

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 of Natural Goods, Food Stuff
Manufactured Goods, Handicrafts or
Agricultural Goods

GI based on uniqueness,
weather, and terrain of the
place of origin

A Community Right

Economic Empowerment to
Artisans, Producers, and
Manufacturers

650+ Registered GIs and
Numerous Unregistered GIs
Existing in India

Authorized User Registration For
GI Community Members

Legal protection from
unfair usage

GI Logo
indicating Geographical
Origin or location

Social Upliftment and
continuing the
Legacy of the Nation

Prevents counterfeiting and
ensures genuineness of
products through “GI Tags”

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.



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ASSAM ASHARIKANDI TERRACOTTA CRAFT

Dhubri district in Assam is known for its revered goddess Manasa and the Asharikandi terracotta craft. The craft is a testament to religious harmony and tolerance, with master artisans experimenting with various products such as idols, flower vases, and lamp stands. The Asharikandi terracotta craft is a status symbol for economically affluent families and is a significant part of the region's cultural heritage. The terracotta art of Asharikandi is unique due to its aesthetics and design, with the mother and child doll, Hartima Putul, bearing cultural and historical significance.

UNIQUENESS

The Asharikandi style of terracotta has a wide and multifarious significance, blending it with the socio-cultural characteristics of the region. Their contemporary terracotta products and usages replicate the past of the area and Assam in general, as well as the socio-cultural dimensions of the people. The Hatima doll of Asahrikandi is a unique and attractive mother and child figure with a refined stylization and attractive appearance. In response to changing customer tastes and growing local demands, they have shifted their subjects from traditional to modern or contemporary themes.

RAW MATERIALS

Hiramati Soil, Clay, Sand, Earthen Colour (Brownish Red)

Price

Approx. 200 onwards
depending upon the quality

Class of Goods

21

Proof of Origin

Since 1970

Geographical Location

Dhubri, Assam

Type of Goods

Handicrafts

Number of Families Involved

Approx. 800 to 1000 artisans

METHOD OF PRODUCTION

Terracotta making is a complex and labor-intensive process that involves collecting clay from the riverside of Silairpar, known as Aithal mati or hira mati. After collection, the clay undergoes a process of cleanliness to remove impurities, including sodium silicate, which was used by women for hair washing.