

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



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KAVDI MAAL OF TULJAPUR

Kavdi Maal of Tuljapur is a sacred necklace made from cowrie shells, considered auspicious in Hindu rituals and believed to represent Goddess Lakshmi. Traditionally, priesthood malas consist of sixty-four kavadas symbolizing sixty-four classical arts. Worn during worship of Tulja Bhavani, these malas hold deep cultural, spiritual, and historical significance across Maharashtra.

UNIQUENESS

Tuljapur Kavdi is distinct for its yellow hue compared to grey varieties found elsewhere. Smooth, shiny, and uniform shells are strung into malas used in ornaments and rituals. Historically, kavdi shells served as currency and were part of ancient games. Medicinally, Kapardak Bhasma derived from kavdi is valued in Ayurveda for digestive and therapeutic benefits.

RAW MATERIALS

Cowrie Shells, Cotton Threads



Price
Approx.
Rs. 500 to Rs. 5000 per mala

No. of Families Involved
Approx.
500 families

Class of Goods
20

Type of Goods
Handicrafts

Proof of Origin
Ancient

Geographical Location
Tuljapur,
Osmanabad district, Maharashtra

METHOD OF PRODUCTION

Cowrie shells of the Cyprides genus are collected from coastal regions, especially Chennai. They are cleaned, polished, and strung into malas with threads. Priesthood malas often contain sixty-four shells, assembled with precision. Artisans ensure uniformity in shine and shape, sometimes adding decorative beads. Finished malas are consecrated for religious use and distributed among devotees.