

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.

MOONJ CRAFT OF UTTAR PRADESH

Moonj Craft of Uttar Pradesh is a traditional basketry art practiced primarily by women artisans in Prayagraj, Mirzapur, and surrounding districts, using wild Moonj and Kaasa grasses. Crafted into baskets, trays, coasters, earrings, and home décor, these products are known for their eco-friendliness, vibrant motifs, and ritual significance.

UNIQUENESS

This craft is admired for its coiling technique, natural dyeing, and seasonal harvesting. Moonj products are durable, biodegradable, and often gifted during weddings and rituals. Each piece is one-of-a-kind, with motifs created by colored grass inlays. The tradition is passed from mother to daughter, sustaining a community-based heritage

RAW MATERIALS

Moonj and Kaasa Grass, Kaccha Rang, Edible Salt, Aluminum Containers, Plastic Tubs, Scissors, Sirahi, Wooden Sticks

Price

Approx. Rs. 600
to 3000

Number of Families Involved

Approx.
2000 families

Proof of Origin
20th Century

Class of Goods
20

Type of Goods
Handicraft

Geographical Location
Prayagraj,
Uttar Pradesh



METHOD OF PRODUCTION

Moonj grass is harvested in winter, peeled, and dried. It is knotted into balla, dyed using boiled color solutions with salt, and coiled around Kaasa grass. Artisans use sirahi needles and scissors to stitch and shape baskets. The process includes sun-drying, soaking, weaving, and motif creation, taking several days per item.