

ABOUT GI

Geographical Indications (GIs) are associated with the 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 to Natural Goods, Food Stuff
Manufactured Goods,
Handicrafts or Agricultural Goods

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

Legal Protection from
unfair usage

Registered by the Authorized
community of the GI

GI Sign or symbol
indicating Geographical
Origin or location

Economic empowerment to
Artisans, Producers, and
Manufacturers

Social Uplifting and
continuing the
Legacy of the Nation



512+ registered GIs and
numerous unregistered GIs
existence in India

Prevents counterfeiting and
ensures genuineness of
products

Preservation of local Culture,
Tradition, and Legacy



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PAYYANNUR PAVITHRA RING

The Pavithra ring, holds special significance in Hindu culture, particularly in rituals and ceremonies. The ring's importance lies in its role as a symbolic representation of purity and spiritual connection. By wearing Pavithra ring, it is believed that it enhances their spiritual connection to the divine and ensuring the sanctity of the ceremonies they perform.

Uniqueness

The Pavithra mothiram is made of gold and is unique for its “pavithra knot” at the centre of the ring. There are three lines on the ring which represent the three ‘Nadis’ viz Ida, Pingala and Sushumna. The knot at the centre by joining the above three lines indicate the glands in the human body. There are three lines on each side of the Pavithra knot and seven buds on each line.

Raw Materials

Gold, Silver



Price

Varies according to the material and the quantity used.

Class of Goods

14

Proof of Origin

18th century

Type of Goods

Jewellery

Geographical Location

Payyanur, Kannur district

No. of Families Involved

Chowatta Valappil family

Method of Production

It takes a period of three days to complete the production of the ring. For rings upto 17mm, a minimum of 4.850gms and for sizes 18mm onwards, 7.250gms gold or above are required. These artisans observe penance and strict discipline before and during the making of the Pavithra mothiram. Once the work is completed a special Pooja is performed for each ring at Sree Subrahmanya Swamy temple, Payyanur.