

## 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 to Natural Goods, Food Stuff  
Manufactured Goods,  
Handicrafts or Agricultural Goods

GI based on uniqueness,  
weather, and terrain of the  
place of origin

Legal Protection from  
unfair usage

Registered by the Authorized  
community of the GI

GI Sign or symbol  
indicating Geographical  
Origin or location

Economic empowerment to  
Artisans, Producers, and  
Manufacturers

Social Uplifting and  
continuing the  
Legacy of the Nation

650+ registered GIs and  
numerous unregistered GIs  
existence in India

Prevents counterfeiting and  
ensures genuineness of  
products

Preservation of local Culture,  
Tradition, and Legacy



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## ETIKOPPAKA TOYS

Etikoppaka Toys are unique lacquerware crafts made from fine-grained Ankudu wood (botanically named as *Wrightia Tinctoria*) traditionally used for carving toys and mythological figures. These are renowned for their vibrant colors, rounded edges, and eco-friendly craftsmanship, making them safe and durable for children. Integral to South Indian culture, these lacquered toys include spinning tops, rattles, and decorative items. They are also culturally significant & are often gifted on birthdays, weddings, and during festivals.

### UNIQUENESS

Etikoppaka Toys are hand-crafted from locally sourced Ankudu wood, using natural dyes and lacquered on a hand lathe, showcasing the artisans' rich cultural and historical heritage. Renowned for their unique craftsmanship since the 18th century, these toys are celebrated both locally and internationally. They also have no sharp edges making them safe for children. The intricate process involves skilled techniques that ensure a polished finish and vibrant shine.

### RAW MATERIALS

Ivory wood, softwood (Ankudi Karra), Lathe machine, Chisel, natural colors, lac, carving tools.

Price  
Approx.  
Rs. 200 Onwards

Class of Goods  
20

Proof of Origin  
18<sup>th</sup> Century



No. of Families Involved  
Approx.  
200 artisans families

Type of Goods  
Handicrafts

Geographical Location  
Etikoppaka  
village, Vishakhapatnam, Andhra  
Pradesh

### METHOD OF PRODUCTION

The process of making Etikoppaka toys begins with selecting and preparing local Ankudu wood, which is seasoned and shaped on a lathe. Artisans then apply natural lacquer to the spinning toys, using heat to soften the lacquer for a smooth, colourful finish. Once dried, the toys are polished with Mogule leaves to enhance their shine, resulting in vibrant and durable handcrafted products.