

# 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



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## AMRAVATI PIPPALI

Amravati Pippali (*Piper longum*), locally known as Pimparpani, is a perennial aromatic shrub cultivated in Achalpur, Anjangaon Surji, and Shirajgaon talukas of Amravati district, Maharashtra. It has woody roots, jointed stems, ovate leaves, and blackish-green oblong fruits growing in fleshy spikes. The dried spikes form the commercial spice “Pippali,” while its root radix is called “Pippalimula.”

### UNIQUENESS

Amravati Pippali is renowned for its therapeutic properties and is extensively mentioned in Ayurvedic texts like Charak Samhita. Rich in alkaloids, lignans, volatile oils, and proteins, it enhances bioavailability of drugs and shows anti-obesity effects. Each part, roots, stems, and fruits, has medicinal value, used in churna for cough, constipation, and immunity. Its unique phytochemical profile makes it vital in Ayurveda, Unani, and Tibetan medicine.

### RAW MATERIALS

Pippali Vine Cuttings



Price  
Approx.  
Rs. 400 to Rs. 1200 per kg

No. of Families Involved  
Approx.  
500 to 800 families

Class of Goods  
30

Type of Goods  
Agricultural

Proof of Origin  
16<sup>th</sup> Century

Geographical Location  
Amravati district,  
Maharashtra

### METHOD OF PRODUCTION

Propagation is done through vine cuttings with 3-5 internodes, raised in nurseries during March-April. Rooted cuttings are transplanted in pits filled with soil and farmyard manure at 60×60 cm spacing. The crop thrives in hot, humid climates with partial shade and laterite soils. Spikes are harvested six months after planting, dried in sun for 4-5 days, and stored. Irrigation is weekly for pure crops, while intercrops rely on shared water.