

ICAR-NRC on Yak participates at India International Trade Fair 2023 to showcase GI approved Arunachal Pradesh Yak Churpi

A rare and momentous honour was bestowed upon ICAR-NRC on Yak by being allotted at stall at the GI pavilion of the prestigious India International Trade Fair 2023. The institute has played a major role in getting the GI tag for the Arunachal Pradesh Yak Churpi, a fermented dairy product that is prepared from yak milk and is relished by the Monpa tribe of the state. Since 1989, the institute has been playing major roles to uplift the yak herders communities and yak husbandry in various capacities throughout the country especially in regions where yaks are found. The initiative and subsequent achievement of the institute to secure the GI for this product, which is a first among the yak milk products will go a long way to give a platform for the yak herders to grow more yaks and to sale its products with pride accompanied by authenticity and distinct flavour, the hallmarks of GI approved food items. The participation of the institute in this event also gave the opportunity to highlight this product among the other populace who may not be aware about it. During the course of participation, from 14 to 18 Nov 2023 at Pragati Maidan, the nominated officers, Dr.K.Mepfhuo and Mr.P.Namje, besides selling the yak milk and fibre products, were involved in interacting with the stall visitors, with the broader aim to educate and create awareness about the institute, yak husbandry and the Arunachal Pradesh Yak Churpi.

Pictorial Glimpses of the programme :



Display of items at the stall and interaction of personnel with the stall visitors

আন্তঃৰাষ্ট্ৰীয় বাণিজ্য মেলাত অৰুণাচলী GI টেগৰ সামগ্ৰী

ETV Bharat Assamese Desk

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GI tagged Khamti rice, Yak Churpi & Tangsa textile showcased in IITF

NEW DELHI, Nov 17: Three Arunachal Pradesh geographical indication (GI) tagged products showcased at 42nd India International Trade Fair (IITF)-2023 here with the support of National Bank for Agriculture and Rural Development (NABARD) and GoAP, won laurels for the state.

The products were Khamti rice (GI registration No. 803), Yak Churpi (GI RN 809) and Tangsa textile (GI RN 810) and National GI technical facilitator and expert



Dr. Rajnikant, a Padamshri awardee, was behind getting GI tags of these unique products. Khamti Rice and Yak Churpi are first agriculture and food products while Tangsa textile, second textile product of the state to get GI certification. GI tag, which is indicative of unique traditional knowledge of the specific region and community, protects it and offers better opportunity for

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GI tagged Khamti rice, Yak Churpi ...

From P.1... generating livelihood and income through market expansion in national and global level by assuring consumers its authenticity and quality.

Khamti rice is sticky and cultivated in Namsai region by Khampti farmers. The rice is unique and used by the local for preparations various traditional delicacies. Yak Churpi is a fermented home-made, casein-based cottage cheese, like product prepared from raw skimmed and fermented yak milk of Arunachali yak breed.

Dirang-based ICAR-NRC on Yak director Dr. Mihir Sarkar initiated GI registration process considering its uniqueness and potential for socio-economic uplift of the producers. The GI tag for Yak Churpi is a boon for yak pastoralist to help increase accessibility, authenticity and marketability. Dr Sarkar said, adding the annual IITF, organized by India Trade Promotion Organisation during November 14-27 has drawn national and global attention.

Tangsa Textile is traditional craft product of Tangsa tribe of Changlang district and the weavers are renowned for their unique exotic designs and vibrant colors reflecting cultural richness of the region.

Umachanti Mantaw Mitti and Jyotika Mantaw for Khamti rice; scientist Dr. K. Mephuo and ICAR-NRC on Yak technical officer M. Phunchu Namje for Yak Churpi and Notung Kimsing and Momi Tikhak for Tangsa textile took part in the IITF, according to an official release.

Arunachal Pradesh GI Products Showcased at 42nd India International Trade Fair- 2023

Arunachal Pradesh GI products are currently being showcased at the 42nd India International Trade Fair (IITF), 2023, organized by the India Trade Promotion Organisation (ITPO).

Shivam Dwivedi

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Arunachal Pradesh GI Products Showcased at 42nd India International Trade Fair- 2023 (Photo Source: By Arrangement)

In a historic moment for Arunachal Pradesh, three distinct products from the state, supported by the National Bank for Agriculture and Rural Development (NABARD) and the Arunachal Pradesh State Government, have been showcased at the IITF.

These products, namely Arunachal Pradesh Khamti Rice (GI registration No. 803), Arunachal Pradesh Yak Churpi (GI registration No. 809), and Arunachal Pradesh Tangsa Textile (GI registration No. 810), now stand as certified ambassadors of the unique cultural and traditional heritage of Arunachal Pradesh.

Media coverage of ICAR-NRC on Yak's participation at the event