

# 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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## VASMAT HALDI (TURMERIC)

Vasmat Haldi is a traditional turmeric variety cultivated in Hingoli, Parbhani, and Nanded districts of Maharashtra's Marathwada region. Known for its vibrant yellow colour, rich aroma, and high curcumin content, it is grown using age-old practices and revered for its culinary, medicinal, and ceremonial significance.

### UNIQUENESS

Vasmat Haldi is prized for its deep flavour and colour due to high curcumin levels. Cultivated with traditional seed selection, organic manure, and ritual-based farming, it retains a distinct earthy aroma and long shelf life. Women play a key role in its production, and the crop is celebrated through local songs and festivals. It is used in Ayurveda, cosmetics, and exports as whole rhizomes or powder.

### RAW MATERIALS

Mother Rhizomes



Price  
Approx.  
Rs. 150 to Rs. 200 per kg

Class of Goods  
31

Proof of Origin  
17<sup>th</sup> century

No. of Families Involved  
Approx.  
3000 households

Type of Goods  
Agricultural

Geographical Location  
Basmat taluka, Hingoli district,  
Maharashtra

### METHOD OF PRODUCTION

Healthy mother rhizomes are planted in pits before monsoon, spaced 25×30 cm apart. Beds are mulched with green leaves and irrigated every 10-15 days. Organic fertilizers and compost are applied in three stages. Harvesting occurs 7-9 months post-planting when leaves yellow. Rhizomes are cleaned, separated, and processed-finger rhizomes are dried for market, while mother rhizomes are reserved for seed.