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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MUZAFFARNAGAR GUR (JAGGERY)

Muzaffarnagar Gur (Jaggery) is a traditional non-centrifugal sweetener made from fresh sugarcane juice in Muzaffarnagar district, Uttar Pradesh. Known for its rich molasses content, earthy flavor, and nutritional value, it is produced in various shapes and sizes, and widely used in sweets, beverages, and Ayurvedic remedies.

UNIQUENESS

Muzaffarnagar Gur is valued for its natural sweetness, high mineral content, and traditional processing methods. It contains iron, calcium, magnesium, and potassium, and is known to aid digestion, immunity, and energy. The region's indigenous techniques, including the use of sukhlai and phatki, enhance its color, texture, and shelf life

RAW MATERIALS

Sugarcane Juice

Price
Approx. Rs. 40 to 150 per kg

Number of Families Involved
Approx. 800 to 900 families

Proof of Origin
20th Century

Class of Goods
30

Type of Goods
Food Stuffs

Geographical Location
Muzaffarnagar, Uttar Pradesh

METHOD OF PRODUCTION

Sugarcane juice is extracted using crushers, clarified with sukhlai, and boiled in iron pans over wood-fired furnaces. The syrup is concentrated, cooled, and molded into shapes like laddu, chaku, or khurpa. A small amount of phatki (alum) is added to improve color and texture before drying and packaging

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