

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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DAGDI JOWAR OF JALNA

Dagdi Jowar (*Sorghum bicolor*), locally known as “Dagdi,” is a traditional sorghum variety cultivated in Jalna district, Maharashtra. It is a hardy cereal crop with small grains (2-4 mm) that are reddish-white in colour. The variety is valued for its resilience, traditional food culture, and multiple uses ranging from staple food to industrial applications.

UNIQUENESS

Dagdi Jowar derives its name from the Marathi word Dagdi (stone), as the grain pods vary in size. It has an inverted grain-holding husk, making it distinct from other sorghum varieties. This landrace is stress-tolerant, surviving drought and poor soils, and has been cultivated by ancestors for generations. Its flour is used to prepare the famous Dagdi Jowar Bhakri, a staple in rural Maharashtra, enjoyed with chutneys, vegetables, and yogurt.

RAW MATERIALS

Dagdi Jowar Seeds



Price
Approx.
Rs. 70 to Rs. 120 per kg

No. of Families Involved
Approx.
800 to 1200 families

Class of Goods
31

Type of Goods
Agricultural

Proof of Origin
19th Century

Geographical Location
Jalna district, Maharashtra

METHOD OF PRODUCTION

Dagdi Jowar is grown under rainfed conditions in semi-arid soils. Seeds are sown directly in prepared fields, with minimal irrigation required. The crop matures in 100-110 days. Harvested grains are cleaned, dried, and milled into flour. Bhakri is prepared by mixing flour with hot water, hand-flattened, and roasted on a griddle. Apart from food, the grain is used for brewing, ethanol production, and livestock feed.