

# ABOUT GI

Geographical Indications (GIs) are associated with 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 of Natural Goods, Food  
Stuff Manufactured Goods, Handicrafts or  
Agriculture Goods

GI based on Uniqueness,  
weather, and terrain of the  
place of origin

Authorized user Registration for  
GI Community Members

Legal protection from  
unfair usage

GI Logo  
Indicating Geographical  
origin or Location

A community Right

Economic Empowerment to  
Artisans, Producer, and  
Manufacturers

700+ Registered GIs and  
Numerous Unregistered GIs  
Existing in India



Prevents counterfeiting and  
ensures genuineness of  
products through "GI Tags"

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, 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 these traditions, ensuring they thrive and adapt in today's competitive landscape.

# MADHUBANI PAINTINGS

Madhubani Paintings, originating from Mithila in Bihar, are ritual folk arts deeply tied to Hindu traditions. Executed on walls, floors, cloth, and handmade paper, they depict deities, nature, and auspicious symbols. Bright natural colours, bold outlines, and filled spaces create vibrant imagery. These paintings serve as blessings, protection, and cultural storytelling across generations.

## UNIQUENESS

Madhubani Paintings are renowned worldwide for their distinctive style, where no space is left empty. Their themes stem from mythology, tantra, and folklore, blending devotion with artistry. Known for dramatic intensity and symbolic depth, they adorn saris, curtains, and household items today. This art form bridges ritual heritage with modern aesthetics, making it timeless and globally admired.

## RAW MATERIALS

Handmade paper, Cloth, Natural colours, Bamboo brushes, Soot, Organic extracts



### PRICE

Approx.

Rs. 1000 to Rs. 50000



### CLASS OF GOODS

16



### PROOF OF ORIGIN

7<sup>th</sup> Century BCE



### NO. OF FAMILIES INVOLVED

Approx. 200 Families



### TYPE OF GOODS

Handicraft



### GEOGRAPHICAL LOCATION

Mithila, Bihar

## METHODS OF PRODUCTION

Artists employ two main techniques: sketch-and-fill paintings on cloth or paper, and line paintings with intricate strokes. Natural colours are traditionally derived from turmeric, indigo, flowers, and earth, applied with bamboo brushes. Figures of gods, animals, and symbols are carefully drawn, ensuring ritual accuracy. Each painting is executed in one attempt, as redoing strokes is considered inauspicious.