

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

A Community Right

Economic Empowerment to
Artisans, Producers, and
Manufacturers

650+ Registered GIs and
Numerous Unregistered GIs
Existing in India

Authorized User Registration For
GI Community Members

Legal protection from
unfair usage

GI Logo
indicating Geographical
Origin or location

Social Upliftment and
continuing the
Legacy of the Nation

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

Class of Goods
33

Proof of Origin
Bodo Tribe Legacy



Geographical Location

Bodoland in Assam (Bodo Tribe)

Type of Goods
Manufactured Goods

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.