

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.

PILIBHIT BANSURI

Pilibhit Bansuri is a handcrafted bamboo flute from Pilibhit district, Uttar Pradesh, renowned for its rich tonal quality, precision tuning, and smooth bore design. Crafted for professional musicians and students, these flutes range from toy muralis to concert-grade bansuris, and are deeply rooted in Indian classical music traditions.

UNIQUENESS

This craft is admired for its longer and wider bamboo structure, producing deeper, resonant tones. Artisans use bamboo sourced from Silchar, Assam, and apply a node-to-end cutting technique for uniform bore. Pilibhit flutes are globally recognized, with nearly 90% of India's bansuris made here, sustaining a multi-generational artisan legacy.

RAW MATERIALS

Silchar Bamboo, Cork, Binding Thread, Tuning Scales, Metal Rods, Polishing Tools

Price

Approx. Rs. 100 to
3000 onwards

Number of Families Involved

Approx.
500 artisans

Proof of Origin
18th Century

Class of Goods
15

Type of Goods
Handicraft

Geographical Location
Pilibhit,
Uttar Pradesh



METHOD OF PRODUCTION

Artisans select seasoned bamboo, cut it to size, and clean the bore. They insert cork, create blow and finger holes using heated rods, and bind the flute for durability. Final tuning is done by gradually enlarging holes to match musical notes. The process requires precision, experience, and acoustic sensitivity.