

# 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.

# MANJUSHA ART

Description of goods: Manjusha Art is a traditional folk painting of the Ang region in Bhagalpur, Bihar. Based on the folklore of Bihula-Bishari, it is characterized by line drawings using only three colours- pink, green, and yellow. Motifs include snakes, flowers, birds, and deities, adorning scrolls, boxes, apparel, and home décor items.

## UNIQUENESS

Manjusha Art is unique for its sequential storytelling style, often referred to as scroll painting. Borders are essential, designed in forms like Belpatr, Lehariya, and snake motifs. Characters are depicted in X-shaped postures, narrating tales of Bihula, Bishari, and Chandu Saudagar. Its limited tri-colour palette and cultural symbolism distinguish it from other folk arts.

## RAW MATERIALS

Bamboo, Jute, Paper, Cloth, Natural colours



### PRICE

Approx.

Rs. 200 to Rs. 5,000 per piece



### CLASS OF GOODS

16



### PROOF OF ORIGIN

7<sup>th</sup> Century



### NO. OF FAMILIES INVOLVED

Approx.

1,500 Artisan families



### TYPE OF GOODS

Handicraft



### GEOGRAPHICAL LOCATION

Bhagalpur district, Bihar

## METHODS OF PRODUCTION

Artisans select surfaces like paper, cloth, or bamboo boxes. Themes are finalized, outlines drawn freehand, and filled with pink, green, and yellow colours. Borders are carefully designed, and motifs inspired by folklore are painted. Modern adaptations include tri-colour printing on fabrics and handmade paper for apparel and decorative products.