

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

700+ registered GIs and
numerous unregistered GIs
existence in India

Prevents counterfeiting
and ensures
genuineness of products

Preservation of local Culture,
Tradition,
and Legacy



A GI reflects a shared heritage that has evolved over generations, deeply influenced by local knowledge, distinctive environments, and cultural traditions. It highlights that certain products are far more than just items of trade; they represent the history, narratives, and dedication of the artisans, farmers, and communities who have kept these practices alive. By recognizing this inherent value, the GI system establishes a structure to safeguard and encourage these traditions, ensuring they thrive and adapt in today's competitive landscape.

GORAKHPUR TERRACOTTA

Gorakhpur Terracotta is a traditional clay craft from Gorakhpur, Uttar Pradesh, known for its handcrafted animal figurines, sculptures, and utility items. Made from locally sourced Kabis clay, it reflects India's ancient ceramic heritage, with motifs inspired by mythology, nature, and folk traditions, often used for decorative and ritual purposes.

UNIQUENESS

This craft is admired for its ornamented forms, natural red and black hues, and hand-thrown assembly techniques. Artisans shape each piece on a potter's wheel, often depicting bullock carts, horses, elephants, and mythological scenes. The clay's unique texture and firing method give the products durability and cultural depth, making them timeless collectibles.

RAW MATERIALS

Kabis Clay, Mango Bark, Soda Ash, Natural Dyes, Potter's Wheel, Kiln, Sand

Price

Approx. Rs. 40 to
800 onwards

Number of Families Involved

Approx.
600 to 800 families

Proof of Origin
27th Century BCE

Class of Goods
27

Type of Goods
Handicraft

Geographical Location
Gorakhpur,
Uttar Pradesh



METHOD OF PRODUCTION

Refined Kabis clay is partially dried, molded, or wheel-thrown, then kiln-fired. Red color is achieved by venting smoke, while black is produced by sealing kiln vents. Finished pieces are cooled under sand, and some are glazed for durability. The process is low-cost, eco-friendly, and entirely handcrafted.