

NAGALAND



**Ashtalakshmi
Mahotsav
2024**

GEOGRAPHICAL INDICATIONS

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 of Natural Goods, Food Stuff
Manufactured Goods, Handicrafts or
Agricultural 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

A Community Right

GI Logo
indicating Geographical
Origin or location

Economic Empowerment to
Artisans, Producers, and
Manufacturers

Social Upliftment and
continuing the
Legacy of the Nation

650+ 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, and 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 and encourage these traditions, ensuring they thrive and adapt in today's competitive landscape.





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NEHDC

FOREWORD

It gives me immense pleasure to introduce this comprehensive series of eight whitepapers on Geographical Indications (GIs) of the North-Eastern States of India, namely, **Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura** on the occasion of **Ashtalakshmi Mahotsav 2024**. This initiative is undertaken by the Reinforce Intellectual Property Association (RIPA) in collaboration with North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC), which represents a significant milestone in our collective efforts to preserve, protect, and promote the rich cultural & natural heritage of these vibrant regions.

The North-East with its unparalleled diversity is home to countless traditional crafts, agricultural products & indigenous knowledge systems that reflect the ingenuity & resilience of its people. These white papers meticulously captured registered GIs, the progress of filed applications & the vast untapped potential GIs. They serve not only as a repository of information but as a guiding framework to unlock the economic & cultural value of these unique assets.

GIs are far more than intellectual property tools. They are testament to the legacy of the artisans, farmers & communities who have dedicated their lives to creating products that are deeply intertwined with the identity of their regions. By promoting and protecting these GIs, we empower these communities, ensure their economic growth and preserve their traditions for future generations.

This work is an attempt to call policymakers, industry leaders & citizens to recognize the transformative potential of GIs in fostering sustainable development. It is a tribute to the artisans of the North-East, whose unmatched creativity & craftsmanship have put this region on the global map.

I extend my heartfelt appreciation to RIPA for their dedication and diligence in producing these white papers and to all those who contributed to this monumental effort. Together, let us strive to ensure that the North East's cultural & natural heritage continues to thrive, bringing pride & prosperity to its people and the nation.



Brigadier Rajiv Kumar Singh (Retd)
Managing Director
NEHHDC



REGISTERED GIS

NAGA MIRCHA

The "Chudi Chilli," also known as Naga Mircha or Raja Mircha, is native to Nagaland and deeply rooted in local culture. It is a primary source of income for farmers and a staple in Naga cuisine. The chilli is sub-conical to conical, measuring 2.5 to 2.95 cm in width and 4.5 to 8.54 cm in length, with a unique pungency and fruity fragrance.

Uniqueness

The Naga king chilli thrives in monsoon climates with high humidity and rainfall between 1200 to 4050 mm annually. Temperatures range from 36°C in summer to 6°C in winter. The unique soil and climate of Nagaland provide the best environment for this chilli, known as the hottest on earth, and a staple in Naga cuisine.

Raw Materials

Bamboo, Banana, Airtight Containers, Groundnut Oil etc

Price

Approx. ₹ 160/- per kg
Onwards

Geographical Location

Kohima, Peren, Mon &
Dimapur district, Nagaland

Class of Goods
31

Type of Goods
Agriculture (Chilli)

Proof of Origin
Since 10th Century B.C

Number of Families Involved
Approx. 100- 120 Families



Method of Production

Naga chilli thrives best around bamboo and banana plantations. Before cultivation, bamboo fields are slashed and burned to prepare the soil. Further, Chillies can be sun-dried, smoked or frozen for preservation. Removing stalks before drying helps keep both green and red chillies fresh longer. They should be stored in airtight containers away from heat.

NAGA TREE TOMATO

The Naga Tree Tomato (*Solanum betaceum*) is a perennial, evergreen shrub or small tree from the Solanaceae family. It produces reddish, egg-shaped fruits with smooth skin, typically weighing around 50 grams. The fruits have a sweet taste and are high in vitamins A and C, as well as minerals like calcium and iron. The plant thrives in frost-free environments and is generally pest-resistant.

Uniqueness

Naga Tree Tomato has evolved unique characteristics due to its long history of cultivation in Nagaland. It has a sweet taste, thicker skin, and longer shelf life compared to regular tomatoes. It is rich in carbohydrates, protein, fiber, minerals, and antioxidants, and is cultivated organically without chemical fertilizers or pesticides.

Raw Materials

Well-drained, Organic-Rich Soil, Compost for Seedling Beds & Natural Rainfall for Irrigation

Price

Approx. ₹ 60/- per kg onwards

Class of Goods
31

Proof of Origin

No specific data available



Geographical Location

Kohima, Phek, Chung, Wokha, Zunheboto, Tuensang, Mon, Dimapur, Longleng & Peren, Nagaland

Type of Goods

Agriculture Horticulture Product (Tomato)

Number of Families Involved

Approx. 250 Families

Method of Production

Naga tree tomato is grown as a backyard crop in Nagaland. It thrives in well-drained, organic-rich soil and cooler climates. Seedlings are raised in compost-enriched beds and transplanted after 4 weeks. The plants rely on natural rainfall for water and require minimal fertilizers. They start bearing fruit after 3 years, with each tree producing over 50 fruits annually.

NAGA CUCUMBER

∴ Naga cucumbers are unique fruits grown organically in Nagaland. They are juicy, soft, and sweet, differing in taste, shape, and size from those in other parts of India. These cucumbers are low in calories but high in potassium and water content, making them excellent for hydration and nutrition. They are available year-round and thrive in both summer and winter climates.

Uniqueness

Naga cucumbers are juicy, soft, and sweet fruits that differ in taste, shape, and size from those in other parts of India. They are grown organically and available year-round, thriving in both summer and winter. These are low in calories but high in potassium and water content, they make excellent supplements to drinking water or sports drinks.

Raw Materials

Well-drained, Organic-Rich Soil, Compost for Seedling Beds

Price

Approx. ₹ 60/- to ₹ 100/-
per kg

Geographical Location

Mokokchung, Mon, Wokha, Kohima
& Poreen district, Nagaland

Class of Goods
31

Type of Goods
Agriculture (Cucumber)

Proof of Origin

Since 3000 years ago

Number of Families Involved

Approx. 5000-6000 Families



Method of Production

Naga cucumbers are grown as a kharif season crop and off-season using indigenous irrigation methods. Seeds are sown from February to April during full or new moons. The crop thrives in warm climates (18-24°C) and various soil types. Harvesting starts three months after sowing, with fruits picked using sharp knives.

CHAKHESANG SHAWLS

Chakhesang Naga shawls are distinguished by their unique designs, patterns, and traditional motifs not found in other tribal shawls. Woven from cotton or plant fibers like nettle and Deccan jute, these shawls are eco-friendly and have excellent thermal properties. The unique weaving style and craftsmanship reflect the rich cultural heritage of the Chakhesang tribe.

Uniqueness

Chakhesang Naga shawls are distinguished by their unique designs, patterns, and traditional motifs not found in other tribal shawls. Woven from cotton or plant fibers like nettle and Deccan jute, these shawls are eco-friendly and have excellent thermal properties. The unique weaving style and craftsmanship reflect the rich cultural heritage of the Chakhesang tribe.

Raw Materials

Nettle, Deccan Jute, Bark of Debrege Tree etc.

Price

Approx. ₹ 4000/- Onwards

Geographical Location
Phek district, Nagaland

Class of Goods
24, 25 & 27

Type of Goods
Handicrafts

Proof of Origin
Approx. 225 Years Ago

Number of Families Involved
Approx. 200 Families



Method of Production

The process of making shawls from plant fibers like nettle, Deccan jute, and bark of Debrege involves stripping the inner bark to obtain fine fibers, boiling them with water and wood ash & further washing to remove coarseness. The fibers are then hand-spun, sorted, and woven into shawls, resulting in a comfortable and eco-friendly garment.

CHAK — HAO

Chak Hao is a traditional black rice from Manipur, known for its distinct dark colour, aromatic fragrance & rich nutritional content. It is grown mainly in Imphal Valley, where it has been cultivated for centuries. It is recognized for its health benefits & cultural significance. It is often used in festivals and rituals.

Uniqueness

It stands out for its unique colour which is a result of its rich anthocyanin content, giving it high anti-oxidants properties. Unlike regular rice, it has a nutty flavor & pleasant aroma. It is also renowned for its nutritional benefits including high level of protein, carbohydrates, and dietary fibre.

Raw Materials

Organic Manure, Locally Sourced Seeds, Traditional Tools etc.

Price

Approx. ₹100/- to ₹150 per kg

Class of Goods
30

Proof of Origin

Since the reign of King Meitinggu Nongda Lairen Pakhangba (33 AD-154 AD)



Geographical Location
Manipur and Parts of Nagaland

Type of Goods
Agriculture — Black Rice

Number of Families Involved
No Accurate Data Available

Method of Production

The rice is cultivated without the use of chemical fertilizers. The seeds are sown during the monsoon season and the rice plants are nurtured with careful irrigation techniques. After harvesting, rice is carefully processed to preserve its unique colour, aroma & nutritional benefits.

FILED GIs



MILLET OF TUENSANG

Millet of Tuensang is a traditional cereal crop cultivated in the Chingmei village of Tuensang district, Nagaland. It is known for its resilience and nutritional value. It requires significantly less water as compared to other mainstream crops like rice and wheat. The millet is harvested in August and is celebrated for its role in sustainable agriculture and food security.

Uniqueness

The uniqueness of Millet of Tuensang lies in its adaptability and nutritional benefits. Unlike mainstream crops, it requires significantly less water, making it ideal for sustainable agriculture in arid regions. Additionally, it is rich in essential nutrients like fiber, protein, and minerals, contributing to food security and health in the local community. This resilience and nutritional value set it apart from other cereals.

Raw Materials

Millet Seeds, Traditional tools etc.

Price

Approx. ₹2,600 to ₹3,100/-
per quintal

Geographical Location
Tuensang District, Manipur

Class of Goods
31

Type of Goods
Agriculture

Proof of Origin
No data available

Number of Families Involved
Approx. 500 Families



Method of Production

The production of Millet of Tuensang involves sowing the seeds in February and harvesting in August. The crop requires significantly less water compared to mainstream crops, making it ideal for sustainable agriculture. Traditional farming methods are used, ensuring the preservation of local agricultural practices and the resilience of the crop.



KHOLAR

Kholar, a multi utility legume grown in Nagaland, with over 22 varieties with unique names are renowned for its high nutritional value. It is a rich source of protein, fiber & minerals. These are adapted to warm seasons. Kholar thrives in three annual sowing cycles and supports food security, livestock fodder & diverse diets.

Uniqueness

It stands out for its remarkable diversity in seed, color, shape & size along with its adaptability to different growing seasons. These are known for its unique taste, softness & uniform boiling. Additionally, these are gluten free & have high protein content & low glycemic index. With traditional Yimchungru names & deep cultural ties, Kholar reflects the rich agricultural heritage of Nagaland.

Raw Materials

Seeds, Soil, Fertilizers etc.

Price

Approx. ₹ 150/- to ₹ 300/-
per kg

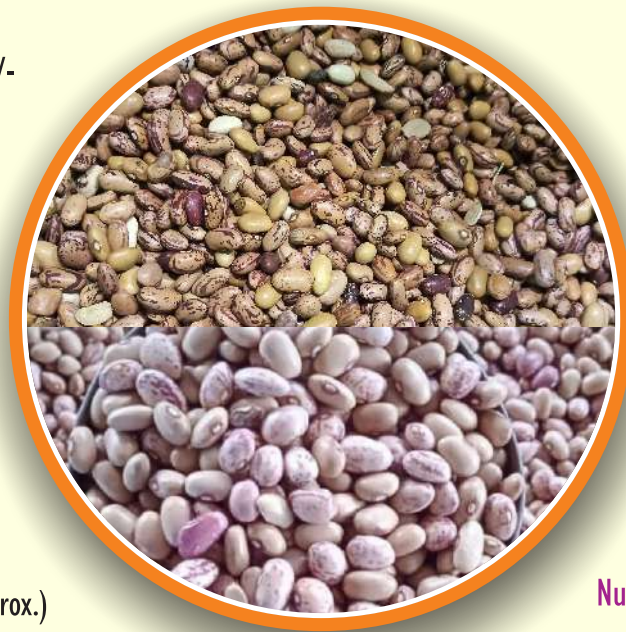
Geographical Location
Kiphire District, Nagaland

Class of Goods
31

Type of Goods
Agriculture

Proof of Origin
Since 18th Century (Approx.)

Number of Families Involved
Approx. 1000 Families



Method of Production

The production of Kholar, also known as kidney beans, in Nagaland involves sowing the seeds in well-prepared soil during the kharif season. The plants are tended to with traditional farming methods, ensuring optimal growth. Once mature, the beans are harvested, dried, and stored for consumption or sale produced in huge quantity in Nagaland village.

JOB'S TEARS OF KOHIMA

Job's Tears, also known as Adlay millet, is a tall grain-bearing perennial plant cultivated in Kohima, Nagaland. It is cultivated for its edible seeds, which are used in various culinary and medicinal applications due to their high protein, fiber, and nutrient content. The plant is adaptable to high-altitude regions, making it a valuable crop for sustainable agriculture.

Uniqueness

The uniqueness of Job's Tears of Kohima lies in its adaptability to high-altitude regions and its nutritional benefits. Unlike other grains, it thrives in challenging environments, making it a resilient crop. Additionally, it is rich in protein, fiber, and essential nutrients, contributing to both food security and health in the local community. The seeds are also used for making traditional jewelry and rosaries due to their hard, glossy shells.

Raw Materials

Seeds, Traditional tools, Fertilizers etc

Price

Approx. ₹ 100/- per kg onwards

Class of Goods
31

Proof of Origin

Since Early 16th Century



Geographical Location
Kohima District, Nagaland

Type of Goods
Agriculture

Number of Families Involved
Approx. 200 families

Method of Production

The production follows traditional agricultural practices where the seeds are sown in well-prepared soil during the kharif season. The crops are cultivated using organic farming techniques with minimal use of synthetic fertilizers or pesticides. After harvesting, the grains are dried & processed for food, medicine & bead making.



POTENTIAL GIs



RONGSU SHAWL

The Rongsu Shawl is a traditional decorative shawl worn by the Ao tribe of Nagaland. It features alternate narrow bands of dark blue and red with occasional light blue lines. The shawl is typically made from high-quality cotton or wool, providing both comfort and durability. Its vibrant colors and intricate patterns make it a symbol of cultural pride and heritage.

Uniqueness

The uniqueness of the Rongsu Shawl lies in its cultural significance and the craftsmanship involved. Unlike other shawls, it can only be worn by men who have performed the Mithun sacrifice, symbolizing a glorious heritage. The unique detailed patterns and vibrant colors are meticulously handwoven by skilled artisans, reflecting the rich traditions and pride of the Ao tribe. This exclusivity and detailed craftsmanship make the Rongsu Shawl truly distinctive.

Raw Materials

Cotton, Wool, Natural Dyes, Threads etc.

Price

Approx. ₹2,000 to ₹3,000

Geographical Location
Mon District, Nagaland

Class of Goods
25

Type of Goods
Handicraft

Proof of Origin
Since 17th Century

Number of Families Involved
Approx. 80 Families



Method of Production

The production of Rongsu Shawl involves handweaving using traditional wooden looms by skilled artisans from Konyak naga tribe. The process starts with the preparation of natural fibers which are dyed using locally sourced natural colours. The artisans then weave unique patterns incorporating symbolic motifs. It is a lengthy process that takes weeks to complete.



ALUNGSTU

Alungstu is a prestigious traditional garment worn by affluent men in Nagaland, symbolizing prosperity and success. It is distinguished by its striking yellow color and detailed floral patterns, crafted exclusively by skilled artisans. This attire reflects the social standing and cultural heritage of the wearer. It is usually dyed in yellow or red colors only.

Uniqueness

The uniqueness of Alungstu lies in its vibrant yellow color and its unique floral patterns, which are meticulously handwoven by skilled artisans. Unlike other traditional garments, Alungstu is exclusively worn by affluent men, symbolizing their prosperity and social standing. This combination of exclusive wear and detailed craftsmanship makes Alungstu a distinctive and prestigious attire in Nagaland.

Raw Materials

Cotton, Wool, Silk, Natural Dyes, Hand-Spun Threads etc.

Price

Approx. ₹ 1500/- to ₹ 2500/-

Geographical Location
Kohima District, Nagaland

Class of Goods
25

Type of Goods
Handicraft

Proof of Origin
Since 17th Century

Number of Families Involved
Approx. 100 Families



Method of Production

The production involves traditional hand weaving process using wooden loom. The raw cotton is hand-spun into threads & dyed using natural plant based dyes. Skilled artisans carefully further weave patterns into the fabric which takes several days to process.



AZU JANGUP SU

Azu Jangup Su is a striking skirt worn by women in Nagaland, particularly during festive occasions. It features a long, straight cut adorned with colorful striped boxes, typically in red and yellow hues. The skirt is usually paired with a black top and traditional accessories like bangles, necklaces, and headgear, enhancing the wearer's beauty. The fabric is often made from high-quality cotton or silk, ensuring both comfort and elegance.

Uniqueness

The uniqueness of Azu Jangup Su lies in its vibrant and festive design, which is adorned with colorful striped boxes, typically in red and yellow hues. This skirt is worn during special occasions, reflecting the cultural heritage and traditions of Nagaland. The meticulous hand weaving by skilled artisans ensures each piece is unique, showcasing the artistry and dedication of the local community.

Raw Materials

Cotton, Wool, Silk, Natural Dyes, Hand-spun Threads etc.

Price

Approx. ₹1200 to ₹1800/-
depending upon the size,
design & craftsmanship.

Class of Goods
25

Proof of Origin
Since 18th Century



Geographical Location
Kohima District, Nagaland

Type of Goods
Handicraft

Number of Families Involved
Approx. 150 Families

Method of Production

The production of Azu Jangup Su involves hand weaving the skirt using traditional looms. Skilled artisans meticulously create colorful striped boxes, typically in red and yellow hues, ensuring each piece is unique. The process preserves the cultural heritage and showcases the artistry of the local community.



MULTI COLOURED MAIZE OF WOKHA

Multi-Coloured Maize of Wokha is a unique variety of maize cultivated in the Wokha district of Nagaland, India. It is known for its vibrant mix of red, yellow, and purple kernels, this maize is prized for its nutritional value and versatility in local cuisines. It is often used for making traditional dishes like porridge, flour, and snacks.

Uniqueness

The Multi-Coloured Maize of Wokha stands out for its striking combination of red, yellow, and purple kernels, which not only make it visually appealing but also enhance its nutritional profile. Unlike regular maize, it is rich in anthocyanins and other antioxidants, offering additional health benefits. Its diverse colour varieties reflect the region's unique agricultural practices and contribute to its distinct taste and texture in traditional dishes. This maize is also well-suited to the hilly terrain of Nagaland, making it resilient and adaptable to local farming conditions.

Raw Materials

Water, Sunlight, Fertilizers, Traditional Tools

Price

Approx. ₹ 70/- onwards.

Geographical Location

Wokha district, Nagaland

Class of Goods

31

Type of Goods

Agriculture

Proof of Origin

Since 16th Century

Number of Families Involved

Approx. 150 Families



Method of Production

The production of making Multi-Coloured Maize of Wokha begins with traditional farming methods, where seeds are carefully sown in well-tended fields, often using organic practices. Once harvested, the maize is dried in the sun to ensure its longevity and enhance flavour. The kernels are then hand-husked and sometimes ground into flour, or used whole in various local dishes like porridge and snacks. The vibrant colours of the maize remain intact throughout the drying and processing, preserving its unique appearance and nutritional benefits.



SUPONG SHAWL

The Supong Shawl is a traditional Naga shawl worn by the Sangtam tribe. It features a black base with four grey bands at the top and bottom, symbolizing wealth and social status. The shawl is handwoven from high-quality cotton or wool, providing both comfort and durability. This distinctive design reflects the rich cultural heritage of the Sangtam tribe.

Uniqueness

The uniqueness of the Supong Shawl lies in its symbolic representation of wealth and social status within the Sangtam tribe. The shawl's distinctive black base with four grey bands at the top and bottom is meticulously handwoven by skilled artisans. This combination of exclusive design and cultural significance makes the Supong Shawl a treasured and prestigious garment.

Raw Materials

Cotton, Wool, Dyes etc.

Price

Approx. ₹2500/- to ₹3500/-

Geographical Location

Zunheboto District, Nagaland

Class of Goods
25

Type of Goods
Handicraft

Proof of Origin
Since 17th Century

Number of Families Involved
Approx. 50 Families



Method of Production

The production of the Supong Shawl involves handweaving the fabric using traditional looms. Skilled artisans meticulously create the distinctive black base with four grey bands at the top and bottom. This process ensures that each shawl reflects the rich cultural heritage and craftsmanship of the Sangtam tribe, making it a unique and treasured garment.

KONYAK NAGA NECKLACE

Konyak Naga Necklace is a traditional piece of jewelry worn by the Konyak tribe of Nagaland. It features colorful glass beads and shells, often arranged in intricate patterns that symbolize various cultural significances. The necklace is a heavy piece of jewelry with multiple strands, showcasing the craftsmanship and artistic heritage of the Konyak tribe.

Uniqueness

The uniqueness of the Konyak Naga Necklace lies in its intricate patterns and cultural significance. Unlike other necklaces, it features colorful glass beads and shells arranged in symbolic designs that reflect the heritage of the Konyak tribe. The heavy, multi-strand construction showcases the craftsmanship and artistic heritage of the tribe, making it a distinctive and cherished piece of jewelry.

Raw Materials

Glass Beads, Shells, Metal, Tools etc.

Price

Approx. ₹ 5000/- to ₹ 10,000/-

Class of Goods
14

Proof of Origin
Since 18th Century

Geographical Location
Mon District, Nagaland

Type of Goods
Handicraft (Jewelry)

Number of Families Involved
Approx. 100 Families



Method of Production

The unique process of making the Konyak Naga Necklace involves handcrafting each piece using traditional techniques passed down through generations. Skilled artisans meticulously arrange colorful glass beads and shells in different & beautiful patterns that symbolize cultural significance. This labor-intensive process ensures that each necklace is a unique work of art, reflecting the rich heritage of the Konyak tribe.

NAGA BELT ORNAMENT

The Naga Belt Ornament is a traditional accessory worn by the Naga tribes of Northeast India. It features different beadwork and metal embellishments, often incorporating vibrant colors and geometric patterns. The belt is typically made from high-quality leather or fabric, providing both durability and aesthetic appeal. This ornament is a symbol of cultural pride and craftsmanship, reflecting the rich heritage of the Naga people.

Uniqueness

The uniqueness of the Naga Belt Ornament lies in its unique beadwork and metal embellishments, which are meticulously handcrafted by skilled artisans. The vibrant colors and geometric patterns symbolize the rich cultural heritage of the Naga tribes. This combination of detailed craftsmanship and cultural significance makes the Naga Belt Ornament a distinctive and cherished accessory.

Raw Materials

Beads, Shells, Metal, and other Natural Materials

Price

Approx. ₹2000/- Onwards
depending upon the size,
design & craftsmanship

Geographical Location
Mon District, Nagaland

Class of Goods
I4

Type of Goods
Handicraft (Jewelry)

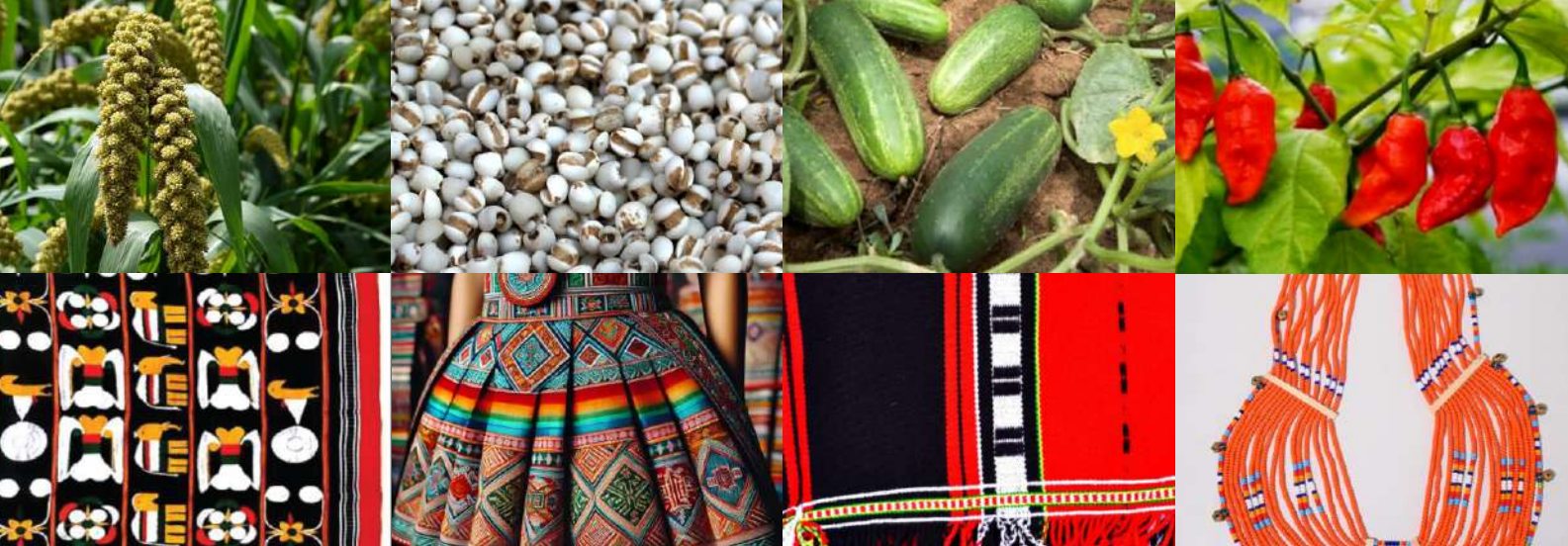
Proof of Origin
Since 18th Century

Number of Families Involved
Approx. 250 Families



Method of Production

The production of the Naga Belt Ornament involves a meticulous handcrafting process. Skilled artisans use traditional techniques to create intricate beadwork and metal embellishments. The vibrant colors and geometric patterns are carefully arranged on high-quality leather or fabric, ensuring both durability and aesthetic appeal. This labor-intensive process reflects the rich cultural heritage and craftsmanship of the Naga tribes.



About Reinforce Intellectual Property Association

RIPA is not for profit organization, with an aim to promote and facilitate indigenous Intellectual Property (IP) at national and international level. RIPA aims at meeting the present and future requirement for growth and development of indigenous IP. RIPA further strengthen and complements the efforts of indigenous R&D and innovations.

About NEHDC

North Eastern Handicrafts and Handlooms Development Corporation (NEHDC), under the administrative control of the Ministry of Development of North Eastern Region (DoNER), Government of India, is an organisation that attempts to develop and promote the indigenous crafts of all the eight North Eastern states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura, by connecting craftsmen to prospective markets and consumers and generating economic, cultural and social opportunities for creators while adding cultural value for consumers. To know more, visit: www.nehdc.com.

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VISHNU SAINI

FINDING GI

A Campaign to Recapture the Legacy



Handicraft



Manufactured Goods



Food Stuff



Agricultural Goods



Natural Goods



If you know any GI product in your locality,
please write to us at: coordinator@ripaonline.com



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NAGALAND



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POWERING INDIGENOUS INTELLECT

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