

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.



GOND PAINTING OF MADHYA PRADESH

Gond painting of Madhya Pradesh is a vibrant tribal art form rooted in storytelling and mythology. Originating from the Gond community, particularly in Patangarh, it showcases intricate patterns and bold colors depicting animals, deities, folklore, and nature. Traditionally painted on mud walls during festivals and rituals, it is now created on paper, canvas, and fabric. The art employs organic materials such as charcoal and natural dyes derived from soil, leaves, and flowers, preserving its cultural and environmental significance.

UNIQUENESS

Gond paintings are characterized by fine lines, dots, and geometric patterns that create a dynamic sense of movement. The art reflects tribal traditions, spiritual beliefs, and a deep connection with nature. Natural pigments extracted from locally available resources maintain authenticity, while modern adaptations help artisans preserve and expand the tradition. The themes range from mythology to everyday life, making each piece a representation of Gond heritage.

RAW MATERIALS

Handmade Paper, Canvas, Charcoal, Natural Dyes, Acrylic Colors

Price

Approx. Rs. 500 to
5000 per piece

Number of Families Involved

Approx.
300 to 400 families

Proof of Origin

14th Century



Class of Goods

Class 16, 20 and 25

Type of Goods

Handicraft

Geographical Location

Patangarh, Dindori,
Madhya Pradesh

METHOD OF PRODUCTION

Artists prepare handmade paper, canvas, or chart paper as the painting surface. Traditional techniques involve sketching motifs inspired by folklore, then filling them with natural pigments. The intricate designs are crafted using fine brushes and organic colors like charcoal, colored soil, and plant extracts. Some artisans now use acrylic paints for better preservation and commercial appeal, ensuring the art continues to thrive in contemporary markets.