

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



Uttrakhand Buransh Sharbat

A seasonal flower that blooms in the months of Magh, Phagun, Chaitra, Baishakh is "Buransh". In the months of March and April the mountains of Uttrakhand become drenched in the color of its flowers. Buransh is the state tree of Uttarakhand and its botanical name is Rhododendron Arboreum. Buransh is also known as Rhododendron in English and Kurvak in Sanskrit. This species is found extensively in the Himalayan region of Kumaon and Garhwal. The Flower possesses many fascinating therapeutic & Curative properties and hence it is aptly called as the Sanjeevini Flower. These flowers are used in the making of Rhododendron juice/squash locally called as 'buransh' which possess high medicinal properties. The ethyl acetate fraction of flowers is found to reduce magnesium sulfate-induced diarrhoea which could be due to increased absorption of Water and electrolytes. It also possesses high anti-inflammatory properties which are a result of the presence of flavonoids, tannins, saponins and other phytochemicals present in the flower extract. These flavonoids isolated from the R. arboreum were found to have high antioxidant properties. Buransh juice is used for heart disease, kidney, liver, increasing blood cells. Along with this, its use increases immunity.

Raw Materials

Buransh Flower, Sugar, Citric Acid, Sodium Benzoate, Ginger, Sendha Salt and Lemon

Price

₹ 20-40 /Gm

Type of Goods

Food Stuff

Class of Goods

32

Geographical Location

Uttrakhand, India



Method of Production

1. Washing, Cleaning and sorting of Rhododendron Heating with water at 80°C for 20 min and leaving for 3 hours at room temperature
2. Filtration with muslin cloth + Preparation of Sugar syrup followed by cooling
3. Mixing of Rhododendron extract with sugar syrup to make the final soluble solid content
4. Addition of citric acid for 1% acidity and sodium benzoate
5. Mixing other ingredients as per taste and Storage in Bottles