

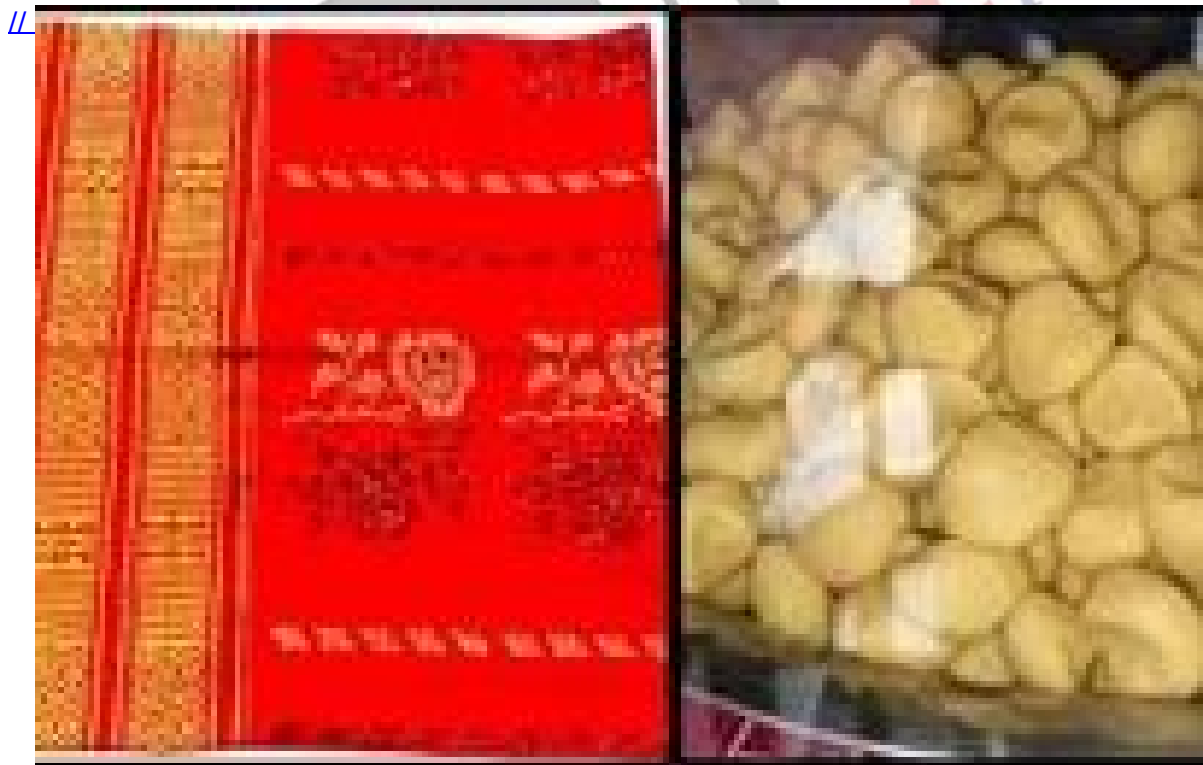


## Tripura's Matabari Pera and Pachra Receive GI Tag

[Source: IE](#)

The Tripura Chief Minister announced that two traditional items from the state, **Matabari Pera** and **Pachra**, have been honoured with the [Geographical Indication \(GI\) tag](#) marking a significant milestone for local artisans and weavers.

- **Matabari Pera, a dairy-based confectionery** that served as prasad at the **Tripurasundari temple**, and **Pachra, a handwoven cloth** used by Indigenous communities, have been recognised with the prestigious GI tag.
  - The GI tag ensures legal protection against **unauthorised imitation or misuse of the product**, safeguarding its authenticity and preserving the cultural heritage associated with it.
  - This recognition also facilitates market access and promotion, both domestically and internationally, fostering economic opportunities for local communities involved in its production.
- **Tripura's iconic queen pineapple** was previously honoured with the GI tag, along with 13 other products from the Northeast, highlighting the region's diverse and unique offerings.



**Read more:** [GI Tags for Over 17 Products](#)

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