

## 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

700+ 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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# CHOKUWA RICE OF ASSAM

Chokuwa rice of Assam, a low-amylose 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-amylose 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

No. of Families Involved

Approx.

6000 families

Class of Goods

31

Type of Goods

Agricultural

Proof of Origin

18<sup>th</sup> Century

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.