

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

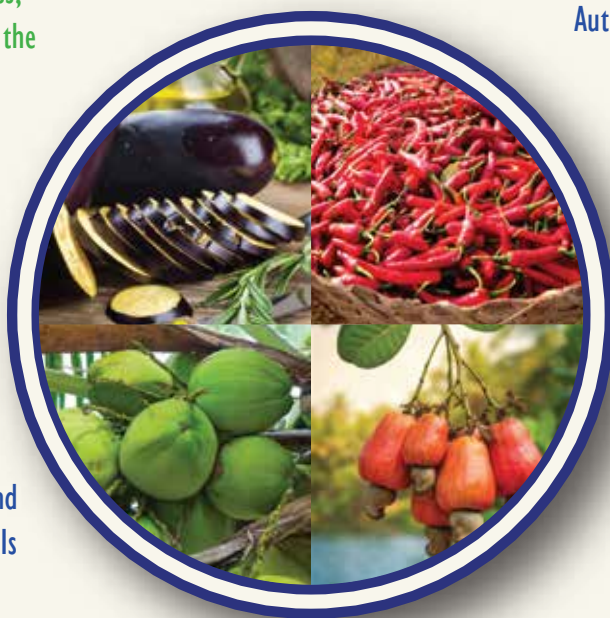
Prevents counterfeiting and
ensures genuineness of
products through "GI Tags"

Preservation of local Culture,
Tradition and Legacy

A community Right

Economic Empowerment to
Artisans, Producer, and
Manufacturers

700+ Registered GIs and
Numerous Unregistered GIs
Existing in India



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.



GOA KAJU APPLE

The Goa Kaju Apple (cashew apple) is the fleshy, juicy, false fruit (accessory fruit) to which the kidney-shaped cashew nut is attached externally. Introduced to Goa by the Portuguese from Brazil during the 16th century, it has evolved into the official State Fruit of Goa and represents the vibrant soul of the Goan summer.

UNIQUENESS

Its sweet, filtered juice is celebrated as a completely natural and healthy beverage unique to the region. Most notably, this juice serves as the essential base for crafting Urrak and Feni, traditional Goan alcoholic drinks produced nowhere else. Beyond beverages, the fruit supports the rural economy by being processed into specialized local products like sweet chips and pickles.

RAW MATERIALS

Cashew Tree



PRICE

Approx.
Rs. 5000 per kg



CLASS OF GOODS

31



PROOF OF ORIGIN

16th Century



NO. OF FAMILIES INVOLVED

Approx.
30,000+ farmers



TYPE OF GOODS

Agricultural



GEOGRAPHICAL LOCATION

Mapusa (North Goa) and Margao
(South Goa)

METHODS OF PRODUCTION

Fully ripe fruits are handpicked immediately after dropping to ensure peak sugar content. The kidney-shaped cashew nut is manually detached from the apple base. Next, the fleshy fruits are gathered in a stone basin (kolmbi) and traditionally foot-stomped to extract the sweet juice. The first press yields Niro, a non-alcoholic beverage. The remaining juice undergoes natural fermentation before single-distillation into Urrack, and double-distillation to create Goa's iconic Kaju Feni.

