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 Agricultura 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

A community Right

GI Logo Indicating Geographical origin or Location

Economic Empowerment to Artisans, Producer, and Manufavturers

700+ Registered GIs and Numerous Unegisteres 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 culturl 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.

KANGRA PAINTINGS

Kangra painting is a respected type of Pahari miniature art from Himachal Pradesh that began in the 18th century. This art form is known for lush landscapes, flowering trees, gentle rivers, and expressive human figures, all harmoniously balanced to evoke emotion and serenity. It expresses themes of devotion, romance, and nature, often depicting the love of Radha and Krishna.

UNIQUENESS

The uniqueness of Kangra painting lies in its lyrical and poetic style, characterized by delicate brushwork, naturalistic landscapes, and a soft, harmonious color palette derived entirely from minerals and plants. Unlike the bolder, more stylized Basohli school that preceded it, Kangra art is renowned for its emotional refinement and realistic portrayal of the human form, particularly emphasizing feminine grace.

RAW MATERIALS

Sialkoti Paper, Natural Colors, Squirrel-hair Brushes

PRICE
Approx.
Rs. 5,500 to 35,000+

CLASS OF GOODS
16

PROOF OF ORIGIN
1695



NO. OF FAMILIES INVOLVED
Approx.
50 to 100 Artisans

TYPE OF GOODS
Handicraft

GEOGRAPHICAL LOCATION
Kangra district of Himachal Pradesh

METHODS OF PRODUCTION

Kangra paintings are meticulously crafted on layered, handmade Sialkoti paper, which is burnished with agate stone or conch shells to create a smooth, glossy canvas. Artists sketch delicate outlines before applying vibrant, natural pigments derived from pulverized minerals, plants, and shells, often accentuating the final details with genuine gold leaf. Using ultra-fine brushes crafted from squirrel hair, master artisans achieve the characteristic graceful lines, intricate details, and subtle shading that define this traditional Himalayan art form.

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