

'20 lakh people engaged in production of GI goods in Varanasi, other east UP dists'

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A part from paan and mango, another famous farming product of Varanasi, the Ramnagar Bhanta (brinjal), was also granted GI certification. The 'Adamchini Chawal' (rice) of neighboring Chandauli district had joined the GI club a month ago. With these new entrants in GI club, Varanasi has started getting GI tag in agricultural and horticultural goods. Till now, the city was known mainly for its GI-tagged handloom and handicraft goods.

Well-known GI expert, Padma Shri Rajni Kant, who facilitated 20 goods out of the 33, to get the certification this year, said, "I express my gratitude to the PM,

who is also the MP of Varanasi, for taking a keen interest in promoting the traditional GI products. With his inspiration, the GI goods are going from local to global in Atmanirbhar Bharat Abhiyan and the country is displaying its heritage all over the world."

"The National Bank for Agriculture and Rural Development (NABARD), Lucknow, played a pivotal role in supporting the local products to get the GI certification," he said, adding that the post GI initiative will start soon with the help of NABARD.

"About 20 lakh people are engaged in the production of all GI goods in Varanasi and eastern UP, making an annual turnover of about Rs. 25,500 crore," claimed

Kant, who was felicitated with Life Time Achievement Award by the Export Promotion Council for Handicrafts (EPCH) in August last year.

AGM of NABARD Varanasi, Anuj Kumar Singh said that the rural bank would continue to extend its support for promoting traditional products to get GI tag. "We will start new initiatives and schemes to promote GI products," he said.

According to GI Registry, the 10 newly certified goods from UP among 33 products include Aligarh Tala, Bakharia Brassware, Banda Shazar Patthar Craft, Nagina Wood Craft, Pratapgarh Aonla, Hathras Hing, Banaras Langda Aam, Ramnagar Bhanta, Muzaffarnagar gur (jaggery), and Banarasi Paan.