

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.



MARCHA RICE

Marcha Rice is a short bold aromatic rice variety cultivated in West Champaran, Bihar. Its grains resemble black pepper in size and shape, and it is highly valued for its palatability, strong aroma, and especially for making chura (rice flakes), which are soft, scented, and sweet.

UNIQUENESS

Marcha Rice is distinguished by its deep dark brown husk, pepper-like grain shape, and strong aroma in both cooked rice and flakes. The beaten rice (Poha/Chura) is exceptionally soft and sweet. Its unique flavour and fragrance make it a ceremonial and premium rice variety of Bihar with strong cultural significance.

RAW MATERIALS

Marcha paddy seeds



PRICE

Approx.

Rs. 80 to Rs. 200 per kg



CLASS OF GOODS

30



PROOF OF ORIGIN

19th Century



NO. OF FAMILIES INVOLVED

Approx.

2500 Families



TYPE OF GOODS

Agriculture



GEOGRAPHICAL LOCATION

West champaran district, Bihar

METHODS OF PRODUCTION

Cultivated in loam to sandy loam soils, fields are puddled and planked before sowing. Seeds are sown in mid-June to early July at 20-25 kg/ha with 20 cm spacing. Fertilizers include NPK (40:30:20 kg/ha) and FYM at 15 t/ha. Harvesting occurs from mid-November to mid-December, followed by threshing and sun drying for storage.

