

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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BHANDARA CHINNOOR RICE

Bhandara Chinnor is a traditional aromatic rice variety cultivated in the fertile, rain-fed lands of Bhandara district, Maharashtra. Known for its sweet taste, soft texture, and signature fragrance, it is a short-grain, gluten-free, and fat-free rice with high protein content. This indigenous variety is cherished for its culinary and nutritional value.

UNIQUENESS

Chinnor rice is rich in 2-Acetyl-1-pyrroline (2AP), the compound responsible for its distinct aroma. It is medium-grained, white in colour, and remains firm and tender after cooking. Grown in tropical soils with high rainfall and cool maturity-stage climate, it develops a unique flavour profile. The rice has a shelf life of up to 18 months and is ideal for traditional dishes and festive meals.

RAW MATERIALS

Chinnor Rice Seeds



Price
Approx.
Rs. 70 to Rs. 200 per kg

No. of Families Involved
Approx.
600 to 900 families

Class of Goods
31

Type of Goods
Agricultural

Proof of Origin
11th Century

Geographical Location
Bhandara district, Maharashtra

METHOD OF PRODUCTION

Seeds are selected from previous harvests and sown in nurseries during June-July. After 30-40 days, seedlings are transplanted into levelled, water-retentive fields. The crop matures by October. Traditional transplanting and bunding methods are used, with minimal weeding. Post-harvest, rice is milled in local clusters to produce high-quality grains and by-products.