

ABOUT GI

Geographical Indications (GIs) are associated with the legacy of a product connected with a specific location having unique blend of nature, culture, tradition, and artisan. In India, there are several registered GIs and there are numerous GIs which are not yet registered officially, but are potential registerable GIs.

GI based on classes to Natural Goods, Food Stuff
Manufactured Goods, Handicrafts
or Agricultural Goods

GI based on uniqueness,
weather, and
terrain of the place of origin

Legal Protection from
unfair usage

Registered by the
Authorized
community of the GI

GI Sign or symbol
indicating
Geographical Origin
or location

Economic empowerment
to Artisans, Producers,
and Manufacturers

Social Uplifting and
continuing the Legacy of
the Nation

512+ registered GIs and
numerous unregistered GIs
existence in India

Prevents counterfeiting
and ensures
genuineness of products

Preservation of local Culture,
Tradition,
and Legacy



Pahadi Pisyu Loon

The story of Pahadi Pisyu Loon begins centuries ago, in a landscape where the purity of nature and the wisdom of ancient cultures converge, in the heart of the majestic Himalayas, where towering snow peaks touch the heavens that weaves together the essence of a region steeped in the history and natural splendor. The word Pahadi Pisyu Loon is derived from the Pahadi meaning mountain + Pisyu in Kumaon/ Garhwal region of Uttarakhand means grind and the Loon means namak or salt or noon in the local languages of Uttarakhand. Pahadi Pisyu Loon is also known as pahadi namak, pahadi pisyu loon, pahadi pisyu noon, pahadi sit batta namak, pahadi sil batta noon, Himalayan pisyu loon, Himalayan pisyu noon, Himalayan flavoured salts etc, in the local markets of the Uttarakhand. Pahadi Pisyu Loon is not merely a flavoured salt or seasoning but also a commodity that is highly valued for its immense health benefits and taste. Crafted with a reverence for tradition, this unique seasoning salt undergoes a meticulous process of being grind on stone with a pestle, drawing inspiration from the ancient practices that have defined the culinary landscape of the Himalayan communities of Uttarakhand. It bridges the gap between the ancient practices and the modern palate, offering a taste that transcends time.

Raw Materials

Pink/Black/Sea Salt, Jakhiya, Bhaang Daana, Perilla Seeds, Small Coriander Seeds, Garlic, Chili, Timur, Cumin Seeds, Gandrayni, Kutki

Price

₹225-300 /100gm

Type of Goods

Food Stuff

Class of Goods

31

Geographical Location

Kumaon and Garhwal
Region of Uttarakhand



Method of Production

Pahadi Pisyu Loon, is prepared by grinding pink salt/black salt/sea salt with the Himalayan herbs and local spices like jakhiya, bhaang dana, perilla seeds, small coriander seeds, garlic, chili, timur, cumin seeds, gandrayni, kutki etc. using a hand grinding stone with a pestle. The traditional method of grinding Pahadi Pisyu Loon on stone with a pestle pays homage to the ancestral techniques employed by the Himalayan communities.