

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 color 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 to 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.