

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

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

Preservation of local Culture,
Tradition and Legacy

A community Right

Economic Empowerment to
Artisans, Producer, and
Manufacturers

700+ Registered GIs and
Numerous Unregistered GIs
Existing in India



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.

CHOW MUKOSH SILPI SANGH

Globally renowned Purulia Chhau masks from West Bengal's Charida village serve as vital performance gear and premium interior decor. Handcrafted by layering local clay, mud, and paper pulp, the structures are sun-dried for maximum durability. Artisans strategically pierce holes in the eyes and nose to ensure clear vision and ventilation during intense dances. Finally, the lightweight shells are vividly painted and meticulously embellished with shimmering zari, tinsel, and ornate traditional adornments.

UNIQUENESS

The Purulia Chhau mask is unique for its glossy, vivid designs that define a character's temperament, featuring delicate white motifs for heroes and ferocious fangs, wrinkled skin, and bloodshot eyes for demons. Locally sourced Marangburu River clay ensures robustness, while the hot, arid climate perfectly bakes each piece. Handcrafted using traditional ancestral skills, these masks feature elaborate bead-and-yarn crowns that withstand the dance's vigorous, high-energy acrobatics.

RAW MATERIALS

Marangburu River Clay, Wood Ash, Waste Paper Pulp, Flour-based Natural Gum, Recycled Cotton Cloth, Zinc Oxide (Khorī Mati), High-Gloss Paints, Shola (Aquatic Plant Reed), Metallic Zari/Tinsel Threads, Decorative Beads, Bird Feathers.



PRICE

Approx.

Rs 3000 to 3500 for a full-size decorative mask



CLASS OF GOODS

27



PROOF OF ORIGIN

150 years old



NO. OF FAMILIES INVOLVED

Approx.

300 to 350 artisans



TYPE OF GOODS

Handicraft



GEOGRAPHICAL LOCATION

Charida village, Purulia district,
West Bengal

METHODS OF PRODUCTION

The production of a Purulia Chhau mask begins by shaping local clay into a base and dusting it with ash. Artisans then layer paper pulp, water, and gum over the mold. Next, they apply a thin clay layer and cotton cloth, using a wooden chisel called a batali to carve out facial features. After sun-drying, the mask is coated in white zinc oxide, painted in vivid colors, and adorned with tinsel threads, beads, feathers, and delicate handmade shola flowers.



www.ripaonline.com

