

# 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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# KANNAUJ PERFUMES

The perfume industry in Kannauj produces a variety of products including fragrances (attars), essential oils, incense sticks, dhoop sticks, hawan materials, gulkand (a sweet made from rose petals and sugar), rose water, and scent sprays. Renowned as the perfume capital of India, Kannauj's essential oils are valued for their distinctive scents and are commonly used in both food flavoring and perfumery.

## UNIQUENESS

The distinctive quality of the Kannauj attar industry stems from its deep-rooted expertise in fragrance creation and blending, developed over centuries and renowned for producing high-quality attar. In addition to single-flower attars, many are crafted by combining various flower, herb, and spice fragrances. Despite the seemingly straightforward water distillation process, it requires highly skilled and experienced artisans. The Deg-Bhapka apparatus used in this method is particularly unique.

## RAW MATERIALS

Flowers, Essential Oils.



Price  
Approx.  
Rs. 1500 onwards

Class of Goods  
3

Proof of Origin  
400 years ago

No. of Families Involved  
Approx.  
25,000 people

Type of Goods  
Manufactured

Geographical Location  
Kannauj

## METHOD OF PRODUCTION

In Kannauj, attar is produced using three distinct methods. Hydro-distillation is employed for extracting scents from flowers such as rose and Kewra. Solvent Extractions are used for delicate flowers like Bela, Rajnigandha, and Chameli. The Steam method is applied for obtaining attar from materials like Khas and Nagar Motha.