

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



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MADURAI MALLI

Madurai Malli, a highly esteemed jasmine flower variety (*Jasminum sambac*). The buds of 'Madurai Malli' vary in shape from round to oblong and feature a short to medium-length corolla tube with three to four whorls of petals. This variety includes several local names such as Gundu Malli, Namma Ooru Malli, Ambu Malli, Ramabanam, Madhanabanam, Iruvatchi, Iruvatchippoo, Kasthuri Malli, Oosi Malli, and Single Mogra.

Uniqueness

It has distinctive qualities, including its deep fragrance, thick petals, long petiole, and the delayed opening and discoloration of its buds. These features contribute to its excellent keeping quality and extended shelf life. Unlike other jasmine varieties (*Jasminum sambac*) from different regions, Madurai Malli can be preserved under freezing conditions for over two days. Additionally, the flowers are easy to weave into garlands due to their robustness and long floral stalks, making them accessible for anyone with minimal practice.

Raw Materials

Jasmine

Price
₹500/-kg

Class of Goods
31

Proof of Origin
200 BC to 300AD



Type of Goods
Agriculture

Geographical Location
Madurai, Virudhunagar,
Theni, Dindigul and
Sivagangai districts

Method of Production

Madurai Malli, also known as Madurai Jasmine, is grown by placing high-quality jasmine cuttings in well-drained, sunny soil. The plants need consistent watering, balanced fertilization, and careful pruning to flourish. Flowers are picked early in the morning to maintain their fragrance, and pests and diseases are controlled through attentive monitoring and appropriate treatment.