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

A GI reflects a shared heritage that has evolved over generations, deeply influenced by local knowledge, distinctive environments, and cultural traditions. It highlights that certain products are far more than just items of trade; they represent the history, narratives, and dedication of the artisans, farmers, and communities who have kept these practices alive. By recognizing this inherent value, the GI system establishes a structure to safeguard and encourage these traditions, ensuring they thrive and adapt in today's competitive landscape.

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BANARAS LANGDA AAM (MANGO)

Banaras Langra Mango is a heritage mango cultivar from Varanasi, Uttar Pradesh, known for its distinct green skin, fiberless pulp, and sweet, aromatic flavor. Cultivated for over 300 years, it is harvested in mid-July, and is prized for its nutritional richness, including vitamins A, C, E, and potassium.

UNIQUENESS

Langra mango retains its green color even when ripe, has a lemon-yellow pulp, and is exceptionally juicy and sweet. It is monoembryonic, with a small seed and high pulp-to-seed ratio. Rich in antioxidants and flavonoids, it is known to support vision, immunity, and heart health, making it a global favorite.

RAW MATERIALS

Grafted Saplings

Price
Approx. Rs. 60 to 150 per kg

Number of Families Involved
Approx. 1500 families

Proof of Origin
18th Century

Class of Goods
31

Type of Goods
Agricultural

Geographical Location
Varanasi, Uttar Pradesh

METHOD OF PRODUCTION

Langra mango trees are planted at 10x10m spacing, grown in alluvial loamy soils, and require minimal pruning. Trees are grafted, and fruits are hand-harvested using pole harvesters. Post-harvest, mangoes are graded, packed, and transported under controlled conditions to preserve flavor and freshness.

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