

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

Registered by the Authorized
community of the GI

Economic empowerment to
Artisans, Producers, and
Manufacturers

700+ registered GIs and
numerous unregistered GIs
existence in India



Preservation of local Culture,
Tradition, and Legacy

Legal Protection from
unfair usage

GI Sign or symbol
indicating Geographical
Origin or location

Social Uplifting and
continuing the
Legacy of the Nation

Prevents counterfeiting and
ensures genuineness of
products

CHOKUWA RICE OF ASSAM

Chokuwa rice of Assam, a low-amylase variety, is used to make Komal Chaul—an age-old, ready-to-eat soft rice. Grown across diverse ecosystems, it reflects regional preferences alongside Joha, waxy, and red bao types. Komal Chaul requires no cooking and is consumed after soaking in cold or lukewarm water.

UNIQUENESS

Chokuwa rice, grown in Assam's Brahmaputra valley, thrives in high humidity and unique agro-ecological conditions. Traditional farmers parboil brown rice within the husk, producing Komal Chaul with soak-and-eat properties. Not all low-amylase rice shares this trait. Komal Chaul, often eaten with curd and jaggery, is considered a nutritious health food.

RAW MATERIALS

Paddy Seeds



Price
Approx.
Rs. 60 to 600 per kg

Class of Goods
31

Proof of Origin
18th Century

No. of Families Involved
Approx.
6000 families

Type of Goods
Agricultural

Geographical Location
Assam

METHOD OF PRODUCTION

Chokuwa rice is processed into Komal Chaul by boiling paddy within the husk, sun-drying, and dehusking. This traditional method preserves nutrients and enables instant consumption. The final product is a soft rice that requires only brief soaking in water, making it ready-to-eat without further cooking.

