

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 YAK CHURPI

Yak Churpi is a traditional, naturally fermented dairy product made from yak milk and consumed mainly in the Himalayan region of Arunachal Pradesh. There are two main varieties: the soft and hard types. Hard Yak Churpi is particularly valued for its ability to last for years, with proper storage in yak skin (mongnang) potentially extending its shelf life to up to 20 years. The product is made by separating whey from buttermilk solids, curing the curds for 2-3 days at room temperature, then drying them in the sun or at low heat in an oven. The soft variety is used in cooking, while the hard variety is used as a chewable gum.

UNIQUENESS

Yak Churpi is unique to the Eastern Himalayan region and plays an essential role in the dietary practices of local tribes in Arunachal Pradesh. It is highly nutritious, rich in protein, and serves as a staple food and energy source for people in high-altitude regions. The hard variety of Churpi is particularly valued for its long shelf life, making it suitable for long journeys, including by mountaineers and high-altitude travelers. It is also used medicinally for stomach aches in certain tribal communities, where it is mixed with barley or millet beverages to ease digestive issues.

RAW MATERIALS

Yak milk, Natural Fermentation, Sunlight or Low Heat Drying

Price

Approx. 500/- to 800/-
per kg depending
upon quality

Geographical Location

Arunachal Pradesh, particularly
in the Himalayan and
high-altitude regions

Class of Goods

29

Type of Goods

Food Stuff

Proof of Origin

19th Century

Number of Families Involved

Approx. more than 500 local
tribal families



METHOD OF PRODUCTION

Yak Churpi is made through a process of milk churning, where yak milk is churned to separate the whey from the curds. The curds are then allowed to cure for a few days at room temperature. Once hardened, they are sliced and either sun-dried or oven-dried. The hard variety, after drying, becomes extremely tough and is stored in yak skin to preserve it for long periods. In some cases, the hard Churpi is consumed after being softened by saliva, making it chewable.