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.

JAUNPUR IMARTI

Jaunpur Imarti is a traditional deep-fried sweet from Jaunpur district, Uttar Pradesh, made from urad dal batter, shaped into flower-like spirals, and soaked in light sugar syrup. Known for its chewy texture, deep red color, and mild sweetness, it is a festive delicacy served during religious and ceremonial occasions.

UNIQUENESS

Jaunpur Imarti is celebrated for its distinct flower shape, use of desi ghee, and purified raw sugar. Unlike jalebi, it is less sweet, thicker, and has a rich aroma and flavor. The recipe has remained unchanged for over a century, with Beniram's shop (est. 1855) being a legendary name in its legacy.

RAW MATERIALS

Urad Dal, Desi Ghee, Khandsari, Cardamom, Water, Traditional Tools (Karahi, Chhanauta, Cloth Pouch)

Price
Approx. Rs. 300 to 600 per kg

Number of Families Involved
Approx. 500 to 600 families

Proof of Origin
19th Century

Class of Goods
29

Type of Goods
Food Stuffs

Geographical Location
Jaunpur district, Uttar Pradesh

METHOD OF PRODUCTION

Urad dal is soaked, ground into a thick batter, and piped into flower shapes using a cloth or pouch. The imartis are deep-fried in desi ghee, then soaked in light sugar syrup for 4-5 minutes. They are drained and cooled, retaining their chewy texture and mild sweetness. No artificial coloring is used.