

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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MIZO GINGER

The ginger plant, *Zingiber officinale* Rose., is an aromatic herbaceous perennial grown as an annual crop. It features erect stems, fibrous roots, and underground rhizomes. The aerial shoots, reaching 50-90 cm in height, have dark green, lanceolate leaves. Ginger is propagated asexually from its rhizomes, which are modified stems for vegetative propagation and food storage. The plant produces sterile flowers and has shallow roots. The rhizomes are branched and resemble the palm of a hand with fingers.

UNIQUENESS

The uniqueness of Thingpui Ginger lies in its eco-friendly traditional cultivation methods, its distinctive aroma and mild pungency, high gingerol content, and large rhizomes suitable for table use. Grown purely organically, it benefits from the unique agro-climatic conditions of Mizoram.

RAW MATERIALS

Seed Rhizomes

Price
Approx.
Rs. 50 onwards

Class of Goods
30

Proof of Origin
5000 years old



No. of Families Involved
Approx.
2500 families

Type of Goods
Agricultural

Geographical Location
Aizawl, Mizoram

METHOD OF PRODUCTION

Mizo farmers practice traditional Jhum cultivation, where sites are selected in November and vegetation is felled by mid-February. Before planting ginger in April, weeds are manually cleared. Stored seed rhizomes are planted in rows and mulched with forest litter. Eco-friendly methods are used to manage diseases and pests, and ginger is harvested from November to May. Various traditional and eco-friendly storage techniques preserve the ginger until market-ready, ensuring sustainability and cost-effectiveness.