

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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RIHA OF ASSAM

The Riha, traditionally an unstitched cord set, is now worn by Assamese brides like a dupatta, indicating a new cultural look. The mekhela is pleated to the right and tucked around the waist, while the chador is tucked into the mekhela's upper portion and draped around the upper body like a palla.

UNIQUENESS

The Riha is distinguished by its elaborate weaving patterns and bright colors, reflecting Assam's rich traditions. Each item is made by hand, ensuring it is one-of-a-kind. The mix of traditional weaving methods and luxurious silks, including Mulberry and Muga, contributes to its beauty. The Riha serves as both a stylish accessory and a symbol of cultural heritage, making it truly special.

RAW MATERIALS

PAT / Mulberry Silk, Muga silk, looms, accessories etc.

Price
Approximately Rs. 450/- onwards

Class of Goods
24 & 25

Proof of Origin
13th Century



Geographical Location
Assam

Type of Goods
Textile

Number of Families Involved
More than thousands of families (Approx.)

METHOD OF PRODUCTION

The production of Riha involves traditional handloom techniques. First, Mulberry and Muga silk are processed and spun into threads. The threads are then dyed using natural dyes. Skilled artisans weave the Riha on traditional handlooms, creating intricate patterns and designs. Finally, the fabric undergoes finishing touches like washing and trimming, ensuring each piece is a unique work of art. This labor-intensive process showcases the craftsmanship and cultural legacy of Assam.



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