

## 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 of Natural Goods, Food Stuff  
Manufactured Goods, Handicrafts or  
Agricultural Goods

GI based on uniqueness,  
weather, and terrain of the  
place of origin

Authorized User Registration For  
GI Community Members

Legal protection from  
unfair usage

A Community Right

GI Logo  
indicating Geographical  
Origin or location

Economic Empowerment to  
Artisans, Producers, and  
Manufacturers

Social Upliftment and  
continuing the  
Legacy of the Nation

650+ Registered GIs and  
Numerous Unregistered GIs  
Existing in India

Prevents counterfeiting and  
ensures genuineness of  
products through "GI Tags"

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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## BODO JOU GWRAN

Three famous rice beer types in the Bodo Community of Bodoland, Assam, are Jou Gishi/Bidwi, Maibra Jou Bidwi, and Jou Gwran. These alcoholic beverages are prepared by tribal people and consumed at various gatherings. The Bodo community traditionally prepares starter culture, rice beer, and alcoholic drinks like Jou Gishil Bidwl and Jou Gwfan.

### UNIQUENESS

Jou Gwran, a transparent liquid made from distilled alcoholic beverage Jou, has the highest alcoholic content of 16.4% compared to Jou Gishi/Bidwi and other tribal beers. It contains high reducing sugar, protein, ascorbic acid, and glucose content. Jou Gwran is used to cure diseases like jaundice, diarrhea, cholera, and urinary disorders while also maintaining body health and relaxation when taken in appropriate amounts

### RAW MATERIALS

Rice, Various Plant Parts like Parts of Sweet Broom Weed,  
Banana, Jackfruit, Parddeshi Bava, Pineapple, Hill  
Glory Bower, Water, Dry Paddy Straw

#### Price

Approx. 100 to  
500 per litre  
depending upon the quality

#### Geographical Location

Bodoland in Assam (Bodo Tribe)

Class of Goods  
33

Type of Goods  
Manufactured Goods

Proof of Origin  
Bodo Tribe Legacy

Number of Families Involved  
No data available



### METHOD OF PRODUCTION

The process involves collecting rice, soaking it in water, collecting plant parts, drying them, and mixing them to make a paste. The local rice is cooked and spread over a bamboo craft. The powdered "Amao" is mixed with banana leaves and kept for 18-48 hours. The alcohol is then transferred to earthen pots with a bamboo sieve, fermented for 3 days in summer and 5-7 days in winter, and collected in a bamboo sieve.