

# INVESTIGATING THE CONTRIBUTIONS OF GEOGRAPHICAL INDICATIONS (GI) TOWARDS SUSTAINABLE DEVELOPMENT OF A REGION: OVERVIEW AND INSIGHTS FROM MUGA SILK GI OF ASSAM



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## Abstract

*The Muga Silk Geographical Indication (GI) of Assam can play an important role in the long-term growth of Assam if properly institutionalized. The GI-tagged Muga Silk of Assam has the full potential to become an effective marketing tool as it facilitates local producers to stand out and differentiate their products in the market. Moreover, GI provides a competitive advantage to the authorized users because of the trust of the customers they acquire regarding quality, origin, and other related attributes which give them a better price. Moreover, the GI protection of Muga also contributes to the protection of the 'traditional knowledge' of the local indigenous people of Assam which they have adopted while producing Muga Silk to get a better result. Traditional knowledge is an intangible asset for the producer community which requires protection and Geographical Indication can be a useful instrument to protect the same. The GI-registered Muga Silk of Assam also helps in the protection of the environment and the socio-cultural identity of the Assamese people. However, the recognition and registration of Muga Silk as a Geographical Indication of Assam is only a means to achieve the benefits of Geographical Indication, not an end. Post-GI mechanisms are equally important to unfold the benefits of Geographical Indication.*

## Keywords

*Muga Silk, Geographical Indication, sustainable development, TRIPS*



## 1. Introduction

Silk “The Queen of Textile” has always been an indispensable part of the life and culture of India. The Silk Industry of India occupies a predominant position in the world being the second-largest producer of silk after China. India produces four varieties of silk: Mulberry, Eri, Muga, and Tasar silks and India has a monopoly in the Muga Silk production which is produced only in the Bramhaputra Valley of Assam<sup>1</sup>.

Sericulture activities have been practiced in Assam since time immemorial. Assam contributes 95% and 65% of the country’s total Muga and Eri production respectively. Muga Silk is one of the many nature gifts to Assam which is endemic to Assam. Muga silk has various distinguishing characteristics such as colour stability, durability, UV Ray resistance, acid resistance (resistant to concentrated Sulfuric acid), eco-friendly, etc. Muga Silk produced by *Antheraea Assama* silkworm is produced only in Assam. The people of Assam have been carrying out the production of Muga Silk since time immemorial which finds mention in the *Arthashastra* by Kautilya dating back to 321 B.C. The scientific name of Muga silk (*Antheraea assama*) also shows its origin. The Muga Silk of Assam received Geographical Indication in the year 2007 and the “Muga Silk of Assam” Logo was registered in 2013.

The Geographical Indication (GI) is a form of intellectual property right that indicates the product’s geographical origin and designates the quality, reputation, and other characteristics of the product derived from its geographical environment. To obtain Geographical Indication, there must be a close triple association among the product, place of origin and quality, reputation, and other characteristics-related attributes.

A product originating from a particular geographical region acquires quality, reputation, and other characteristics essentially attributable to its geographical origin, and because of the close association with its geographical place of origin, the product eventually becomes “Exotic”. A particular product acquires exoticness primarily because of its non-replicable quality, reputation, or other characteristic attributes derived from its place of origin. Products may also acquire exoticness from the history and tradition associated with the production processes prevalent in the specific geographical areas from which the products originate. Over time, these geographical indications become valuable assets

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<sup>1</sup>Chowdhury, N. R., “Socio-Economic Problems of Muga Silk Weavers of Sualkuchi Silk Industry” International Journal of Scientific & Technology Research 8(9), 595–601 (2019).



for the local producer community because they enable the producers to obtain a better market price for the products. Moreover, Geographical Indication enables the local communities to turn their long-standing, collective, and patrimonial knowledge into viable means of livelihood and income generation. Geographical indications can thus be key in developing strong collective brands for origin-linked quality products. Geographical Indication can also bring competitive advantage, added value to the product, niche market for local producers, and increased export opportunities. Thus, Geographical Indication becomes an intangible asset for the producer community<sup>2</sup>.

## **2. Role of Muga Silk GI in Sustainable Growth and Development of Assam: An Analysis**

Geographical Indication plays a vital role in the sustainable growth and development of designated regions. The concept of ‘sustainable development’ was described by the 1987 Brundtland Commission Report as the development that serves the requirements of the present without jeopardizing future generations’ ability to meet their own needs. There are four dimensions to sustainable development: “Society,” “Environment,” “Culture” and “Economy” which are intertwined and not separate. Sustainability is a paradigm for thinking about the future in which environmental, societal, and economic considerations are balanced in the pursuit of improved quality of life.

Since time immemorial, the Silk Muga has played a pivotal role in the socio-economic progress of Assam. The GI-tagged Muga of Assam has the potential to become an effective marketing tool as it enables local producers to stand out and differentiate their products in the market. Since Muga Silk is endemic to Assam and its ecological requirements are found only in its natural abode and hence it is non-replicable. The role of Muga Silk in the sustainable growth of Assam can be discussed hereunder-

### **2.1 Contribution to Rural Economy:**

Both producers and consumers can profit significantly from geographic indication once it is protected. Firstly, it protects the interests of genuine producers and dealers, particularly those who are a part of traditional local communities that are economically underprivileged, by eliminating unfair competition, commercial abuse, and unauthorised use<sup>3</sup>. Furthermore, Geographical Indication boosts

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<sup>2</sup>Buch, N and Trivedi, H, I Geographical Indication of Indian Handlooms(Routledge, 2022)

<sup>3</sup>Dewalt, B. R, “Using Indigenous Knowledge to Improve Agriculture and Natural Resource Management” Human Organization 53(2), 123–131 (1994)



local producers' trust by assuring buyers of the product's quality, origin, and other important characteristics. This enables them to command better prices. Additionally, it assists in addressing potential market failures caused by information asymmetry between buyers and sellers, resulting in a more open and knowledgeable market.<sup>4</sup>When consumers purchase a product with a GI label, they can trust that it genuinely comes from the designated region. This assurance helps to prevent consumers from falling victim to counterfeit or misleading marketing practices that might otherwise deceive them. Consumers can be assured that products with a GI label meet these standards and are of high quality. This helps the producers to build trust among the customers.

Muga industry is a high-income generating sector that is valued as a key tool for Assam's economic growth. Muga sericulture generates livelihood for different stakeholders such as silkworm seed producers, farmers cum rearers, reelers, twistors, weavers, spinners of silk waste, traders, etc., who are associated with the Muga silk production through different interdependent and specialised operations. With Muga Sericulture, more than 30,000 households from all around Assam are involved. Most of them work as small-scale farmers and run household businesses in rural areas. Muga sericulture is ideal for small-scale producers since it offers numerous chances for revenue generation, little initial investment, high returns, and a short gestation period.

## **2.2 Protection of 'Traditional Knowledge':**

Traditional knowledge refers to the knowledge and customary practices of the indigenous or local community that have evolved over time, been handed down through generations, and are still used by the community today. Since geographical indication protects knowledge and practices in existence in close association with its place of origin and grants the entire community rights over the knowledge, it has become a potential tool for preserving traditional knowledge.<sup>3</sup> Moreover, the protection given under Geographical Indication allows the traditional knowledge to remain in the public domain and the same can be protected in perpetuity.

Muga Silk production is an age-old traditional practice associated with the indigenous people of Assam. The Local indigenous Muga producers adopt different traditional practices and methods which play an important role in Muga sericulture. For example- Muga farmers gracefully apply their traditional wisdom to determine the most suitable host plants for rearing the exquisite

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<sup>4</sup>Rout, T. K and Majhi, B., I WTO, TRIPS and Geographical Indication (GIs) (New Century Publications., 2014).



Muga silkworms. With a keen eye, local Muga farmers have classified Som plants into four enchanting categories known as *Naharpatia*, *Ampatia*, *Jamupatia*, and *Kathalpatia*, wherein *Naharpatia* holds the supreme position. Seasoned Muga farmers can identify the preferred variety of Som plants simply by tasting the leaves, as they believe that the suitable leaves possess a delightful sweetness<sup>5</sup>. Alongside, there are a myriad of traditional beliefs and practices embraced by Muga silk rearers during the seed selection process. A popular Assamese proverb, “*Namonir sonch ujanir goch*,” imparts the wisdom that seed cocoons nurtured in the lower Brahmaputra valley and reared in the upper Brahmaputra valley ensure a bountiful harvest. Traditional rearers often select seeds based on observations of larval colour, size of larvae and cocoons, movements, and the gentle touch of the larvae’s tubercles. Larger larvae and cocoons are believed to possess a remarkable adaptiveness, surpassing their smaller counterparts. Male larvae form cocoons that are smaller and smoother compared to those created by female larvae. Notably, when these superior seed cocoons are placed in *Chokori Pera*, a bamboo cage, after collection, they emit a loud sound, distinguishing them from their inferior counterparts<sup>6</sup>. Countless instances of traditional knowledge and practices adorn every stage of Muga Silk production, reflecting the profound expertise of its producers.

### 2.3 Protection of Environment:

Geographical Indication (GI) serves as a powerful tool in identifying products that originate from unique geographical regions from where their exceptional quality, reputation, and distinct attributes are inherently acquired. The profound connection between GI-branded goods and their terroir, encompassing both natural and human elements, bestows upon producers and other stakeholders the responsibility to safeguard the integrity of the natural resources that contribute to their production<sup>7</sup>.

The Muga culture has a very close relationship with the environment. The Muga culture encompasses a comprehensive range of interconnected

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<sup>5</sup>Sharma, M., Rahman, S., et.al., “Traditional Practices and Terminologies in Muga and Eri Culture.” *Indian Journal of Traditional Knowledge*, 9(3), 448–452. (2010).

<sup>6</sup>Chakravorty, J., Gogoi, M., et.al., “Cultural Attributes and Traditional Knowledge in Connection with the Rearing of Muga (*Antheraea Assama* = *Assamensis*) in the Dhemaji District of Assam, North-East India.” *Journal of Insect Biotechnology and Sericology*, 84, 17–28. 84, 17–28. (2015).

<sup>7</sup>Blakeney, M. L., “Geographical Indications and Environmental Protection. *Frontiers of Law in China*, 12(2)” [Http://Dx.doi.org/10.3868/S050-006-017-0011-9](http://Dx.doi.org/10.3868/S050-006-017-0011-9). (2017).



practices, including the cultivation of food plants, the rearing of silkworms, the process of unraveling the silk filament from the cocoons through reeling, the creation of yarn, and the intricate weaving and fabric processing techniques. These various elements collectively contribute to the rich tapestry of the Muga culture. In Assam, the ‘Som’ and ‘Soalu’ trees play a vital role as the primary food source for Muga silkworms, which yield lustrous golden silk. Additionally, there are several other food plants available for Muga silkworms, such as Digloti, Mejankari, Bogori or ber, Champa, Bhomloti, Patihonda, Gamar, Panchapa, Katholua, Gansarai, Bojramoni, and more. These plant species are categorized as primary, secondary, and tertiary food plants based on the silkworms’ feeding preferences. The favourable conditions for the growth of Muga silkworm food plants in Assam include high rainfall, humidity, and warm climatic conditions<sup>8</sup>.

The production of Muga Silk is directly influenced by the environment, fostering a sense of environmental stewardship among policymakers, local producers, and the government to conserve the natural habitat of Muga silkworms and their host plants. The responsible utilization of natural resources and genetic resources, as well as the preservation of the terroir’s biophysical attributes linked to the distinctive qualities of the products, becomes the shared responsibility of local producers and other stakeholders which contributes to preserve the biodiversity of the region. This collective effort aims to ensure sustainability and conservation practices are upheld for the benefit of present and future generations.

#### **2.4 Protection of ‘Cultural Integrity’:**

The tangible manifestations of “traditional cultural expressions,” also known as “expressions of folklore” and “traditional know-how,” encompass a wide array of artistic forms, including art, portrayals, designs, portraits, statues, figures, pottery, mosaic, woodwork, jewelry, handloom-handicrafts and more. If these expressions bear a connection to the cultural practices of a community, influencing their creation, they may be eligible for protection under geographical indication. Geographical indication safeguards the enduring traditions and culture of a community, preserving its identity that could otherwise diminish with the passage of time.

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<sup>8</sup>Das, N., “Impact of Muga Silk (*Antheraea Assamensis*) on Community Livelihood in the Brahmaputra Valley of Assam-India.” *American Journal of Environmental Protection*, 10(3), 59–65. (2021).



Assam serves as a vibrant union point for a multitude of cultures and traditions. Muga silk of Assam is a cultural heritage of Assam. The women of Assam wear “*Mekela-Chador*” a two-piece traditional attire made from Muga silk at their wedding, Bihu festival, or on other special occasions. Even the male member of the society wears dresses made from Muga silk during the Bihu festival or on other special occasions. Even during Ahom kind Muga attires were worn by the king and other government officials and used it as their status symbol. Thus, the recognition of Silk Muga as the geographical indication of Assam shall also protect the cultural pride of the people of Assam. Thus, GI-registered Muga Silk of Assam will indicate its close relationship with the culture of Assam which may lose its identity if not protected.

### 3. Results and Findings:

To assess the contributions of the Muga Silk industry and to understand the performance of GI of Muga particularly in the rural economy and protection of the environment, the researcher has collected data from the years 2005-2006 to 2021-22 from the Directorate of Sericulture of Assam through RTIs. Its analysis is as follows-

**Table 1: The Annual Turnover (in lakh) of Muga Silk**

Year	Annual Turnover (Projected) in Lakh	Growth
2005-2006	3715.00	
2006-2007	3638.00	-2%
2007-2008	3718.00	2%
2008-2009	4873.25	31%
2009-2010	6675.00	37%
2010-2011	9204.00	38%
2011-2012	11742.40	28%
2012-2013	10716.35	-9%
2013-2014	4992.75	-53%
2014-2015	5626.50	13%
2015-2016	5926.72	5%
2016-2017	17247.30	191%
2017-2018	20267.50	18%



2018-2019	29359.00	45%
2019-2020	31590.12	8%
2020-2021	33396.70	6%
2021-2022	37525.04	12%

*Source: Directorate of Sericulture, Assam*

In respect of the “annual turnover” of Muga Silk from the year 2005-2006 to 2021-2022 an upward trend has been observed with a CAGR of 14.57%. 13 out of 16 years have seen a positive Y-o-Y growth which indicates an encouraging impact of GI in the sales and turnover.

**Table 2: Income (Rs.) Trend of Muga Silk Producers**

Year	Income of Producers	Growth
2005-2006	13,080	
2006-2007	12,750	-2.5%
2007-2008	13,080	2.6%
2008-2009	17,300	32.3%
2009-2010	20,533	18.7%
2010-2011	28,125	37.0%
2011-2012	30,400	8.1%
2012-2013	38,600	27.0%
2013-2014	35,800	-7.3%
2014-2015	39,900	11.5%
2015-2016	49,000	22.8%
2016-2017	49,600	1.2%
2017-2018	58,100	17.1%
2018-2019	66,580	14.6%
2019-2020	87,000	30.7%
2020-2021	87,750	0.9%
2021-2022	100,600	14.6%

*Source: Directorate of Sericulture, Assam*

In respect of the “income of the producers” of Muga Silk from the year 2005-2006 to 2021-2022 has also seen steady growth barring a few years. A CAGR of 12.75% has been observed over the years with a positive Y-





o-Y in 14 out of 16 years. This also indicates a positive impact of GI on the income of producers.

**Table 3: Direct Employment Generated by Muga Silk Industry**

Year	Direct Employment	Growth
2005-2006	745500	
2006-2007	770400	3%
2007-2008	724200	-6%
2008-2009	676000	-7%
2009-2010	640800	-5%
2010-2011	763740	19%
2011-2012	822240	8%
2012-2013	785750	-4%
2013-2014	318750	-59%
2014-2015	275740	-13%
2015-2016	321824	17%
2016-2017	801540	149%
2017-2018	764870	-5%
2018-2019	990660	30%
2019-2020	1013270	2%
2020-2021	1026000	1%
2021-2022	1063050	4%

*Source: Directorate of Sericulture, Assam*

Similarly with respect to “direct employment” generated by Muga Silk Industry from the year 2005-2006 to 2021-2022, though the number of direct employments has seen peaks and valleys, the overall CAGR has been 2.11% showing improvement over the years.

In Assam, the ‘*Som*’ and ‘*Soalu*’ trees play a vital role as the primary food source for Muga silkworms, and massive plantations of Som trees and other secondary host plants can improve the biodiversity in the area and prevent afforestation.

**Table 4: Plantation of Host Plants of Muga Silk**

Year	No. of Host plant	Growth
2005-2006	4390750	
2006-2007	4735476	8%
2007-2008	4737476	0%
2008-2009	4748100	0%
2009-2010	5869360	24%
2010-2011	5897096	0%
2011-2012	6026400	2%
2012-2013	6326264	5%
2013-2014	6539400	3%
2014-2015	6405120	-2%
2015-2016	6565428	3%
2016-2017	6500450	-1%
2017-2018	7063750	9%
2018-2019	5859000	-17%
2019-2020	5427090	-7%
2020-2021	5978500	10%
2021-2022	6177600	3%

*Source: Directorate of Sericulture, Assam*

The information collected from the Directorate of Sericulture of Assam through RTIs in respect of the plantation of the host plant of Muga from the year 2005-2006 to 2021-2022 reveals that the plantation of the host plant of Muga silk are increasing with a CAGR of 2.03% which will have a positive impact on the environment and the overall production of Muga Silk.

## 4. Discussion and Suggestions

### 4.1 Performance of Muga Silk GI:

The data collected from the Directorate of Sericulture, Assam shows that the annual turnover of the Muga Silk industry since 2006 is progressing which indicates a positive impact of Muga Silk GI on market recognition, consumer acceptance, revenue generation, and increasing sales, and turnover. Moreover, the income of local Muga Silk producers is also increasing which affirms



that producers are getting premium prices for their origin assured, quality products. Consumers are ready and willing to pay higher prices to the local producers as GI assures them that they are buying products with unique characteristics attributable to Assam only. Another important parameter of rural economic development is employment generation. The Muga silk production involves different stages and procedures that require skilled hands. There are five stages involved in the production of Muga Silk which includes the Degumming of fiber with alkali extracted from the seeded banana tree (Bheem kol) typical to Assam, hand reeling, winding, warping, and weaving. Muga Silk production can generate various direct and indirect livelihood means. The data collected from the Directorate of Sericulture also indicates that “direct employment” generated by the Muga Silk Industry is also showing improvement over the period. Muga Silk production is also very closely connected with the environment. The Muga silkworm is fed on the leaves of food plants, particularly on *Som* (*Machilus odoratissima*) and *Soalu* (*Teranthera monopetala*). Increasing cultivation of Muga food plants over a period of years will improve the biodiversity of the region and prevent afforestation. Thus, it can be said that Muga Silk GI can be an effective legal vehicle for the region’s sustainable growth and development. As it provides local producers a competitive advantage and niche market, protection of consumers, environment, traditional knowledge, and cultural integrity of the community.

However, to achieve the desired outcome equal emphasis on post-GI initiatives is important. In respect of Muga GI, the number of beneficiaries is negligible considering the total number of producers involved in Muga Sericulture. Producers of Muga Silk are not aware of the GI status of Muga Silk and its associated benefits which is evident from the fact that the number of registered “authorised users” of Muga Silk GI till 2022 is only 287. Moreover, being the first Geographical Indication from the State the performance of Muga Silk at national and international markets is not satisfactory. Moreover, the Muga Sericulture industry of Assam is also unorganized resulting in diverse marketing agencies<sup>9</sup>. Due to the absence of a proper supply-chain management system in the Muga silk industry and the existence of a large number of middlemen in marketing, it is observed that primary producers and weavers do not get their due profits.<sup>10</sup> Moreover, the golden Muga Silk is largely

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<sup>9</sup>Khakhlari, P., “Silk Products and Marketing Strategy of a Weaving Industry in Assam.” *Humanities & Social Sciences Reviews*, 8(2), 91–101. (2020).

<sup>10</sup>Baruah, S., “Assam Silk Market: Problems and Probable Solutions.” *International Journal of Innovative Research in Science, Engineering and Technology*, 5(7). (2016).



adulterated by mixing Muga yarn with local and Chinese tassar silk or tassar-like polyester during weaving, camouflaging the product as original Muga silk. In the markets of Delhi, Jharkhand, Bihar, UP, and others silk Known as ‘Moonga’ silk is floating. Further on many websites ‘Moonga’ silk is advertised by using pictures of traditional Muga silk attires and misguiding the customer to believe it as authentic Muga silk. These practices are affecting the image of Muga silk.

Registration of GI is a means, not an end. The success of GI depends equally on the post-GI initiatives which seem to be negligible in respect of Muga GI of Assam. Creating awareness among stakeholders, branding, promotion and advertisement, product diversification, skill upgradation, design upgradation, quality monitoring, watchdog mechanism, fighting legal battles, etc., plays an important role in the success of a particular GI.

## **4.2 Inconsistencies in Legal Protection of Geographical Indication and Its Impact on Regional Products:**

The TRIPS Agreement is the first multilateral agreement that has recognized and defined geographical indication as an intellectual property right for the first time. However, under the TRIPS agreement, a dual level of protection is granted to geographical indication depending upon the category of product. Only wines and alcoholic beverages are granted an advanced level of protection, whereas all other recognized products are granted only a basic level of protection. Article 22(2) of the TRIPS Agreement requires all WTO members to implement effective legal measures for geographical indications to enable any aggrieved party to pursue legal action if the use of a false geographical indication constitutes unfair competition or misleads the public about the product’s true origin. However, if a product has a false geographical designation listed alongside its real place of origin, it can be difficult to prove that consumers were misled. For instance, a Kenyan tea manufacturer may decide to use the prestige of “Darjeeling” on their packaging to profit from the demand for “Darjeeling Tea” while also mentioning the true origin, “Kenya,” albeit in a less noticeable manner.

However, regardless of whether the product’s true origin is disclosed on the label, Article 23 offers an even stronger level of protection for wines and spirits by expressly prohibiting the use of any words that might be interpreted as having a connection to a well-known geographical indication or the fabrication of geographical indications. The use of “Indian Champagne” or “Champagne-like wine from India,” for example, is prohibited by Article



23, regardless of whether such use amounts to unfair competition or deceives the public. Consequently, Article 23 offers complete and unqualified protection.

Since Geographical Indications have been given different degrees of protection under the TRIPs Agreement wine and spirits, for example, have a higher standard than other products, developing nations with abundant natural resources, agriculture, handicrafts, and handlooms face difficulties in realizing the full commercial potential of GIs. A more equitable approach is required due to the shortcomings of the current GI protection regime, which emphasizes that GIs for all products should be treated equally with trademarks, copyrights, and other intellectual property rights.

A product's place of origin confers distinctive features, whether they are the result of human skill or natural forces. Geographical origin becomes equally significant for all products due to these attributes, which confer a clear commercial advantage. Therefore, it is unreasonable to treat wines and spirits differently from other GIs, especially considering the possible economic gains that developing nations can experience from GI protection for their wide range of products.

Geographical Indication Act, 1999 of India is mere compliance with the TRIPS Agreement. Although the Central Government has the power to grant certain products or classes of products extended protection like that afforded to wine and spirits, the other WTO members are not bound to ensure Article 23 level of higher protection for the products recognized by the Central Government of India thereby it proves to be inefficient in the international arena. Therefore, to leverage maximum benefit out of the geographical indication instrument for all products without any discrimination it is first necessary to address the anomalies present in the TRIPS agreement.

## **Conclusion**

Geographical Indication can bring sustainable growth to the designated geographical region with proper enforcement mechanisms. Being a collective right Geographical Indication enables the producer's community to use the tag as a marketing tool to differentiate their product in the market, assure origin, and guarantee the quality, reputation, and other characteristics of the product which it has derived from its place of origin. The economic success of the Geographical Indication of products depends on the demand for those products and the willingness of consumers to pay a premium price. The registration of geographical indication alone would not be helpful in this regard. Rather extensive post-registration strategies are required. However, such



post-registration initiatives are often neglected due to which geographical indications have not yielded many benefits. Therefore, for a geographical indication to be successful, it must be backed by post-registration strategies. Through the decades, the Muga Silk culture of Assam has been practiced and preserved as a traditional practice. Muga sericulture not only supports its local economy by providing a source of income for local people in Assam, but it also helps to preserve and promote the state's rich cultural legacy. Muga Silk GI is the first geographical indication from the state of Assam. Muga Silk GI indeed helps the local indigenous producers to market their products as it enables the local producers to ensure the origin, quality, and other unique characteristics attributable to its geographical origin. This helps the local producers to stand out in the market and attract premium prices. Muga Silk GI also protects customers from deception and misleading market practices. Muga Silk GI is a potential tool to protect and preserve the associated traditional knowledge of Muga sericulture and the cultural integrity of the Assamese community.

Although Muga Silk GI has the potential to bring sustainable development to the region, even after many years since its registration, it has failed to achieve the right place in the national and international market because of less emphasis on post-registration initiatives. Government authorities, registered proprietor, right holders, and other stakeholders should give equal attention to the creation of awareness both among producers and consumers, brand building, promotion and advertisement, product diversification, design upgradation, quality monitoring.