

# 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  
Agriculture 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 Unregistered 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.

# MAGAHI PAAN

Magahi Paan is a premium betel leaf variety cultivated in the Magadh region of Bihar, notably Aurangabad, Gaya, Nalanda, and Nawada. Known for its shiny dark green appearance, pungent taste, and excellent keeping quality, it is soft, less fibrous, and dissolves easily in the mouth. Valued for ceremonial and daily use, it commands higher prices than other betel cultivars.

## UNIQUENESS

Magahi Paan is prized for its aromatic, glossy leaves with superior taste and texture. The leaves are soft, less fibrous, suitable for bleaching, and retain freshness for up to four months. Its essential oil content enhances flavour, making it easily soluble and highly palatable. The agro-climatic conditions of Bihar impart distinct qualities, establishing Magahi Paan as one of India's finest betel varieties.

## RAW MATERIALS

Betel vine cuttings



### PRICE

Approx.  
Rs. 50 to Rs. 500



### CLASS OF GOODS

31



### PROOF OF ORIGIN

7<sup>th</sup> Century



### NO. OF FAMILIES INVOLVED

Approx.  
1000 Families



### TYPE OF GOODS

Agriculture



### GEOGRAPHICAL LOCATION

Aurangabad, Gaya, Nalanda,  
and Nawada districts, Bihar

## METHODS OF PRODUCTION

Propagation is done through vine cuttings with two to three nodes, planted between April and July. Fields are prepared with deep ploughing, organic manure, and raised beds for drainage. Cultivation occurs in bareja structures made of bamboo and straw to protect vines from sun and wind. Dibbling method is used for planting, followed by careful irrigation and fertilization. Harvesting begins three months after planting.