

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.

MIRZAPUR PITAL BARTAN

Mirzapur Pital Bartan refers to handcrafted brass utensils from Mirzapur, Uttar Pradesh, known for their durability, heat conductivity, and ritual significance. Crafted into thalis, lotas, kalchhuls, parats, and surahis, these items are used in households, religious ceremonies, and festive occasions, reflecting centuries of metalworking heritage.

UNIQUENESS

This craft is renowned for its manual production, custom alloy mixing, and Gangetic soil-based casting molds. Artisans use traditional furnaces, create their own billets and sheets, and apply engraving, spinning, and polishing techniques. The sector operates through a multi-tiered system of household units, traders, and exporters, preserving generational knowledge.

RAW MATERIALS

Copper, Zinc, Nickel, Tin, Gangetic Soil, Sand, Brass Billets, Rolling Machines, Hammers, Spinning Lathe

Price

Approx. Rs. 500 to
1500

Number of Families Involved

Approx.
8000 families

Proof of Origin
19th Century

Class of Goods
21

Type of Goods
Handicraft

Geographical Location
Mirzapur,
Uttar Pradesh



METHOD OF PRODUCTION

Brass is melted and cast into billets, then rolled or hammered into sheets. Items are shaped using beating, pressing, or spinning lathe methods, followed by soldering, scraping, engraving, and polishing with traditional sand. Molds are made from Gangetic sand, yellow clay, and liquid jaggery, ensuring strength and precision.