

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

512+ registered GIs and
numerous unregistered GIs
existence in India

Prevents counterfeiting
and ensures
genuineness of products

Preservation of local Culture,
Tradition,
and Legacy



MEGHALAYA CHUBITCHI

Chubitchi is generally a weak home- brewed beer of a milky colour made from rice or grains & is considered as an important part of Garo culture & partaken during religious rituals, meetings, social gatherings, birth, weddings during the Wangala (harvest festival) & are also served as refreshments for weary field labourers & guests.

Uniqueness

"Meghalaya Chubitchi (Rice Liquor)" is a culturally significant rice-based beverage with excellent color, clarity, aroma, flavor, and overall quality, cherished in Garo social life. It's known for its nutritional value, including low cholesterol, high minerals, dietary fibers, and phytochemicals, enhancing everyday nutrition and social bonds through communal consumption.

"Chubitchi, a fermented rice liquor from Meghalaya, is traditionally reserved solely for childbirth ceremonies. If a mother or child passes away during childbirth, the Chubitchi is poured into a Rangmarchi (brass utensil) and used to bathe the deceased before cremation. Before distributing it to mourners, it must first be offered as a libation to the departed. Consuming Chubitchi post-childbirth is believed to cleanse and strengthen the mother's womb. Garo tradition also includes placing a few drops on a newborn's tongue for purported health benefits

Raw Materials

Merong (rice), Wanti or Chuwanti-chuginde (rice cake starter), Abet (hollowed gourd), Janti (cylindrical strainer that is made of bamboo), Dikka (huge clay pot), banana leaves.

Price

₹-Rs.100- Rs.500
per liter depending
upon the quality & source.

Class of Goods

32

No. of Families Involved

Approximately 30,000 individuals



Type of Goods

Manufactured

Geographical Location

South West Garo Hills,
Meghalaya

Method of Production

The process involves several steps & requires a vast variety of ingredients & tools, tightly packed doughs with jackfruit are left & stored in bamboo baskets at room temperature for 6-7 days. Rice is further cooked & transferred to banana leaves, starter culture also known as wanti or chuwanti- chuginde is added & mixed. The basket is then filled & fermented with charcoal & chillies to the top for 6-15 days.