

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

650+ registered GIs and
numerous unregistered GIs
existence in India

Prevents counterfeiting and
ensures genuineness of
products

Preservation of local Culture,
Tradition, and Legacy



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AJARA GHANSAL RICE

Ajara Ghansal is a traditional aromatic rice variety cultivated in the foothills of Ajara Taluka, Maharashtra. Known for its delicate fragrance and soft texture, it is manually harvested and sun-dried for optimal quality. Rich in heritage and grown using heirloom seeds, Ghansal rice is prized for its purity, flavour, and cultural significance.

UNIQUENESS

Ghansal rice contains 0.237 mg/kg of 2-Acetyl-1-pyrroline (2AP), surpassing many Basmati samples in aroma. Grown in lateritic soils with cool, humid ripening conditions, it retains fragrance naturally. Its cultivation relies on heirloom seed selection and rain-fed irrigation, making it a rare, region-specific rice cherished for its taste and aroma.

RAW MATERIALS

Ghansal Rice Seeds



Price
Approx.
Rs. 100 to Rs. 250
per kg

No. of Families Involved
Approx.
1500 families

Class of Goods
30

Type of Goods
Agricultural

Proof of Origin
Ancient

Geographical Location
Ajara Taluka, Kolhapur district,
Maharashtra

METHOD OF PRODUCTION

Land preparation begins in June with weed burning, plowing, and organic manure application. Sowing uses 30-35 kg of heirloom seeds per hectare, followed by hand transplantation. Rain-fed irrigation and cool ripening conditions preserve aroma. Manual harvesting occurs in October-November, followed by drying to 13% moisture, threshing, milling, and careful storage.