

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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BODO SERJA

Serja, a traditional instrument in Assam, is made from Gambhari wood or Sijou, with four strings made from muga or endi/eri native silks. Its handle is made of bamboo and is stringed with odla. Serja is mainly used in festivals and marriage ceremonies, with other instruments like Sifung/siphung used during Bwisagu and Domasi festivals. It lasts 15-20 years if used with care. Serja is a type of violin used by the Bodo people and has four strings and is traditionally played by a small bamboo bow. The bow string is made of horsetail hair or snake plant hairs, while the Sijou tree is considered sacred in the Bathou religion. Serja's accessories include four puthis, ghora, and a bamboo bow with horsetail hair or Odal bark. The instrument has an elegant aesthetic and intense melodious music, with parts resembling human parts and displaying names like crowns and tuning screws.

UNIQUENESS

Serja is a significant musical instrument in Bodo music culture, compared to human body parts. Its unique design and materials, including Gambhari or Sijou wood, muga or eri strings, bamboo or wood puthis, Ghora, handle, and odla strings, make it unique from other instruments like the violin. Serja is used in festivals, storytelling, and inviting people to celebrations. Bodo tribes acquire expertise in making Serja, which takes 7-10 days. The playing technique differs from modern violin, with the apex playing upwards and the bottom playing downwards. Serja is a wooden chordophone string instrument with a lifespan of 15-20 years, but with care, it can last longer.

RAW MATERIALS

Muga or Eri silks, bamboo, Odla, Horsetail Hair, or Snake Plant Hairs

Price

Approx. 3000 onwards depending upon the quality

Class of Goods
15

Proof of Origin
Bodo Tribe Legacy

Geographical Location
Bodoland of Assam

Type of Goods
Handicraft

Number of Families Involved
Approx. 1500 artisans

METHOD OF PRODUCTION

The Bodo Serja is made by weaving Muga Silk and bamboo to form its body. Odla, horsetail hair or snake plant fibers are used for its strings. Skilled artisans craft the instrument by hand, maintaining its cultural heritage.

