

## 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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## ARUNACHAL PRADESH MARUA APO (MARUA MILLET BEVERAGE)

Marua Apo, also known as a traditional millet beverage, is an alcoholic drink prepared from Marua millet (finger millet). It is typically produced by fermenting Marua millet using a traditional fermentation process. The beverage is often golden yellow in color, has a sweet taste, and emits a sweet alcoholic aroma during saccharification, signaling successful fermentation. Marua Apo is widely consumed in Arunachal Pradesh during festivals, ceremonies, and rituals by various tribes, especially the Tai Khampti community

### UNIQUENESS

Marua Apo is known for its unique fermentation process, where the fermented millet mass is mixed with lukewarm water, and the resulting filtrate is consumed as a beverage. The drink is highly valued for its nutritional content, including higher levels of protein, iron, and zinc. Unlike commercial alcoholic beverages, Marua Apo is made traditionally, often in small quantities for special occasions, making it a significant part of local cultural and spiritual practices

**Price**  
Approx. 180 to 400

**Geographical Location**  
Arunachal Pradesh

**Type of Goods**  
Manufactured

**Class of Goods**  
32

**Proof of Origin**  
2000 BCE

**Number of Families Involved**  
Approx. 300-350 households



### METHOD OF PRODUCTION

To prepare Marua Apo, Marua millet is first fermented in a traditional manner. The millet is transferred into a perforated bamboo basket, and lukewarm water is poured onto it at a specific rate. The mixture is left to ferment, and the resulting liquid, known as Madua Apong, is collected and consumed. This beverage is typically home-made and prepared using natural fermentation techniques passed down through generations, without the use of modern machinery or artificial additives. The process is time-consuming, labor-intensive, and results in a product with a short shelf life unless processed further for preservation.