

Outreach and Awareness Campaign for MSMEs
GI Authorized User Certification
Raising and Accelerating MSME Performance (RAMP)

20th November 2025 || Ganjam

11:00 Hours to 13:30 Hours

DEPM Odisha, Bhubaneswar

Venue: Hotel Nandan International, Berhampur

Officials Present

- Shri Dasarath Sarabu, General Manager, DIC, Berhampur
- Shri Hrushikesh Behera, Assistant Manager, District Industries Centre (DIC), Berhampur
- Shri V. V. Rama Rao, Deputy Director, Fragrance and Flavour Development Centre (FFDC), Government of India
- Dr. Anita Sabat, Odisha State GI Consultant
- Dr. Purushottam Sahu, Advisor, Ganjam Kewda Distillation Association
- Shri Pravakar Das, Joint Director (Rate Contract), DEPM, Odisha

Introduction

The Directorate of Export Promotion & Marketing (DEPM), Odisha, organized an Outreach and Awareness Programme focusing on GI Authorized User Certification and marketing strategies for GI-tagged products on 20th November 2025 at Hotel Nandan International, Berhampur, Ganjam. Conducted under the Raising and Accelerating MSME Performance (RAMP) initiative, the programme aimed to enhance the understanding and capacity of local artisans, producer groups, and officials regarding GI certification and market expansion for traditional products.

Technical Session & Insights

The programme commenced with an introductory address by Shri Hrushikesh Behera, who welcomed the participants and underscored the relevance of GI products to local economic development. Shri Dasarath Sarabu followed with a keynote address, emphasizing the role of institutional support in promoting GI-tagged products from the region.

A special address was delivered by Shri V. V. Rama Rao of the FFDC, Government of India, who highlighted the critical importance of standardisation, quality control, and effective branding to enhance the market presence of fragrant and value-added products such as those derived from Kewda.

Dr. Anita Sabat provided detailed insights on the procedures for obtaining GI Authorised User Certification, explaining compliance requirements and the benefits that artisans and producer groups can realise through proper registration and certification.

Further, Dr. Purushottam Sahu, Advisor to the Ganjam Kewda Distillation Association, discussed production practices, challenges faced by clusters of producers, and the potential to expand market linkages for Kewda-based products.

The workshop attracted active participation from approximately 57 participants including members of the Kewda Association, local artisans, handicraft manufacturers, and government officials.

Collaboration

The District Investment Promotion Agency (DIPA), Ganjam team supported the mobilization of participants for the workshop. PwC served as the State Project Implementation Unit under the RAMP Program.

Conclusion

The workshop concluded with remarks from Shri Pravakar Das, who stressed the importance of collective action among stakeholders to promote GI products from Ganjam in both national and international markets. The interactive Q&A session enabled participants to clarify doubts related to GI documentation, branding, and market access, fostering constructive dialogue between government officials and local producers. The programme effectively enhanced awareness and capacity building, contributing to the sustained growth and recognition of GI-tagged products from Ganjam.

GM-DIC, Ganjam



RAMP SPIU, Odisha

