



Nihonshu

Why in News?

The Embassy of Japan, New Delhi, has filed an application seeking a [Geographical Indication \(GI\) tag](#) for Nihonshu/Japanese sake.

- This is the first time a product from Japan has filed for a tag at the Geographical Indication Registry.

What is Nihonshu?

- In Japan, Nihonshu is regarded as **a special and valuable beverage made from fermenting rice.**
- People traditionally **drink nihonshu on special occasions**, such as festivals, weddings or funerals, but it is **also consumed on a daily basis.**
- Thus, it is an integral part of the lifestyle and culture in Japan.
- The sake market (almost all are nihonshu) is the second largest brewed liquor (such as beer) market in Japan.



What is a Geographical Indication (GI) Tag?

- **About:**
 - Geographical Indication (GI) is an **indication used to identify goods having special characteristics originating from a definite geographical territory.**
 - The Geographical Indications of **Goods (Registration and Protection) Act, 1999** seeks to provide for the registration and better protection of geographical indications **relating to**

goods in India.

- It is governed and directed by the [WTO Agreement on Trade-Related Aspects of Intellectual Property Rights \(TRIPS\)](#).
 - It was decided and also stated under Articles 1 (2) and 10 of the Paris Convention that the protection of industrial Property and Geographical Indication are elements of Intellectual Property.
 - It is primarily an **agricultural, natural or a manufactured product** (handicrafts and industrial goods).
- **Validity:**
 - This tag is valid for a period of **10 years following which it can be renewed.**
 - **Significance:**
 - Once a product gets this tag, **any person or company cannot sell a similar item under that name.**
 - GI registration of a product provides **it legal protection and prevention against unauthorised** use by others.
 - GI tag helps in **promoting the exports of the product.**
 - It also provides **comfort to customers about the authenticity** of that product.

[Source: TH](#)

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