

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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GIR KESAR MANGO

Gir Kesar mangoes are renowned for their saffron-coloured pulp and distinctive flavour. The trees are medium-sized and evergreen, with an oblong fruit that weighs between 250-300 grams and features a small beak. These trees grow up to 50 feet tall and have a deep taproot and widespread root system, allowing them to remain productive for 200-300 years. The trees begin bearing fruit in 3-4 years and can yield 150-200 kg per year. Gir Kesar mangoes are celebrated for their unique taste, aroma, and excellent sugar-acid balance, which are a result of the region's ideal climatic conditions and advanced agricultural techniques.

UNIQUENESS

Gir Kesar mangoes are unique due to their saffron-coloured pulp, distinctive aroma, and exceptional sweetness, attributed to the ideal climatic conditions and soil in Junagadh's Gir region. These mangoes feature a rare mouthfeel and shine, with their special flavour and aroma setting them apart from other varieties, earning global recognition and acclaim.

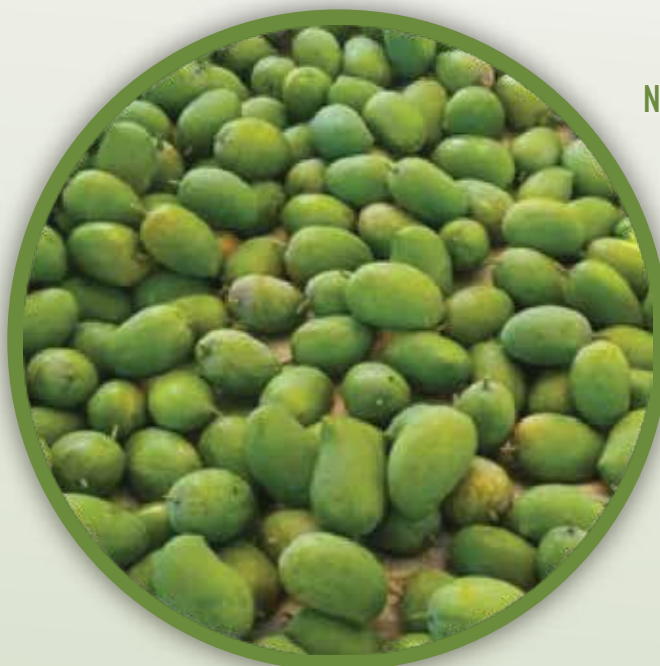
RAW MATERIALS

Mango Saplings, Soil, Water, Pesticides, Fertilizers, Organic Matter etc.

Price
Approx.
Rs. 150 per kg

Class of Goods
31

Proof of Origin
Early 1930s



No. of Families Involved
Approx.
10,000 to 15,000 families

Type of Goods
Agriculture

Geographical Location
Junagadh district, Gujarat

METHOD OF PRODUCTION

Gir Kesar mangoes are produced through a meticulous process involving the cultivation of mango trees in Junagadh's ideal climatic and soil conditions. The trees benefit from calcareous, well-drained soil, and pure river water, which enhance their growth. Advanced agricultural techniques are employed by local farmers to optimize flowering and fruit development. The result is mangoes with distinctive saffron-coloured pulp, unique aroma, and exceptional quality, marketed through a specialized yard in Talala.