

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.



ARUNACHAL PRADESH ADI APONG

Adi Apong is a traditional rice beer brewed by the Adi tribe of Arunachal Pradesh. The beverage is made by fermenting boiled rice with burnt rice husk and Kshai starter culture for 20 days, using bamboo mats and locally available oko leaves for fermentation. The resulting liquid is filtered using bamboo funnels and consumed as a mildly alcoholic drink. Apong is culturally significant, often used in religious ceremonies, social rituals, and as a respectful offering to guests.

UNIQUENESS

Apong is unique to the Adi tribe and is integral to their social, cultural, and spiritual life. Its preparation involves the use of natural ingredients like rice, rice husk, and specific wild plants, creating a distinct flavor and nutritional profile. Apong's fermentation process and its role in both ceremonial and festive contexts make it a revered beverage. Additionally, its use in spiritual practices where it is offered as a fragrant essence highlights its cultural importance.

Price
Approx. 1000 to 300 per kg
depending on quality

Class of Goods
32

Proof of Origin
Long before the 17th Century.
as early as the Ijo Kaaqo era.



Geographical Location
The Adi tribe resides in
the Upper Siang, East Siang,
and West Siang districts
of Arunachal Pradesh

Type of Goods
Manufactured

Number of Families Involved
Approx. 200-300 households

METHOD OF PRODUCTION

To make Apong, boiled rice is mixed with burnt rice husk in a 1:1 ratio, then combined with Kshai powder and kept in a bamboo container for fermentation. After 20 days, the mixture is filtered using Perpur, a bamboo funnel. The fermented liquid is squeezed out using Lngiak fruit and stored. The quality improves with time, and the drink can be stored for 1-2 weeks before consumption. If further fermented, Rakshi, a stronger variant, can be distilled from the fermented stock.