ABOUT GI

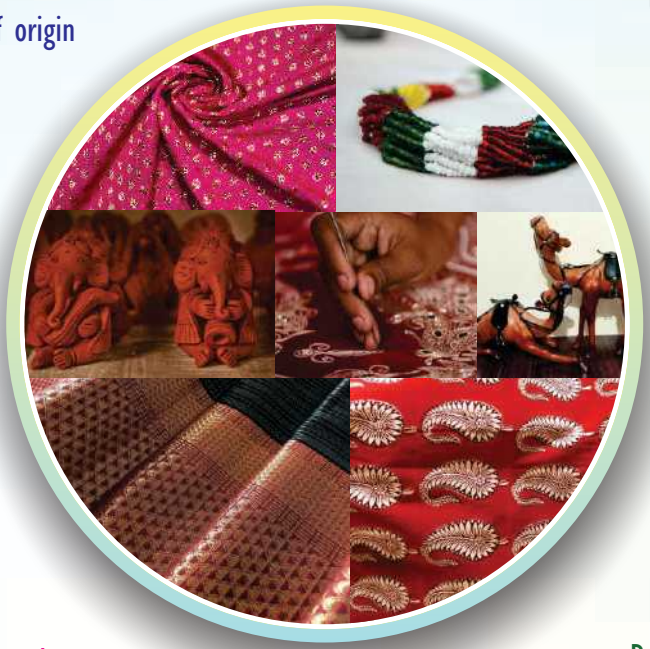
Geographical Indications (GIs) are associated with the legacy of a product connected with a specific location having unique blend of nature, culture, tradition, and artisan. In India, there are several registered GIs and there are numerous GIs which are not yet registered officially, but are potential 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

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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BALAGHAT CHINNOR

Balaghat Chinnor is a traditional, aromatic rice variety grown in the Balaghat district of Madhya Pradesh. It is known for its strong scent, soft texture, and slightly sticky nature, making it ideal for ceremonial and festive dishes. The rice retains water even after hours of cooking, enhancing its creamy texture in dishes like Kheer.

UNIQUENESS

Chinnor rice has a distinct sword-shaped apex, a smooth kneadability, and a peculiar rice flavor that requires no additional seasoning. It is widely used in religious offerings and traditional cuisine, particularly in Bhata-Bhatt and Kheer, due to its ability to thicken milk naturally.

RAW MATERIALS

Chinnor Rice Seeds

Price
Approx.
Rs. 80 to 120 per kg

Number of Families Involved
Approx.
600 families

Proof of Origin
18th Century

Class of Goods
30

Type of Goods
Agriculture

Geographical Location
Balaghat district,
Madhya Pradesh

METHOD OF PRODUCTION

The rice is cultivated in clay loam soil, using organic manure to maintain its aroma and softness. Farmers preserve genetic purity by selecting one-year-old seeds and manually harvesting the crop using traditional oxen-driven threshing methods. The rice is grown in rainfed lowlands and irrigated midlands, ensuring its unique quality.

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