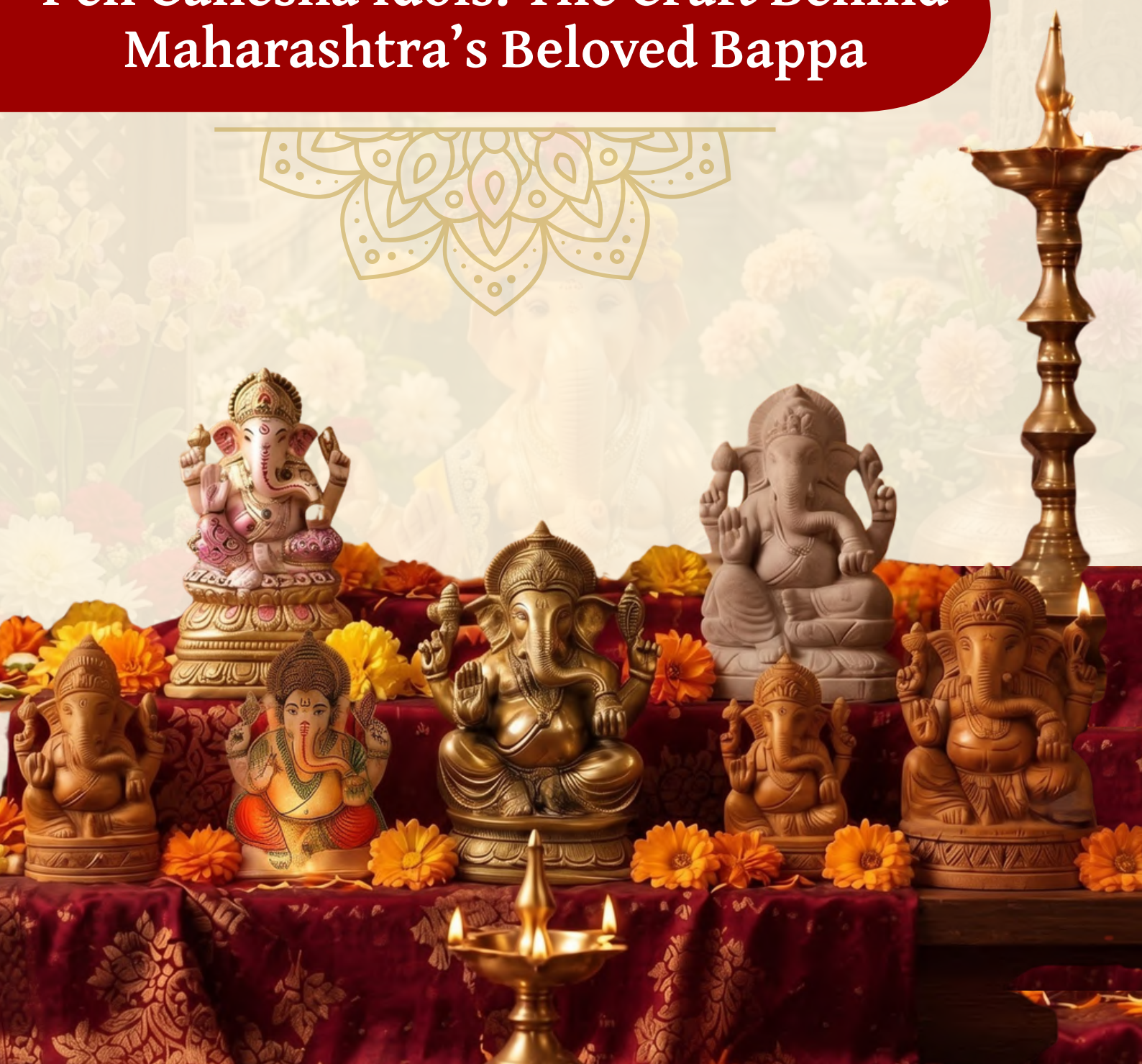




Pen Ganesha Idols: The Craft Behind Maharashtra's Beloved Bappa



शुभ



लाभ

As Ganesh Chaturthi nears, a quiet magic awakens in Pen, Maharashtra. Inside bustling workshops, generations of artisans work through the night. Their hands shape clay into thousands of stunning Ganesha idols, breathing life into a timeless, sacred tradition.



Pen District is widely celebrated as the birthplace of Lord Ganesha's idols.



Breathe Life into Clay: The Birth of Bappa

- Sourcing the Earth: Preparing the sacred shadu mati (natural clay).
- Shaping Divinity: Structuring the physical frame and core proportions.
- Ornate Artistry: Carving intricate jewelry, traditional attire, and crowns.
- The Sacred Gaze: Bringing Bappa to life by painting the eyes with absolute precision.
- The Divine Awakening: Witnessing the final transformation into a beautifully painted deity.



More Than Just an Idol

For devotees, a Ganesha idol is not merely a decorative object. It represents the presence of Lord Ganesha, the remover of obstacles and the deity associated with wisdom, prosperity and new beginnings.

For the artisans of Pen, however, the idol carries another meaning. It represents their heritage, livelihood and generations of craftsmanship.

In 2024, Pen Ganesha idols received a Geographical Indication (GI) tag, giving formal recognition to the distinctive traditional craft associated with the region.

Preserving Heritage, Protecting Nature: Ganesha Idols and Art Across India



**Pen Ganesha Idol
(Maharashtra)**



**Majuli Mask Ganesha
(Assam)**



**Varanasi Wooden
Toys (Uttar Pradesh)**



**Gulabi Meenakari
(Uttar Pradesh)**



**Moradabad Metal
Craft (U.P)**



**Leather Puppetry
(Andhra Pradesh)**



**Channapatna Toys
Ganehsa (Karnataka)**



**Pattachitra
(Odisha)**



Beyond the Divine Smile: Honoring Our Artisans

Bringing Bappa home brings immense joy to every devotee. While we pray to the flawless, finished idol, we must also remember the devotion that went into creating it. It is born from days of labor, generations of craftsmanship, and a deep love for tradition.

As you welcome the Lord of New Beginnings, join us in celebrating the unsung heroes, the artisans who breathe life, faith, and joy into our festival.



About RIPA

RIPA (Reinforce Intellectual Property Association) is a dedicated notfor-profit organization focused on the promotion and advancement of indigenous Intellectual Property (IP) in India, with outreach that extends to the international stage.

Our mission centers on addressing both current and future needs for the growth and development of indigenous IP, actively supporting the country's unique innovation landscape through local research and development initiatives. RIPA's commitment to the IP community spans every stage of the IP lifecycle—from idea generation to the successful commercialization of inventions.

Join us to supports indigenous crafts across the country.

Contact:
coordinator@ripaonline.com



RiPA
POWERING INDIGENOUS INTELLECT