI Promotion Initiative and One District One Product (ODOP), covering awareness, capacity building, exhibitions, branding, market linkages and promotion of GI products.
- Support for Producers and Enterprises – Opportunities for GI producers, artisans, FPOs, SHGs and MSMEs through relevant schemes for capacity building, common infrastructure, branding, marketing, e-commerce and value-chain development, including PMFME where applicable to food products.

Module 9: GI Commercialisation and Value Creation

- Commercialisation and Market Linkages – Converting GI protection into market opportunities through branding, licensing and producer networks.
- Sustainable Business Models and Value Creation – Developing viable business models that generate income, employment and long-term value for GI stakeholders.
- End-to-End Case Study – From GI registration and product development to branding, market access and exports.

Target Participants

Policymakers and government officials involved in intellectual property and trade
Representatives from SMEs, cooperatives, and producer groups, Legal and IP professionals, NGOs and development organizations focused on cultural heritage and economic empowerment, Academicians and researchers in intellectual property and trade development

Educational qualifications

University degree in science, engineering, law, management, business management, economics, social studies, etc.

Work experience required

Officials/professionals with 5–10 years of relevant experience and an interest in applying GI-based approaches for SME and local economic development.

Deadline to apply for the course:

10 November 2026

Contact

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Guidelines to Apply for the Course

Create a login to apply for the course and furnish all the requisite information. Submit the application online and download the submitted application form

Take a printout of the submitted application form, get appropriate signatures at all the signature placeholders throughout the application form including the English proficiency certificate, medical report, candidate undertaking form and the Employer nomination form;

Scan the complete application document and submit the physical copies of the application form including the undertaking form and the employer nomination form to the Indian High commission in your country and e-mail the scanned copy of the executed application form to

ar@nimsme.gov.in with copy to swapnaipfc@nimsme.gov.in

Please note that we have very limited seats for the course and the eligible applications will be shortlisted by the Ministry of External Affairs, Government of India on First Come First Serve basis. Therefore, if you are interested, we recommend that you submit your application immediately without any delay. In case you face any technical difficulties in applying for the

course, such as portal issues, login issues or any website related errors, please screenshot the errors and email to ar@nimsme.gov.in with copy to swapnaipfc@nimsme.gov.in