

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



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.



BAGH PRINTS OF MADHYA PRADESH

Bagh Prints are traditional hand block-printed textiles from Bagh village in Dhar district, Madhya Pradesh, known for their geometric and floral motifs in natural red, black, and indigo dyes. Crafted using vegetable-based colors and carved wooden blocks, these prints are celebrated for their durability, eco-friendliness, and timeless aesthetic.

UNIQUENESS

Bagh Prints are distinguished by their harmonious patterns, natural dyes, and the mineral-rich waters of the Baghini River, which enhance color brilliance. The motifs often draw inspiration from Bagh Caves' frescoes and tribal traditions, making each piece a cultural artifact.

RAW MATERIALS

Cotton/Silk Fabric, Natural Dyes (Alum, Iron, Indigo, Madder), Wooden Blocks, Goat Dung, Castor Oil, Dhavda Flowers

Price

Approx. Rs. 500
to 5000

Number of Families Involved

Approx.
70 families

Proof of Origin
11th Century



Class of Goods
24

Type of Goods
Handicrafts

Geographical Location
Bagh village, Dhar
district, Madhya Pradesh

METHOD OF PRODUCTION

Fabric is washed, treated with castor oil and goat dung, and dyed with harada. Artisans use hand-carved wooden blocks to print with natural dyes, then rest the fabric for color setting. Post-printing, the cloth is washed in the Baghini River and boiled with alizarin and dhavda flowers to fix and brighten the colors.