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 THANDAI

Banaras Thandai is a traditional milk-based beverage from Varanasi, Uttar Pradesh, made by blending milk with dry fruits, seeds, spices, and floral extracts. Known for its cooling properties, it is consumed year-round but holds special significance during Holi, Mahashivratri, and other religious festivals, often served as prasad or ceremonial refreshment.

UNIQUENESS

Banaras Thandai is celebrated for its rich, creamy texture, aromatic blend of saffron, cardamom, fennel, and rose, and its digestive and cooling benefits. It is traditionally served in kulhads and often infused with bhang during festivals. The drink's centuries-old association with Kashi Vishwanath temple rituals makes it a cultural and spiritual staple.

RAW MATERIALS

Milk, Almonds, Cashews, Poppy Seeds, Fennel, Rose Petals, Saffron, Cardamom, Sugar

Price
Approx. Rs. 30 to 100 per glass

Number of Families Involved
Approx. 900 to 1000 families

Proof of Origin
17th Century

Class of Goods
29

Type of Goods
Food Stuffs

Geographical Location
Varanasi, Chiraigaon, Shivpur & Ramnagar, Uttar Pradesh

METHOD OF PRODUCTION

Dry fruits, seeds, and spices are soaked for 2-5 hours, then ground into a fine paste. This is blended with chilled milk, saffron, and sugar. The mixture is strained, stirred, and served cold. Some versions include bhang or fruit juices. Tools include stone grinders and sieves.

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