

# 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](http://www.ripaonline.com)



# NATHDWARA PICHHWAI PAINTING

Nathdwara Pichhwai Painting is a devotional textile art traditionally hung behind the idol of Shrinathji in temples. Originating in Nathdwara, Rajasthan, this intricate style depicts Lord Krishna's life and festivals through vibrant compositions. Rich in symbolism, it blends natural pigments, gold foil and stylized features to create sacred visual narratives.

## UNIQUENESS

Pichhwai is known for its bold portrayal of Shrinathji with large eyes, broad nose and heavy body. Each painting corresponds to a festival or season-lotus blooms for summer, moonlit scenes for Sharad Purnima. Crafted on starched cloth using natural colors and gold, it combines painting, embroidery and applique, making each piece a ceremonial treasure.

## RAW MATERIALS

Handspun Cloth, Canvas, Natural Pigments (Henna, Lac, Cow Urine), Gold/Silver Foil, Gum/Resin, Coconut Shells, Squirrel/Goat Hair Brushes

**Price**  
Approx.  
Rs. 1999 to 100000

**Proof of Origin**  
17<sup>th</sup> Century

**Type of Goods**  
Handicrafts



**No. of Families Involved**  
Approx.  
800 families

**Class of Goods**  
16

**Geographical Location**  
Nathdwara, Rajsamand District,  
Rajasthan

## METHOD OF PRODUCTION

Artisans sketch on starched cloth, then fill designs with natural pigments. Gold and silver foil are hammered into fine sheets and applied. Brushes made from animal hair are used for detailing. Paintings are often collaborative with embroidery or applique added. Themes vary by season and festival depicting the tales of different phases of leela of Shrinathji.