

# Geographical Indications in Bangladesh Supply Chain: What Needs to Be Done Now?

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**Abstract-** Each country has its own standards to live up to. Geographical Indications is a type of Intellectual Property that recognize products to bear a certain reputation for themselves based on the country of its origin. It is logical to assume that they contain characteristics, like their quality, that are dependent on factors such as environmental or human characteristics. The role of Geographical Indications is vital in Intellectual Property and is gaining recognition rightfully. Bangladesh supply chain also enacted this act recently and is in the process of registering its traditional and specialized products. The present paper takes a synopsis of the existing scenario of Geographical Indications in Bangladesh supply chain. The paper will also show some strategies and roadmap from marketing perspectives to be taken by the authorities to reach and meeting the needs of the target customers of this particular sector. Two research methods, Case Study and In-depth Interviews have been used to collect primary data. A necessary aspect of this paper is how it sheds light on aspects that are needed to benefit from stimulating areas of GI and its proper application. Another vital discussion is regarding the increase in activities required to improve the marketing scheme of GI application. Enhancing quality is key to improving the products and the market. To secure the position of GI and their beneficiaries in Bangladesh supply chain, it is necessary that the Ministry of Industries works in collaboration and harmony with them.

**Key Words:** *Geographical Indications, Challenges, Marketing, Policies, Strategies, Bangladesh Supply Chain.*

## 1. Introduction

Geographical Indications actually refers to names that are exclusive and can be used not just to allow easy differentiation between products but actually on

characteristics that set them apart, such as their geographical origin. These indications or signs help in detecting products which bear the traits that are unique to their geographical background. The characteristics of these products range from their varying climates and agriculture to harboring an environmental trait specific to their area. What can't be disputed is the impact GI's have had on preserving the heritage and culture of a specific area. In order to market a GI product, it is vital that lawful protection of GIs be established globally. It is now considered a prerequisite when marketing a GI product. Failure to abide by these terms means that the product that will be formed will bear marks of being a product of poor quality. It would also be considered useless and unoriginal. The Geographical Indications of Goods (Registration and Protection) Act in 2013 was implemented by Bangladesh and then in August 2017, only two products bore their GI registrations. The only way to enhance their commercial propaganda would require certain agendas that can help propagate the branding and selling of GI products, on an international and domestic level. The National Industrial Policy 2016 recognized this to be crucial for initiating policies. Regarding this, the authors conducted this study to investigate the current scenario of GI registration and to suggest some post registration measures based on marketing perspectives to be taken by different authorizes.

Since the act has been passed Bangladesh registered two products. It is vital to understand that these products need to be promoted in local and foreign markets. This would help establish credibility and ensure commercial success. The efforts that were undertaken to execute this Act are recognized by this paper. Recommendations regarding the reservation of Bangladeshi knowledge regarding indigenous people and values, and their products are also suggested. India is among the list of developed countries which have implemented laws to help provide a better ground for GI protection. This is crucial to establish a shift in the economic instability people face or are among the many people who contribute to a certain products export. The purpose of this study is to determine the extent of GI products marketing and branding

potential of products for both Bangladeshi and international markets. Recommendations are also made regarding this.

## 2. Background of GI

If one is to wonder where the concept for Geographical Indications arose from, then it should be common knowledge that it means ‘the country of origin’. It could also indicate a regional geographical location as well. The geographic origin image would benefit the producers greatly, and it actually refers to the beliefs that are held about the specific products and their specific countries of origin. As previously stated, GIs are considered as indications for traits of a product which relate to their country of origin. The features of such product can be determined by various standards such as physical or chemical traits etc. Several natural factors (weather, soils, local breeds and plant varieties), traditional knowledge, managerial know-how also plays a vital role in designing the quality and reputation of origin products. GIs basically validate a qualitative link between the product and the place of origin along with providing the consumers the guarantee that the product comes from authentic place and have a certain quality which is attributable to that place. Also, GIs assure protection of economic rights and commercial advantage to the producer. The producer thus, can apply the rights and use the GI for promoting his product and enjoy the goodwill created and sustained by the GI easily if he is registered as an authorized user.

When standards are not met dutifully, then it is the right of the respective users to prevent a third party from using the product. Darjeeling Tea is one such example. In dominions where Darjeeling Tea is protected by law, producers have the right to prevent use of the word Darjeeling for tea that is not grown in gardens of Darjeeling or grown in standards that aren't suitable and acceptable according to Darjeeling's practices. Establishing a monopoly, from an economic perspective, is something GI products are apt to create. They prevent its use in circumstances when anyone does not qualify to use the GI products. Section 29 (1) of Applying Geographical Indications states imprisonment for anyone who falsely uses a GI product despite not being qualified to use it. The jail sentence can extend up to a maximum of 3 years, but not less than 6 (six) months, or with a fine which may extend to maximum taka 2 (two) lac, but not less than taka 50,000 (fifty thousand), or with both.

### 2.1. Geographical Indications (GI) in some areas of the world

#### 2.1.1. India

On March 2015, 228 products that were made in India were registered as GI products, which is commendable.

Karnataka follows with 33 GI registrations and Tamil Nadu has 24 GI registered products to its name. More states which have GI products are Kerala with 22 and Uttar Pradesh with 20 GI products. When looking at the profile of these products which are distributed according to their categories, the category that leads the most is handicrafts with 143 registered products, 61 agricultural products. Food stuffs follows as a close third, and then manufactured goods. The problem lays in the fact that just because these products are classed as GI doesn't mean they'll get the same benefits that other GI products face internationally. Also, there is lack of consciousness about the benefits and distinctiveness of many of the GI products amongst the customers. Although some of the products of India like Darjeeling tea, Kota Doria, etc have witnessed upward trend in sales after GI registration, the registration has not been exploited to its full potential in many cases.

#### 2.1.2. EU

The origins of how GI came into effect begins from the early 20<sup>th</sup> century, when Europe established GI laws to protect consumers and offer them satisfactory and accurate information regarding the stuff they bought. Europe has the advantage of not only having their own EU laws protecting their products but they also have laws of other countries that are in effect on their products. There are certain institutes that pursue and bear the responsibility of protecting GIs in the EU. They include producers who apply for GI registration, it involves the authorities who are concerned and the EU which finally commissions the protection of GIs once everything has been done systematically. Member States representatives are allowed to give their opinions to the EU Commission; they also inspect the workings of GI at national level. Their duty is to make sure that GI products live up to the standard and meet the specifications that they are supposed to.

### 2.2. Selected Case Studies of GI Products

*Case 1-Parma Ham:* On 12th June 1996, the Protected Designation of Origin (PDO) “Prosciutto di Parma” was registered to safeguard the authentic product, and its tradition represented by the designation 'Parma'. One such certification system is PDO. Its purpose is to protect and defend the names of high-grade quality foodstuff that is made in certain geographical locations of Europe. In addition, the PDO system facilitates customers, wholesalers, retailers, and distributors to choose between genuine products and their many imitations. The brand “Parma Ham” is registered in about ninety Countries. The export of “Parma Ham” is mostly concentrated within the EU markets such as the UK, France, and Germany etc.

*Case 2- Café De Columbia:* In 1927, The “Federacion Nacional de cafeteros de Columbia” (FNC) was formed

by a group of coffee growers with a view to increasing the standard of living of coffee growers of Columbia. The FNC had provided standard quality support, facilitated research and development, logistics and sale of coffee in global markets. In 1960, the FNC had started the campaign to build awareness of “Café de Columbia” and educating the traders and the customers about the superiority of Columbian Coffee. The slogan “the richest coffee in the world” indicated the positioning of Café de Columbia, which was granted trademark status. FNC, in 1982 underwent intense brand reimagining for Café de Columbia. Their advertising campaigns were rigorous and were aimed at changing the perspective of the customers. By the year 2007, it was the first non-European Protected Geographical Indication Registered product which had made its mark in the EU.

*Case 3- Chanderi Sarees:* The year 2005 saw Chanderi Sarees become a registered product as a GI by the Chanderi Development Foundation in India. To encourage the use of the GI logo that was created for ‘Ashfari Booti’, the weavers and traders were asked to use this logo in all manners such as communication and their bill books, which proved effective. An incentive such as financial supports was offered to the weavers and traders for their participation.

*Case 4- Kota Doria:* Kota Doria Development Hadauti Federation (KDHF), location in India, in 2005 received the GI registration for a certain product which went by the name of Kota Doria. It referred to clothing products and furnishing. There were 150 members who were governing the interest of 1500 weavers and their families that lived in that region. A proper logo was developed to help differentiate from true and false Kota Doria products. The logo is woven into the fabric itself, which helps the users to remember what to look for when they wish to buy the real products. Weavers have managed to identify a target group of people who are willing to spend more money to buy sarees at a premium cost.

*Case 5- Darjeeling Tea:* On October, 2010, in the name of Tea Board, the word Darjeeling and its associated logo were registered as GI products in India. This testifies that the tea that is being sold and packaged is authentic and a Darjeeling product for the consumers of tea both in the domestic and international market.

### 2.3. GI of Bangladesh: (GI in the Bangladeshi Context)

In November 2013, Bangladesh enacted the Geographical Indicative Products (Registration and Protection) Act 2013 (GI) in order to facilitate the registration process of Bangladeshi products under the national and international GI regime. In 2013, United Nations Educational, Scientific and Cultural Organization's (UNESCO) Inter-Governmental Committee for the Safeguarding of Intangible Heritage had recognized “Jamdani” as a Bangladeshi “intangible cultural heritage of humanity”. In 2016, “Jamdani”, the classic Muslin craft, had received registration certificate as the first GI product of Bangladesh. In 2017, the national fish of Bangladesh “Hilsha” had been recognized as second geographical indication (GI) product of Bangladesh. With this recognition, “Hilsha” would be registered globally as a fish of Bangladesh. In 2017, The Department of Patents, Designs and Trademarks (DPDT) of Bangladesh had claimed that 22 Bangladeshi products are waiting to get GI certification including Langra mango, Fazli mango, Kataribhog rice, Kalijira rice etc.

Consumers benefit from GIs since they help in distinguishing between genuine products and fake ones. It is this function that takes GIs closer to the concept of branding. One of the important aspects of GI Act is to get monopoly leadership in international market. To review the export performance of two recent GI Products of Bangladesh, an investigative literature study has been done. Apart from the domestic demands that Jamdani has to meet on the regular, it also supplies sarees to more places such as South Asia, Middle East and even all the way to North America. It would be worthy to mention that India is a leading importer of sarees all from Bangladesh. What is even more commendable is that in the fiscal year of 2010 to 2011, Bangladesh’s export to India of Jmadani sarees was 6.12 million dollars. Whereas, in 2008-2009, the fiscal year showed an export of only 1.49 million dollars. There was basically a major increase in their sales from 2008 to 2011.

## Process of GI Registration in Bangladesh supply chain:

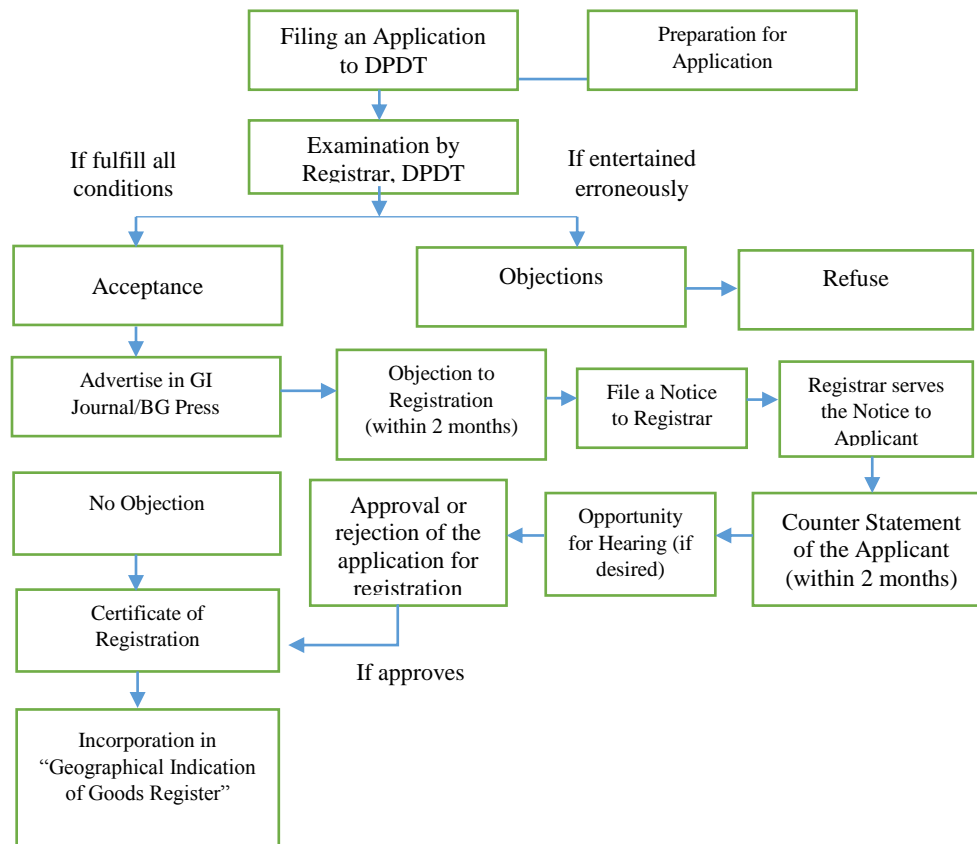


Figure1: Process of GI Registration in Bangladesh Supply Chain  
Source: Prepared by Author based on geographical indication of goods

The procedure in Bangladesh supply chain requires that a specific government body needs to give an application to the Registrar of the Department of Patents, Designs and Trademarks (DPDT), which allows them to set up how they wish to make their payments to register for GI goods. The Registrar may reject the application for the registration of GI of goods if the application has been erroneously filed, after giving sufficient opportunity to the applicant of hearing. If the Registrar, after investigating the application for registration of GI of goods, is pleased that the applicant has fulfilled all the requirements in filing the application, he has to publish the notification of an application for registration of the GI of goods in the prescribed manner. However, any person, institution, or authority, may file a notice of objection relating to the registration of the GI of goods to the Registrar within two months from the date of notification of an application for registration. After that, the Registrar has to provide a copy of the notice of objection to the applicant of GI registration. The

applicant may send a counter-statement to the Registrar pointing out the justifications on which he relies upon his evidence, within two months from the receipt of the notice. Then, the Registrar shall give both the parties an opportunity of hearing, if desired. The Registrar may, after hearing the parties and taking into account the evidences, approve or reject the application for GI registration. However, if there is no objection regarding the GI registration or the Registrar is satisfied that the application for registration of the GI of goods has fulfilled the entire requirements properly, he has to register the said GI of goods and issue a certificate of registration with proper seal to the applicant. The validity of registration of the said GI of goods shall be effective from the date of application for registration. The Registrar shall preserve all the information regarding registration of GI of goods in “Geographical Indication of Goods Register” as official record.

### 3. Literature Review

Under Article 22 of the TRIPs Agreement, Geographical indication protection is a category among many of intellectual property items which is important to abide by. As per its definition of the TRIPs Agreement, it states that GI products are those which identify goods as those that originate in a certain territory. In this research, relevant literatures regarding branding and marketing efforts for Geographical indication (GI) products of different countries have been extensively studied. [1] had conducted a research to identify the branding and marketing potentials of selected GI products of India. The authors had identified key factors that contribute to the success of marketing of selected GI products of India such as proper organization structure, well-defined and monitored production process, strict quality control, establishment of a strong brand identity for the GI products, well-recognized logos and symbols, investment in brand building etc. In their extensive research, the authors had also explored major marketing challenges of selected GI products of India such as inadequate consumer awareness of GI products, scarcity of initiatives in building brand identity, exploitation of GI name, lack of formal organization structures, lack of producer database, lack of proper monitoring of quality of GI products, insufficiency of financial support for marketing of GI products etc. Ways to help elevate the market and brand of certain GI products were also mentioned in this study. It was regarding products that were made in India. Advertising and improvements that could be made in International markets as well was studied. It also studied how to improve communications between the producer and the buyers.

[2] concluded that Geographical indication (GI) creates exclusive brand name for products produced by rural communities that have reputation in the market place due to their unique qualities compared to other products, and it is a strong intellectual asset to fight against the counterfeit and imitated products. Also, GI-based branding strategies act as market support and protection which allows the producers to create an image of distinctiveness or scarceness that facilitates them to obtain the premium prices for their authentic products. [3] had stated that proper marketing initiatives of Geographical indication (GI) products not only upgrade the status of the original product, but also accomplish numerous functions such as defend producers against piracy and inequitable competition, provide signals to identify genuine quality products, protect purchasers from counterfeit products, inform buyers about the origin of products with quality and features, persuade investment in the manufacture of quality products and provide a distinct edge over other range of products in the market. In a study, [4] concluded that success of a GI status is dependent upon different factors such as effectual enforcement of GIs in domestic and

international markets, proper marketing and promotion strategies to build up customers', perspective regarding the product was also imperative to the products sales. What is undeniable is that a lot of time and resources are need to help establish premium brand- image of a GI- product. Moreover, [5] asserted that implementation of appropriate marketing efforts require that the GI status be used as such that its helps build the brand image, the quality of GI standards should be maintained. Using the logo should be mandatory for each GI product. marketing and promotion efforts of GI- products requires using the GI status as a unique marketing instrument, ensuring the quality to sustain the GI standards, initiating brand building strategies through the use of GI logo on each product, use of tags, brochures etc. for building consciousness of the customers.

In their research, [6] had highlighted the benefits and drawbacks of using GI branding strategies such as capturing premium position in the marketplace with GI protection, the risk of new entrants, possibilities of including more producers, and limiting common use of such names. The authors had also claimed that with GI identity, producers are able to get premium prices for the products due to unique quality features of the product and brand name with GI identity may be one of the greatest sources of competitive advantage for the producers in the marketplace. [7] had focused on effective marketing strategies to promote GI product such as using logos or certification marks to distinguish from fake or counterfeit products in order to build greater image in the minds of the consumers about GI product. The author also emphasized on the adoption of wide-ranging distribution channels such as selling through supermarkets and retailers in the countries with strong supply chains to widen the customer base of the product.

## 4. Objective of the Study

### 4.1. Broad Objective

In this study, the focus lies on deciphering what limitations are present that restrict the efforts that have been made so far to help elevate the market for GI products that have immense potential. Providing strategies that can help these GI products become successful in the local and international market is also discussed.

### 4.2. Specific Objectives

- To undertake a review of literature for identifying successful initiatives undertaken in different countries for brand building and marketing of GI products
- To undertake primary research to identify current best practices and innovations adopted by producers and traders for enhancing sales of selected GI products

- Based on the research, to assess the shortcomings and gaps in efforts made so far for unlocking the commercial potential of selected GI products
- To recommend suitable strategies for brand building and marketing of selected GI products in Bangladeshi and international markets

## 5. Methodology

In the present research, two GI products of Bangladesh were studied namely, “Jamdani Sari” and “Hilsha Fish”. For conducting the research, both primary and secondary data had been used. Primary data had been collected through In-depth Interviews and Stakeholder Meetings. The interviewees (Experts) were purposefully selected based on their experiences in Geographical Indication (GI), expertise in the marketing areas and other trade related issues. The pool of interviewees also involved authorities who played a part in creating and then establishing the GI Act of Bangladesh. People who were working in the area of GI products were also taken into question. Researchers, whose interest lied in GI were also encouraged and offered to participate in the questioning to help better understand that market for products in Bangladesh supply chain [12]. Up to 20 interviews were held face to face. The pool of stakeholders included Bangladesh Jamdani Manufacturers & Exporters Association (BJMEA), Department of Fisheries (DoF), Department of Patents, Designs & Trademarks (DPDT), Bangladesh Small and Cottage Industries Corporation (BSCIC), marketing experts, IP expertise, lawyers and advocates, etc. In addition to primary data, secondary data was acquired from in depth literature reviews which helped shed light on strategies that were needed to help better the market and branding of GI products. Studying market and brands of GI products from international markets was also vital to understanding how to make better initiatives and products for Bangladesh. Other sources include GI of Goods Act of different countries and other web-based resources on GI products. The method for proper strategizing requires that GI groups answer certain questions that help them [8], [9].

## 6. Findings

On or after enacting the GI Act 2013, Bangladesh registered two GI Products so far. Nonetheless While GI registration has been successful; there are complications which have to be dealt with, and they are regarding the primary registration. Thorough questioning from stake

holders helped accomplish and incorporate key challenges and issues that they were facing

A common problem regarding GI products is that users are to unaware of how to understand a GI tag and process information it bears regarding the unique characteristics of that certain product. The users can't get to know about the quality or reputation of said product. Consumers of Jamdani and Hilsha are still struggling to recognize the original version of these two products.

Another important challenge is absence of an inspection mechanism in practice to control the quality of GI Products. For instance, sub-standard or duplicate products being marketed as GI products which leads to the risk of brand dilution. Another key issue with GIs is that Lack of producer/artisan database: An appropriate database of the artisans or producers of GI Products have yet to formulate by the concern departments. Stakeholders claimed, one of the other vital finding came from the discussion is the low level of online presence or e-marketing initiatives by the producers/Artisans or event authorized users of GI Products, In the era of advent technology, digital presence is a new door to promote any products in cost-effective ways. Many of the stakeholders stated that there is limited or few research and development work has been done or planning to do to develop more improvised version of GI products. Regular advancement in categories such as technology and design are imperative to bettering the quality of products.

It is also derived from the discussion that, ‘Jamdani Palli’ is an initiative of BSCIC to upgradation of Jamdani but the artisans are yet to get the direct benefit out of it. It is also to keep in mind that, while upgrading the process, GI traditional procedure should not be compromised. The most useful part of GI registration is to get national and international recognition while fostering the economic benefits as well. The key aspect of marketing is to discovering and meeting the needs and desires of the customers through the product mix. The logo of Kota Doria is woven at one of the ends of the sarees, as is previously discussed. Likewise, another brand, Arnamura Kannady, which makes mirrors, leaves a hologram of its logo on the bottom of the mirrors. A common product from Kashmir, the Pashmina shawls, they too bear the logo at one end of the cloth. A unique kind of label, Secure Authentication Fusion Labels are used by Pashmina products were testifies to the products authenticity. No such placement of Logo/Tag has been used in Bangladeshi GI registered products. More importantly, no such logo has been finalized by the government to be used by the authorized users of GI products. Around 41 Jamdani weavers (source GI Journal of Bangladesh) have been registered and recognized by BSCIC under GI Jamdani weavers but none of the weavers started using GI Tags/Logos. Most importantly, BSCIC, the proprietor of the GI Jamdani has not taken any measures so far to design and use its logo registered.

Another issue raised by some producers of GI Products, is that there is no specific clarification regarding the use of Certification marks or Collective marks by the producers. In WIPO journal, these two marks have been differentiated by their definitions and way of usage. A good way to assure that the product is certified and meets the standards that are demanded of it, is by the producers using certification checks and marks that indicate to the users that authenticity of the product. All of these factors contribute in improving the market for products and help elevate the image to consumers. A common saying is 'If you can't beat them, join them'. What is to be understood from this saying is that working alongside one another can help establish a joint campaign which can be used to more products. These marks can help establish an association between various products which help increase recognition and solidify the reputation that is being built for them [10].

Premium pricing of an Original Jamdani is another important challenge identified by the authors. One should remember that GI is one dimensional and it aims to only protect the name of a brand, not the technology. What this means is that one may produce the Jamdanis saris or jamdani diversified products anywhere but can't label it as Jamdani. While original Jamdani may take upto 3-4 months to produce, many of the corrupted weavers produce fake or counterfeiting Jamdani (machine produced) and sell and export to local and international market. These sort of Jamdani only takes few hours to produce and the quality of the Jamdani are not that standard but the look of the sarees are almost same. Moreover, they are available in a very cheap price. It does mean that a consumer may wish to just buy the same saree or jamdani diversified products from another market rather than opt for the premium saree/jamdani products that is GI certified. After identifying the key challenges, it is time to formulate a proper marketing strategy by following the key steps of product marketing process. Little or no support for marketing from Government and other relevant stakeholder came to the discussion as one of the prime challenges for the weavers of Jamdani. The same situation found in case of Hilsha. On August 1, 2012, the government has imposed ban on Hilsa export. The maximum benefit of GI act can be reveal if the ban from hilsha be withdrawn from the exporters. It is not high time for the hilsha exporters to take full advantage of this act and export the fish in international market.

## 7. Recommendations

Comparing to other countries like, India, UK, NZ, Brazil, Colombia etc which are taking conducting active promotions for their GI products in the international market, Bangladesh is lagging behind and taken little

effort to market its famous products like Jamdani & Hilsha within or outside the country. GIs don't sell themselves. An extensive marketing programs are needed to maximize the benefits of GI Act. What is important post-registration is the continual awareness that needs to be raised among the customers. To understand the market it is important that the challenges be understood properly. There are challenges present in many aspects of marketing and they should be met by thorough discussions with stake holders. From the case study analysis and opinions taken from experts, following steps can be taken to advance the market strategy:

A separate organization at every division (later District Level) level to manage GI system can be created. Ensuring quality of GI products is vital. Marketing quality is crucial to goods that are origin specific. To make sure quality is always maintained, a unit can be formed under DPDT.

Systems that can help detect fake GI products. It is not uncommon for products to be mimicked and sold elsewhere under a different name, and producers of GI products must fight this on a daily basis. Tracing a fake product should be accessible as it could help track a product from its production all the way to customs. Customs are very strict about fake products and help regulate and inhibit their sales greatly. Verifying products and controlling the supply chain at numerous levels, ensures the products quality before it is launched in the market. Establish a Jamdani/ Hilsha/GI Products Promotion Center. The main task of the center will be to explore and execute different marketing strategies to promote every GI registered product. Nothing will work if the branding strategy has not properly designed and executed. To do this, GI Promotion center or the GI registration holder can design a GI logo and start applying the logo in the packaging of the product. The example of such case has been drawn in KotaDaria Case. Developing a database. If we take into consideration, the Producers' Association Consorzio del Vino Brunello di Montalcino, that gives customers the privilege of checking authenticity of each bottle they purchase through a database that is available online [11].

To set up a website that tells the features of each GI product:

- Range of products
- Shed light on the heritage of products
- Certification of products should be highlighted. Display of certification or compliances
- Reviews placed by multiple customers.
- Information based on categories
- Relevant links to the producers websites.
- A place for buyers to place FAQs.
- List of Exhibitions regarding certain products.
- Retailers available in each city that can help direct consumers to get authentic GI products.

- Studies need to be conducted to ascertain if GI products have had an impact on consumers at all.
- Expanding customer reach in national and international Markets.
- Set up a Marketing Development Fund to conduct research and marketing research of GIs.
- Endorse celebrity to promote the GIs. Other Consumer Marketing Programs like; Fairs & Exhibitions, Advertising, and Social Media Advertising can also be used to create market awareness.
- Use of GI registered products as a gift catalogue for private and public organizations and others for foreign visitors.

## 8. Managerial Implications

The findings of the study have significant managerial implications for international marketers, local GI traders and policy makers responsible for promoting GI products in national and international market. Considering the cases of given countries, promoting their GI products just after the successful GI registration, Bangladesh can take a lead of promoting its GI registered products and take advantage of it. A caveat should be noted that not every country can gain full outcome from its GI products. The success depends on the quality and market demand of the product. Though the analyzed cases have been taken from neighboring countries or the countries for which GI Products are kind of similar with Bangladeshi GI products, the initiatives can be different due to different historical and economic backgrounds.

## 9. Limitations and Research Implications

Although this study establishes the face that GI products needs proper marketing and branding strategies after the GI registration to get international recognitions, future studies should examine the long-term strategies of such act. Actual economic and export data should be incorporated in order to examine the longitudinal influence of GI products in fostering the economic benefits as well as country image formation. Extant research has showed the roadmaps for developing country like Bangladesh to gain competitive advantages of GI products in International market, but a little study has been directed at lease developed countries and their GI product's marketing initiatives and way forward to achieve international recognition which is quite easy for developed countries like USA and UK. Finally, a major limitation of this study is that the authors did not use

actual export data to get a clear view of existing scenarios of exports of two GIs of Bangladesh. Future research based on that data can provide more meaningful results.

## 10. Conclusion

There is no doubt that Bangladesh is known as country brimming with culture and heritage. Its reputed for its beautiful handicraft and has a played a huge role in helping the economy of Bangladesh. Bangladesh is a country rich in its culture and heritage. It is known for its delicate handicraft and textile work. Textiles and handicrafts industry has a major role in strengthening Bangladesh's economy. Currently the number of GIs registration is two but the number increasing and more than 70 products are in pipeline to get registration as GI. But that alone is not enough for the protection of the registered GI product. The foremost task is to give emphasis on executing and bettering the framework that exists which can help elevate market value and increase the brand image and generate revenue. It helps the socio-economic status of a country. As of now, there is no procedure or protocol that is present before applying for registration. It is possible that a pre-application process could result in consultations that are ineffective.

An important fact that was revealed was that primary stakeholders are not even informed before the application of GI products is placed. The desired result is not being achieved because of this very reason. It is necessary that these challenges be met so they can help in defining characteristics of their products and making evident the geographical boundaries of products. Based on the extensive discussion and interviews, the authors recommended some appropriate strategies which can be used as a policy strategy by different stakeholders.

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