

## 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.



# SHARBATI GEHU (WHEAT)

Sharbati Gehu is a premium wheat variety grown in Madhya Pradesh, known for its golden color, soft texture, and naturally sweet taste. It is rich in protein and nutrients, making it a preferred choice for high-quality flour. The wheat grains are larger, shinier, and heavier, contributing to its superior quality. Due to its low moisture content and high potash levels, it produces flour that is softer and more nutritious. The wheat is widely used for making chapatis, rotis, and baked goods, offering a distinct taste and texture that sets it apart from regular wheat varieties.

## UNIQUENESS

Sharbati gehu has higher protein content, making its flour softer and more nutritious. The low moisture and high potash levels in the soil enhance its taste and texture, making it distinct from regular wheat varieties. It is often referred to as "Golden Grain" due to its bright golden color and superior quality. The wheat is naturally resilient, requiring minimal pesticides, making it a healthier choice for consumers.

## RAW MATERIALS

Sharbati Wheat Seeds, Organic Manure, Natural Soil Nutrients

### Price

Approx. Rs. 2800 to  
Rs. 4500 per quintal

### Number of Families Involved

Approx.  
1000 families

### Proof of Origin

Since British Period



### Class of Goods

31

### Type of Goods

Agriculture

### Geographical Location

Madhya Pradesh

## METHOD OF PRODUCTION

It is cultivated in black and alluvial soil, primarily in Sehore, Narsinghpur, Hoshangabad, Harda, Ashoknagar, Bhopal, and Malwa. The crop requires minimal pesticides due to its natural resilience and is grown using rainfed irrigation. Farmers follow traditional farming methods, ensuring high-quality yield. The wheat is harvested after 135-140 days, with an average yield of 40-45 quintals per hectare.