

## 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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## JOHA RICE OF ASSAM

'Joha' is a special class of Sali rice (winter rice) of Assam in cultivation over centuries and characterized by aromatic endosperm. A large number of traditional Joha varieties have been cultivated by the farmers since time immemorial. Joha varieties are mostly short or medium-grained and have very low yield potential. However, this class of aromatic rice differs from Basmati rice in growth habit areas of traditional cultivation, physico-chemical properties of grains, grain shape, and cooked grain elongation pattern. The plants are tall, have a long maturity duration, and are photosensitive. Joha rice has an average grain yield of less than one tonne per hectare.

### Uniqueness

The Joha class of rice is unique in aroma and grain characteristics and distinct from other aromatic rice varieties like Basmati in biochemical and other quality attributes. The uniqueness of Joha rice is mainly attributed to particular climatic conditions prevalent in the area, together with varietal characters and the system of rice cultivation, adding to the best expression of aroma and flavour in the product.

### Raw Materials

Rice Seeds, Soil, Fertilizers, Water, Pesticides

### Price

Approx. ₹70/kg to ₹400/kg depending upon the quality

Geographical Location  
Assam

Class of Goods  
30

Type of Goods  
Agriculture

Proof of Origin  
14th Century

Number of Families Involved  
No data available



### Method of Production

Seed beds are prepared on puddled land, fertilized with dry cow dung, raised wet, and germinated. Seedlings are ready for transplanting 25-30 days after sowing. Joha rice is prepared by ploughing, harrowing, and laddering, applying well-rotten FYM or compost, and using inorganic fertilizers. Seedlings are transplanted, and pest control is minimal. The crop matures at 135-165 days. Harvesting occurs in November-December, panicles are selected, threshed, cleaned, dried, and stored in a bamboo band with a paddy straw lining called "Toom" to maintain quality and aroma.