

# 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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## SOJAT MEHNDI

Sojat Mehndi is a natural henna product derived from the *Lawsonia inermis* shrub, cultivated in Sojat, Rajasthan. Known for its high lawsone content (2.5%+) which is responsible for giving deep red stain and is used in powder, cone and hair color forms. It is prized for its purity, fine texture and deep conditioning properties.

## UNIQUENESS

Sojat's climate and soil uniquely support henna cultivation, producing leaves with exceptionally high lawsone content. Cultivated using only rainwater, Sojat Mehndi is 100% natural, free from chemicals and offers longer-lasting color than other varieties. Its fine particle size and deep dyeing ability make it globally sought-after.

## RAW MATERIALS

Henna Seeds



Price  
Approx.  
Rs. 150 to 1200

Proof of Origin  
18<sup>th</sup> Century

Type of Goods  
Agricultural

No. of Families Involved  
Approx.  
1000 families

Class of Goods  
31

Geographical Location  
Sojat, Pali district,  
Rajasthan

## METHOD OF PRODUCTION

Henna is a rain-fed crop and it is harvested annually. Leaves are dried, cleaned and threshed, then fine ground into powder. Sieving removes impurities, yielding fine, dye-rich mehndi. The crop matures in 4-5 years and continues producing for 40 to 50 years, with minimal irrigation and natural pest control.