

## 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

650+ registered GIs and  
numerous unregistered GIs  
existence in India

Prevents counterfeiting and  
ensures genuineness of  
products

Preservation of local Culture,  
Tradition, and Legacy



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# MEGHALAYA CHUBITCHI

Chubitchi is generally a weak home- brewed beer of a milky colour made from rice or grains & is considered as an important part of Garo culture & partaken during religious rituals, meetings, social gatherings, birth, weddings during the Wangala (harvest festival) & are also served as refreshments for weary field labourers & guests.

## UNIQUENESS

"Meghalaya Chubitchi (Rice Liquor)" is a culturally significant rice-based beverage with excellent color, clarity, aroma, flavor, and overall quality, cherished in Garo social life. It's known for its nutritional value, including low cholesterol, high minerals, dietary fibers, and phytochemicals, enhancing everyday nutrition and social bonds through communal consumption.

## RAW MATERIALS

Merong (rice), Wanti or Chuwanti-chuginde (rice cake starter), Abet (hollowed gourd), Janti (cylindrical strainer that is made of bamboo), Dikka (huge clay pot), banana leaves.

**Price**  
Approx.  
Rs. 100 - 500  
per liter

**Class of Goods**  
32



**No. of Families Involved**  
Approx.  
30,000 individuals

**Type of Goods**  
Manufactured

**Geographical Location**  
South West Garo Hills,  
Meghalaya

## METHOD OF PRODUCTION

The process involves several steps & requires a vast variety of ingredients & tools, tightly packed doughs with jackfruit are left & stored in bamboo baskets at room temperature for 6-7 days. Rice is further cooked & transferred to banana leaves, starter culture also known as wanti or chu- wanti- chuginde is added & mixed. The basket is then filled & fermented with charcoal & chillies to the top for 6-15 days.