

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.



RATLAMI SEV

Ratlami Sev is a spicy, deep-fried snack from Ratlam district, Madhya Pradesh, made from gram flour (besan) and a signature blend of clove, black pepper, cumin, and asafoetida.

UNIQUENESS

Ratlami Sev's distinctive taste and crispiness stem from Ratlam's unique soil, water, and climate, along with its traditional spice blend. Originally crafted by the Bhils under Mughal patronage, it evolved from Bhildi Sev into a culinary icon, now used in chaats, curries, and as a standalone snack.

RAW MATERIALS

Gram Flour, Clove, Black Pepper, Cumin, Dried Red Chilli, Asafoetida, Edible Oil

Price

Approx. Rs. 200 to
500 per kg

Number of Families Involved

Approx.
1000 families

Proof of Origin
19th Century

Class of Goods
30

Type of Goods
Food Stuffs

Geographical Location
Ratlam,
Madhya Pradesh



METHOD OF PRODUCTION

Gram flour is sieved and mixed with oil and spices, then kneaded into dough. Using a jara (metal press), sev is extruded directly into hot oil, fried until golden, and cooled at room temperature. Once crisp, it is packed in airtight bags, retaining freshness for up to 45 days.