

# 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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## BIKANERI BHUJIA

Bikaneri Bhujia is a crispy, spicy snack made from moth bean flour, gram flour and a blend of traditional spices. Originating in Bikaner, Rajasthan, it is renowned for its distinctive taste, aroma and crunchy texture. It is consumed widely across India and abroad, both as a standalone snack and as part of festive assortment.

### UNIQUENESS

The unique flavor and mouthfeel of Bikaneri Bhujia stems from the arid climate, saline groundwater and locally grown moth beans. The region's high temperatures and sandy soil are responsible for the distinctive organoleptic properties. Traditional recipes and frying techniques perfected over generations further enhance its appeal.

### RAW MATERIALS

Moth Bean Flour, Gram Flour, Edible Oil (Palmolein or Cottonseed), Salt, Red Chili, Black Pepper, Cardamom, Clove, Nutmeg, Water



Price  
Approx.  
Rs. 60 to 350 per 200 gms

Proof of Origin  
19<sup>th</sup> Century

Type of Goods  
Food Stuffs

No. of Families Involved  
Approx.  
2500 artisans

Class of Goods  
30

Geographical Location  
Bikaner district, Rajasthan

### METHOD OF PRODUCTION

Moth and chana dal flours (80:20) are mixed with oil, salt and spices to form dough. This is pressed through a strainer (jharra) into hot oil (175-180°C) and fried until golden. The fried bhujia is cooled and packed. Larger fryers are now used to meet growing demand while retaining traditional flavor.