



VITAL ROLE OF ATMAHNIRBAR BHARAT ABHIYAN (ANBA) INREVITALISATION OF GEOGRAPHICAL INDICATED (GI) TAGGED PALAKKADAN MATTA RICE

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ABSTRACT

The COVID – 19 pandemic largely knocked down and worsened the condition of farmers and small producers. Geographical Indicated (GI) are authentic traditional products with irreplaceable quality. These products possess tag due to the peculiarities of the region from which it is manufactured. GI tagged products are linked to rural areas. Inorder to overcome the pandemic situation and to push the producers back to track Government of India launched the Atmah Nirbhar Bharat Abhiyan (ANBA) Mission,s. Palakkadan Matta Rice, tagged as GI during 2007 and having the highest market share in the Palakkadan district, was chosen for the study. The major objective of the study is to analyse the current challenges faced by the farmers in the marketing of rice, to assess the effect of Atmah Nirbhar Bharat Abhiyan and to understand the opportunities and recommend Atmah Nirbar Bharat Abhiyan mission as a revival strategy. About 93 farmers from the producer society was selected for the current study. The results highlighted that the majority of farmers considered Atmah Nirbhar Abhiyan as an effective mission towards the goal of self-independent India; this mission creates millions of opportunities for farmers and small industries, thereby moving towards the visionary of Independent India.

Keywords: Geographical Indicated Tag (GI), COVID – 19Pandemic, Self – Reliant, Atmah Nirbhar Bharat Abhiyan (ANBA), Palakkadan Matta Rice, Independent India

I. INTRODUCTION

Geographical indicated products are considered as treasures of the Indian economy and have a higher potential to contribute to the achievement of *Self-Reliant* India (Story of Atmah Nirbar, 2020). According to section – 3 of the TRIPS agreement lays down basic principles and pinpoints Geographical indication as a tag that indicates and identifies goods originating from a specific geographical location and possess the characteristics due to place of origin (Vinayan, 2017). The majority of Geographical Indication products are associated

and linked to rural areas and produced by farmers (Dogan & Gokovali, 2012). The COVID – 19 pandemics mostly knocked down the agricultural and depressed the economic activities of the country, especially the farmers and local produce (Balwinder-Singh et al., 2020) (Ayithey et al., 2020). Global Gross Domestic Product witnessed a high depth decrease to 4.9 per cent and \$12 billion loss reported by IMF 2020 (International Monetary Fund, 2020). The initiative also pinpointed the ban of all Chinese products and to promote geographically indicated products, thereby

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curtailing the import dependence.. Palakkadan Matta rice is the only rice variety in Palakkad district and tagged as Geographical Indication in the year April 2007-March 2008(Government Of India, GI Registry) under class 30 (rice variety) of Geographical Indication Act of 1999.

VISION AND MISSION OF ATMAH NIRBAR BHARAT ABHIYAN ON GEOGRAPHICAL INDICATED TAGGED PRODUCTS

Atma Nirbar Bharat Abhiyan(ANBA) is a significant visionary goal of Prime Minister Narendra Modi towards "Independent India" (Outlook India, 2020)(Economic Times, 2020). The central focus is to make an effective, supporting and vibrant society to produce goods in India and creating a sustainable Indian Economy. Atmah Nirbar on Geographical Indicated products supports millions of farmers and producers, thereby realising the commercial potential(Ministry of Textiles, 2019).

Department of Promotion of Industry and Internal Trade (DPII), along with various state government, emphasised pushing up sales on e-retail platforms.

- a. To make GI as a globally popular brands
- b. "Vocal For Local" is the significant theme of Atmah Nirbar Bharat (ANB) on these locally and regionally produced GI tagged products

II. PRODUCT PROFILE OF GI TAGGED PALAKKADAN MATTA RICE

The state of Kerala consists of 29 GI tagged products as per the Geographical Indication Act of 1999. Endowed with rich geographical diversity and culture, the Intellectual property right empowered the products which have higher market share and reputation for getting protection as per Geographical Indication Act. Narrowing down to the Keralas Central zone, Palakkad district is renowned with GI Tagged Palakkadan Matta rice having the highest market share. Palakkadan matta rice is a crop variety

registered under class 30 of rice variety as GI Tagged product in the year 2007. Unique rice has immense nutrients with red pericarp and cultivated on black cotton soil containing 80per cent of slit peculiar only in Palakkad. The name of the applicant–Palakkadan Matta Producer Company Limited, Chittur, Palakkad. (Government of India, 2014).

III. STATEMENT OF THE PROBLEM

Kerala consists of 11 geographical indicated agricultural products and accounts for 47.8 per cent of India's total products (Lalitha, Sowmya 2019), and most of the products are linked to rural areas. Centre and state government initiated various schemes to support this local community, but how much the schemes and support to farmers towards Atmah Nirbhar India is a question mark. Palakkadan Matta Rice is well known for the high export market and growing demand. Significant pieces of literature pointed out the lack of government support in post-registration activities. Atma Nirbar Bharat is an umbrella initiative covering credit assistance until the marketing of products. Hence, this study attempted to examine farmers' current challenges and the impact of Atmah Nirbhar Bharat on Palakkadan Matta producers.

IV. REVIEW OF LITERATURE

Few works of literature on the effectiveness of Atma Nirbhar, studies on Palakkad Matta Rice, Geographical Indication has been pinpointed below-

Economic revival and *Independent India* is the primary mission of Atmah Nirbhar Bharat Abhiyan (ANBA). With efficacy in the implementation, the dream of a self-reliant India in terms of products, economy and technology is highly possible (Rangsang, 2020). The scheme is highly effective in many industries, from local production manufacturing to supply chain in this pandemic of COVID – 19various policies and measures have been launched by the central government to revive and support small industries to be back on track and achieve the theme of self-reliant India. (Ranjith & Massand, 2021). Providing brand recognition and enhancing the promotion of MSME accessibility

for resources and innovation creates an ample opportunity for the producers and farmers(Vijay, Ashok, Manish pitke 2020).

V. SCOPE OF THE STUDY

For the survey purpose, farmers registered under Palakkadan Matta Farmers Producer Company Limited Karukamanikalam,Chittur College, PO,Palakkad – 678104 were selected. They were the applicant who applied for Geographical Indicated Tag of Palakkadan Matta Rice. The product was registered as GI in the year 2007 as rice variety under the geographical indication act of 1999 and branded as Palakkadan Matta Rice("Government of India Geographical Indications," 2011).

VI.OBJECTIVES OF THE STUDY

1. To assess the current challenges in the marketing of GI Tagged Palakkadan Matta Rice;
2. To analyse the effect of Atmah Nirbar Bharat Abhiyan (ANBA) among the farmers and
3. To understand the opportunities and recommend Atmah Nirbar Bharat Abhiyan (ANBA) mission as a revival strategy

VI. HYPOTHESIS OF THE STUDY

01. H_0 :There is no significant effect of Atmah Nirbhar Bharat Abhiyan mission among Geographical Indicated (GI)Tagged Palakkadan Matta Rice farmers

VII. RESEARCH METHODOLOGY

The multi-stage sampling method is adopted for the study. In the first phase, the

Table – 1: Opportunities for GI Tagged Matta rice under Atmah Nirbhar Bharat Abhiyan Mission (ANBM)

Opportunities	5	4	3	2	1	Total	Total Weighed Score	Weighed Mean Score
Availability of new economic package and interest subsidy	66	18	2	3	4	93	418	4.49

Kerala state was selected in the second stage, Palakkad district, for Matta Rice. In the third phase, farmers of Palakkadan Matta Farmers Producer Company Limited Karukamanikalam,Chittur College, PO,Palakkad – 678104. The sample of 93 farmers was randomly selected for the current study.SPSS version 27 was used to analyse the collected data. Descriptive statistics were carried out for the analysis of the study

VIII. SOURCES OF DATA COLLECTION

Interview and Google form questionnaire was used. Most of the data were collected through an interview method with the farmers and from board members Mr Narayanan Unny Potteth and Mr Sreenivasan Kuttan. Various journals, annual report of the society, Articles of geographical indication registry, were used to collect data.

XI. RESULTS AND ANALYSIS

In the total respondents, it is noticed that 46.2per cent of farmers are facing the severe problem was ineffective in the promotional measures to market the rice. Nearing to this, 40 respondents faced a significant challenge of non-utilisation of GI tag on the product packaging.

The current research highlighted that more than half of the farmers, 65.6per cent, regarded Atmah Nirbhar Bharat Abhiyan (ANBA) as an effective mission for the promotion and marketing of GI Tagged Palakkadan Matta Rice, thereby to create its highest commercial value. Only 22 respondents were of neutral opinion about this mission.

Displaying product in E-Commerce platform with <i>Country of Origin</i> filter	63	9	7	10	4	93	396	4.25
Facilitation of Higher Exports	47	9	12	16	9	93	348	3.74
Compulsory usage of GI labels in the product	57	11	18	4	13	93	394	4.23
Creation of Institutional framework for quality check and marketing	21	14	10	16	32	93	255	2.74
Increase in Manufacturing capacity	9	13	10	16	45	93	204	2.19

Source: Survey Data (2021), N=93.

Farmers considered the Availability of new economic package and interest subsidy, displaying product in an E-Commerce platform with *Country of Origin* filter and Compulsory usage of GI labels in the product as extreme opportunity under Atmah Nirbhar Bharat Mission (ANBM), since mean is above four. Mean is 3.74 for Higher exports but due to COVID-19 stringent measures, farmers were not able to utilise it. The creation of an institutional framework for quality check and increase in manufacturing capacity is not a new fortuity as the mean value is lesser than around two.

XII. TESTING OF HYPOTHESIS

H₀: There is no significant effect of Atmah Nirbhar Bharat Abhiyan Mission (ANBAM)

among GI Tagged Palakkadan Matta Rice farmers

Table – 2: Efficacy of Atmah Nirbhar Bharat Abhiyan Mission (ANBAM)

Test	Effectiveness of ANBA Mission
Chi-Square	45.161 ^a
Df	2
Asymp.S	.001

The study revealed that the value of $p < 0.05$, the null hypothesis is rejected. This creates a shred of evidence that there is a significant effect of Atmah Nirbhar Bharat Abhiyan (ANBAM) among GI Tagged Palakkadan Matta Rice farmers

XIII. MAJOR FINDINGS OF THE STUDY

- Most of the farmers were between the age group of 51 – 70 years and having experience of more than 20 years in this sector. The majority of the respondents are secondary educated.
- The current challenge faced by farmers are ineffective promotional measures and lack of utilisation of GI labels on products
- Atmah Nirbhar Bharat Abhiyan (ANBA) is regarded as one of the effective

mission taken by the central government to promote and help the farmers

- One of the best opportunity is displaying in e-commerce platform and compulsory usage of GI labels are also considered as best measures to overcome the COVID – 19 pandemic scenario.

XIV. CONCLUSION

India is moving towards *Self – Reliance*, and the major focus of Atmah Nirbar Bharat Abhiyan (ANBA) is on locally manufactured GI Tagged products, this mission is going to be the most effective among the producers and helps

them in availing the utmost commercial benefit. The various opportunities under the mission have to be properly and strictly implemented for the benefit of producers and the country. More financial assistance, support, and promotional efforts have to be implemented to make *Indian Made GI products* as an important asset.

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