

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



www.ripaonline.com



PEN GANESH IDOL

Pen Ganesh Idol is a handmade clay idol crafted by artisans of Pen town in Raigad district, Maharashtra. With a legacy of over 100 years, Pen is regarded as the birthplace of Lord Ganesha's earthly form. These idols are made from Shadu clay, organic soil, and natural colours, offering serene expressions, subtle shading, and excellent finishing. Sizes range from 3 inches to 5 feet, customized as per devotees' requirements.

UNIQUENESS

Pen Ganesh Idols are renowned for their lifelike eyes, sculpted and painted by highly skilled artisans. The idols are eco-friendly, made primarily from Shadu clay sourced from Gujarat, ensuring safe immersion in water bodies. Their aesthetic appeal lies in poise, grace, and fine detailing. Affordable yet artistic, Pen idols stand out for thematic designs reflecting social issues like sustainability and global warming, making them distinct from idols produced elsewhere.

RAW MATERIALS

Shadu Clay, Organic Soil, Powdered Dyes, Wooden Tools, Brushes



Price

Approx.

Rs. 300 to Rs. 15000

No. of Families Involved

Approx.

1600 to 2000 families

Class of Goods

21

Type of Goods

Handicrafts

Proof of Origin

19th Century

Geographical Location

Pen town, Raigad district, Maharashtra

METHOD OF PRODUCTION

The process begins with sculpting a base image, followed by preparing clay and moulding parts. These are joined and finished using handcrafted wooden tools. Idols are sun-dried for 2-3 days, polished with sandpaper, and shaded with primer. Painting is done collaboratively by artisans, with special attention to eye carving and painting. Finally, idols are covered in protective film and stored before dispatch. Eco-friendly Shadu clay ensures sustainability and environmental safety during immersion.