

## 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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## JUDIMA

Judima is a rice wine brewed by the Dimasa tribe of Assam from time immemorial. It is used by the tribe in all religious and social functions. No ceremony is complete without Judima in Dimasa society. It is a unique drink with a sweet taste like honey and a mellow yellow in colour with typical flavour. The method of preparation of judima is also unique. Rice wine is prepared by all the communities in North East India. However, use of the starter cake (humao) with thembra (*Acacia pennata*) in the fermentation process is a unique feature of judima. Maintaining hygiene in the surrounding area is of utmost importance in the preparation of this drink.

### Uniqueness

Judima, a traditional Dimasa drink, is a symbol of respect, love, and affection. It is made by fermenting starter cake (humao) with the herbal ingredient thembra (*Acacia pemata*). The drink is considered a health drink with medicinal value, and its unique quality is attributed to the careful mix of rice varieties (maisa, maiju, bairing) and the herb thembra. Its shelf life is over seven years.

### Raw Materials

Bark of Thembra, Rice Flour, Bairing or Traditional Yeast Cake, Banana Leaves, Bamboo Containers/Tray

### Price

Approx. ₹1600 per litre depending upon the quality

**Geographical Location**  
Assam

**Class of Goods**  
31

**Type of Goods**  
Manufactured



**Proof of Origin**  
536 AD

**Number of Families Involved**  
No data available

### Method of Production

The bark of thembra is dried in the sun, chopped into small pieces, and ground. This is mixed with rice flour, prepared from a combination of glutinous and non-glutinous varieties, and made into dough. The dough is shaped into round cakes. The starter cakes are prepared during the ascending moon and before sunset, maintaining hygiene and avoiding sour and salty foods. The cakes are dried on a bamboo tray and stored on a bamboo tray on a bed of rice straw. The starter cake is ground into powder and mixed with cooked rice, with a particular variety known as maiju bairing used for maximum taste and potency. The colour of the brew depends on the browning of the cooked rice. The rice is then placed in a bowl for cooling, and the powder of the ground starter cake is mixed with the fermented liquids.