

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.

MATHURA SANJHI CRAFT

Mathura Sanjhi Craft is a devotional paper-cutting art from Mathura, Uttar Pradesh, known for its intricate stencils depicting Radha-Krishna legends. Crafted into floor designs, wall décor, lampshades, and ritual motifs, it blends spiritual symbolism with artistic finesse, and is revered in Vaishnav temples and cultural festivals.

UNIQUENESS

This craft is admired for its freehand stencil cutting, mythological themes, and ritualistic use on water and sacred platforms. Motifs include Raas Leela, Govardhan Parvat, and Kaliya Daman, alongside peacocks, cows, and kadamba trees. Sanjhi reflects Bhakti rasa, with each piece embodying devotion, storytelling, and seasonal symbolism.

RAW MATERIALS

Handmade Paper, Scissors, Dry Colors, Marble Powder, Cotton Thread, Indigo, Cow Dung Base, Flower Petals

Price

Approx. Rs. 500
to 15000

Number of Families Involved

Approx.
250 families

Proof of Origin
16th Century

Class of Goods
16

Type of Goods
Handicraft

Geographical Location
Mathura,
Uttar Pradesh



METHOD OF PRODUCTION

Designs are drawn or imagined, then cut by hand using long-arm scissors on handmade paper. Stencils are placed on water or flat surfaces, filled with dry colors or flower petals, and lifted to reveal motifs. Larger works (up to 8×12 ft) require multiple stencils, precise bridging, and seasonal inspiration from flora and fauna.