

# 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

Registered by the Authorized  
community of the GI

Economic empowerment to  
Artisans, Producers, and  
Manufacturers

650+ registered GIs and  
numerous unregistered GIs  
existence in India



Preservation of local Culture,  
Tradition, and Legacy

Legal Protection from  
unfair usage

GI Sign or symbol  
indicating Geographical  
Origin or location

Social Uplifting and  
continuing the  
Legacy of the Nation

Prevents counterfeiting and  
ensures genuineness of  
products

# GANJIFA CARDS OF MYSORE



Ganjifa art is one among the several well-known traditional crafts of Mysore that has gained international recognition. Ganj, which translates to "treasury," has evolved into the Ganjifa card game. Ganjifa cards often feature embellishments such as gold leaf or gemstones, adding to their aesthetic appeal and historical value. The Mughal emperors promoted this art. About one to five artists from over the nation were invited by Akbar. He believed that artists are closest to God. They got inspiration from great religious works such as the Kuran, the Babar Nama, the Kabune and the Aina-E-Akabari treatises that discuss Ganjifa art.

## UNIQUENESS

Ganjifa cards are uniquely characterized by their exquisite craftsmanship and cultural significance. These playing cards are renowned for their elaborate hand-painted designs that vary widely across regions, showcasing diverse art styles and cultural motifs. Crafted from materials like ivory, wood, or stiffened cloth. Each deck can embody rich narratives from mythology, literature, or daily life, reflecting the cultural identity and values of its creators.

## RAW MATERIALS

Cloth, Leather, Paper, Ivory

### Price

Approx.  
Rs. 1000 to 1500

Class of Goods  
30

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

### No. of Families Involved

87 gardens employ  
about 55,000 workers

Type of Goods  
Handicrafts

Geographical Location  
Mysore



## METHOD OF PRODUCTION

The production of Ganjifa begins with the selection of suitable materials, traditionally ivory, tortoise shell, or wood, although modern versions may use paper or cardstock. The chosen material is carefully cut into circular or rectangular shapes to form the cards. Skilled artisans then meticulously hand-paint each card, employing natural pigments and brushes to depict elaborate patterns, mythological scenes, deities, or cultural motifs. Some cards may undergo further embellishment with gold leaf or other decorative elements, adding richness and symbolic value.

