



Geographical Indication Product Database - Step 1-

Basmati Rice from Punjab region in India and Pakistan

SOURCE :

Author :

Institution : OriGIn

Date : 13 July 2006

DESCRIPTION :

1. NAME OF PRODUCT : Basmati Rice

The name of this GI Product is Basmati Rice which is a nature's gift exclusively to Indian subcontinent. This word Basmati comprises two syllables: "Bas" which is derived from Prakrit word Vas and has Sanskrit root, Vasay which means Aroma; and mati means sense. Some consider origin of mati from Sanskrit word meaning already ingrained. Basmati rice of India, which is known for its smooth / silky texture, very long grain and aroma is grown only in the foothills of Himalayan Region of the world. Indian Basmati Rice is a premier variety and having its own recognition in the global market for its Length, Fragrance and Puffing Quality.

2. COUNTRY AND REGION IN THE COUNTRY: Indian-sub continent namely, a belt of North India and adjacent part of Pakistan below the foothills of the Himalayas forming part of the Indo-Gangetic plains. In India, it is grown in the states of Punjab, Haryana, Western part of Uttar Pradesh, Uttaranchal and Jammu district of Kashmir

3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)

Basmati is long aromatic rice grown in the aforesaid region having an exceptional length and slenderness of grain, which increases substantially on cooking and its cooked grain has high integrity and high discreteness and distinctive aroma, taste and mouth feel

4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :

Basmati is long aromatic rice grown in the aforesaid region having certain unique characteristics due to which it enjoys an enviable premium in the international markets. Basmati rice has an exceptional length and slenderness of grain, which increases substantially on cooking and its cooked grain has high integrity and high discreteness and distinctive aroma, taste and mouth feel.

Prolonged sunshine, high humidity, sufficient water supply and normal soil are the basic requirements for growing rice: Basmati rice requires, in addition, a relatively cool climate (day temperature of 25 degrees Celsius; night temperature of 21 degrees Celsius) and short days during the crop – maturity period, i.e., the period from mid-October to mid – November when the grain develops and ripens, to give its characteristic aroma and cooking quality, compared with other rice varieties. Traditional tall varieties of Basmati rice are photosensitive and therefore flower only when a specific day length is available. This is at the end of September. These specific requirements of growth, the soil and flowering restrict Basmati rice cultivation to the aforesaid region in the Indian sub continent.

5. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):

Basmati rice is grown in region of the Indian sub-continent namely, a belt of North India and adjacent part of Pakistan below the foothills of the Himalayas forming part of the Indo- Gangetic plains. In India, it is grown in the states of Punjab, Haryana, Western part of Uttar Pradesh, Uttaranchal and Jammu district of Kashmir. Lakhs of people are directly and indirectly involved in growing and all other activities associated with the production of Basmati Rice.

As explained above, Basmati rice has specific requirements of growth, required conditions of the climate, the soil and flowerings that restricts the Basmati rice cultivation to the aforementioned region in the Indian sub continent.

6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :

Basmati rice is grown in region of the Indian sub-continent namely, a belt of North India and adjacent part of Pakistan below the foothills of the Himalayas forming part of the Indo- Gangetic plains. In India, it is grown in the states of Punjab, Haryana, Western part of Uttar Pradesh, Uttaranchal and Jammu district of Kashmir. Lakhs of people are directly and indirectly involved in growing and all other activities associated with the production of Basmati Rice.

7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :

The volume of Basmati Rice crop is approximately 3.5 million MT in Paddy / De- Husked form.



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India is the largest exporter of Highest Quality of Basmati rice in the world. The major destinations are Saudi Arabia, Middle East, Europe, USA, Canada, Australia and over 70 other countries in the world

8. APPLICANT / HOLDER (IF ANY) :

RELEVANCE: Why is this case important for research in general and for SINER-GI in particular ?

Basmati rice is a GI product that with particular characteristics, very interesting as an object of study:

- It is a GI name that does not include in it the name of a concrete region, even though it names an indication for rice exclusively coming from the Indian sub-continent.
- It illustrates how a GI is linked to a region, even if that region includes two different countries, as it is the case of India and Pakistan for Basmati rice.
- It is a very rich case in terms of abuses that Basmati rice producers face in other countries, such as the use of the same name or similar names that create confusion in the consumer (Texmati, Kasmati and Jasmati in the USA)
- Based on the abuses that Basmati rice producers face, this case proves the added value of GIs, as individuals or firms abuse and free-ride on the reputation of famous local products, creating confusion in the consumer to try to benefit from the reputation of GIs.

In conclusion, Basmati rice is GI case that may offer a very complete overview of GIs as an ideal tool of development.

CATEGORY :

☐ **Origin Product**

☒ **GI product**

☐ **Recognized GI**