

ABOUT GI

Geographical Indications (GIs) are associated with 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 of Natural Goods, Food Stuff Manufactured Goods, Handicrafts or Agricultura Goods

GI based on Uniqueness, weather, and terrain of the place of origin

Authorized user Registration for GI Community Members

Legal protection from unfair usage

GI Logo Indicating Geographical origin or Location

A community Right

Economic Empowerment to Artisans, Producer, and Manufacturers

700+ Registered GIs and Numerous Unegisteres GIs Existing in india

Prevents counterfeiting and ensures genuineness of products through "GI Tags"

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, 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 these traditions, ensuring they thrive and adapt in today's competitive landscape.

BHAGALPURI ZARDALU



Bhagalpuri Zardalu is a premium mango variety cultivated in Bhagalpur and adjoining districts of Bihar. The trees are moderately vigorous with spreading, rounded tops and slender trunks. Fruits are medium-sized, golden yellow in peel and pulp, with firm, sparingly fibrous flesh. Known for its enticing aroma and delightful taste, Zardalu mango is a celebrated agricultural product of Bihar.

UNIQUENESS

Zardalu mango is distinguished by its creamy golden-yellow colour, pleasant flavour, and sparingly fibrous pulp. Its oblong fruits have a distinct beak, broad apex, and smooth peel. The variety is heavy-bearing, early to mid-season, and moderately resistant to wind and pests. Its exceptional aroma and sweetness make it one of India's choicest mangoes, with export potential comparable to Basmati rice.

RAW MATERIALS

Zardalu mango grafts



PRICE

Approx.

Rs. 150 to Rs. 600 per kg



CLASS OF GOODS

31



PROOF OF ORIGIN

Ancient



NO. OF FAMILIES INVOLVED

Approx.

1500 families



TYPE OF GOODS

Agriculture



GEOGRAPHICAL LOCATION

Bhagalpur district, Bihar

METHODS OF PRODUCTION

Cultivation involves grafting and nursery propagation, with trees grown in fertile alluvial soils of Bhagalpur. Cocoons of cultivation history trace back to Maharaja Rahmat Ali Khan Bahadur, who first introduced the variety. Farmers maintain orchards with proper spacing, pruning, and pest management. Fruits are harvested at maturity, sorted, and marketed locally and nationally, with grafts produced annually to expand plantation areas.



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