

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.



MORENA GAJAK

Morena Gajak is a traditional winter sweet made from sesame seeds and jaggery, known for its crisp texture and rich, caramel-like sweetness. The unique taste is attributed to the water quality of the Chambal river. It is prepared using a meticulous process that enhances its crunch and flavor, making it a favorite during colder months. The combination of sesame and jaggery provides warmth and energy, making it a nutritious seasonal treat.

UNIQUENESS

Morena Gajak has a perfect balance of crunch and sweetness, with sesame seeds and jaggery offering a distinct nutty and earthy flavor. The Chambal river's water quality plays a crucial role in its taste, making it different from other varieties of gajak. It is a staple during winter festivals like Makar Sankranti and Lohri, enjoyed across India.

RAW MATERIALS

Sesame Seeds, Jaggery, Ghee, and Dry Fruits

Price
Approx.
Rs. 300 to 500 per kg

Number of Families Involved
Approx.
400 families

Proof of Origin
17th Century

Class of Goods
30

Type of Goods
Food Stuffs

Geographical Location
Morena,
Madhya Pradesh



METHOD OF PRODUCTION

The process involves roasting sesame seeds and mixing them with melted jaggery, followed by pressing and cooling to achieve the signature crisp texture. Skilled artisans carefully control the temperature and consistency to ensure the perfect crunch. The traditional method has been passed down through generations, preserving its authenticity.