

# 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

## JEERAPHOOl

Jeeraphool rice is a highly aromatic, short-grain indigenous variety from Chhattisgarh, named for its cumin-like grain shape and mild natural sweetness. With excellent cooking qualities such as soft texture, flakiness, and elongated kernels, it's ideal for dishes like kheer and pulao. The plant is tall with long panicles, offers high milling and head rice recovery and shows notable resistance to multiple pests and diseases including leaf blast.

## UNIQUENESS

Jeeraphool rice is prized for its strong natural aroma from soft flaky texture and excellent organoleptic taste, making it ideal for Indian cuisines. Its exceptional expansion ratio, intermediate gel consistency, and high leaf weight rank it among India's finest aromatic short-grain varieties.

## RAW MATERIALS

### Jeeraphool Seeds



Price  
Approx.  
Rs. 200 onwards per kg

Class of Goods  
30

Proof of Origin  
Since 1882

No. of Families Involved  
Approx.  
more than 2000 farmers

Type of Goods  
Agricultural

Geographical Location  
Surguja district of Chhattisgarh

## METHOD OF PRODUCTION

Jeeraphool rice is traditionally cultivated in the mineral-rich soils of Chhattisgarh, under rainfed conditions using eco-friendly farming techniques. Farmers follow low-input methods with minimal chemical fertilizers, allowing the rice to develop its signature aroma naturally. Post-harvest, grains are carefully sun-dried and milled to preserve their texture, flavor, and nutritional value.