



सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय
MINISTRY OF
MICRO, SMALL & MEDIUM
ENTERPRISES


ASSOCHAM
Ideate · Innovate · Impact



भारत GI महोत्सव

Enterprising Charm of India's GI

28 - 30 March 2024

Indira Gandhi Pratishthan

Lucknow | Uttar Pradesh



Excellent Opportunity to
Showcase GI Products

Unique Sourcing Opportunity
India's Volume Buyers
Consumers & Users

The ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA



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Geographical Indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. The GI tagged products are "Invaluable treasures of Incredible India" and aims to build confidence amongst the buying community. There are around 450+ products/logo tagged as GI in the country out of which 200+ handicrafts & handlooms; 135+ Agricultural; 17 Food Stuff; 12 Manufacturers & 2 Natural products.

Keeping in view of the Government of India's initiative to build 'Atmanirbhar Bharat' and 'Local goes Global', ASSOCHAM is organizing Bharat GI Mahotsav from 28th to 30th March 2024 under the theme "Enterprising charm of India's GI" at Indira Gandhi Pratishthan, Lucknow, Uttar Pradesh. The Mahotsav will be showcasing the strength of Indian Geographically Indicated products from across sectors. The participation in the fair is open to entrepreneurs, exporters & artisans practicing and producing GI products from all states of India.

During the expo, GI tagged products producing artisans / entrepreneurs from different GI tagged products from Pan India would be given participation in the above Mahotsav to showcase their GI crafts which would enable them to interact and retail sale their GI tagged products to buyers & visitors.

The objective is to raise awareness about the importance of protecting and promoting products with unique geographical origins, while also providing a platform for producers to connect with consumers, buyers, and other stakeholders. The Mahotsav will serve as a celebration of diverse cultures, traditions, and craftsmanship associated with these products.

Key Highlights

- The expo will showcase the strength of Indian Geographically Indicated products from textile sector. The participation in the Mahotsav is open to entrepreneurs, exporters & artisans practicing and producing GI products from all states of India.
- Dedicated Meeting Lounge: B2G Meetings for establishment of Indian Geographically Indicated products in the National and Global market.
- Expert sessions: The various sessions at Bharat GI Mahotsav focusing promotion of GI products of India. This will provide a platform for knowledge exchange, discussions, and workshops on topics related to GI protection, marketing, and sustainable development.
- Networking opportunities: The networking events during the mahotsav where buyers and representatives from industry chambers can meet with local exhibitors and officials.



Varanasi Lacquerware Toys
Uttar Pradesh



Shanti Niketan Leather Goods
West Bengal



Gond Painting
Madhya Pradesh

Visitor Gains

A unique journey through India, Bharat GI Mahotsav is the B2B + B2C marketplace to source inimitable products from across India, all under one roof. This is a place to broaden your horizons with distinctive products as well as crafts. Here you can see and source.

India's best nurtured treasures, traditions and rarities. This is where general visitors as well as connoisseurs can see, sample and buy GI products, participate in on-the-spot competitions and win prizes. Also, seminars during the show are packed with inspiration and knowledge.



Kashmir Shawls
Jammu and Kashmir

At the Fair

Exclusive Exhibits of GI Products



Comprehensive Variety; pan-India exhibitors



Theme areas highlight GI clusters & hubs



Inimitable Craft & Skills Demonstrations



Natural Materials & Sustainable Lines



Cultural Performances to Cherish



Insightful Sessions



Rajasthani Kathputlis
Rajasthan



Bastar Iron Craft
Chhatisgarh

Exhibitor Gains

Give your distinctive and inimitable products the exposure they truly deserve. Bring them to the global platform of Bharat GI (Geographical Indications) Mahotsav and let the world behold your unique product, process and ingenuity. Today, the discerning consumer pursues rare, authentic and original products with unique history and tradition, Reach out to give your products their due and tell your exceptional story to the buyers as well as tasteful Indian consumers and connoisseurs. It is time to be seen, heard and experienced.



Konark Stone Carving
Odisha



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