

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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SAWANTWADI GANJIFA CARDS

Sawantwadi Ganjifa is a traditional hand-painted playing card art form preserved in Sindhurg district, Maharashtra. Originating from Persia and popularized in India during the Mughal era, these cards are locally called Dev Khel or Bhagwan Khela. Crafted in circular or oval shapes, they depict mythological stories, deities, and folk motifs. Each card is painted with natural colours and finished to preserve its vibrancy, making them both artistic and cultural treasures.

UNIQUENESS

Sawantwadi Ganjifa stands apart for its miniature-style hand painting, floral borders, and Maharashtra cultural motifs. Female deities are shown in traditional Navwari Kashtee sarees, while male figures wear turbans (phetaa). The king cards uniquely place Krishna as the eighth avatar and Buddha as the ninth, a feature exclusive to Sawantwadi. These cards not only serve as a game but also as a medium to teach scriptures and folk stories, blending art with education.

RAW MATERIALS

Watercolour Paper Sheets, Bamboo Compass, Cotton Cloth, Natural Dyes, Poster Colours, Fine Brushes

Price
Approx.
Rs. 2000 to Rs. 15000 per set

Class of Goods
16

Proof of Origin
17th Century



No. of Families Involved
Approx.
150 families

Type of Goods
Handicrafts

Geographical Location
Sawantwadi, Sindhurg district,
Maharashtra

METHOD OF PRODUCTION

Cards are made from thin watercolour paper sheets cut into 10 cm circles using bamboo compasses. Natural colours like ochre, indigo, red earth, soot, lime, and seashell powder are used alongside poster paints. Artisans paint mythological figures with fine brushes, using cotton cloths and palettes for precision. Cards are dried on bamboo dishes (pardee) and finished with protective coatings. Each set is hand-painted, ensuring uniqueness and authenticity.