

## 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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## BASOHLI PAINTING

Basohli paintings are known for their distinctive characteristics, including precise geometrical patterns, vibrant colors, and a glossy enamel-like finish. The colour palette is typically bright, with predominant shades of ochre yellow, brown, and green. The figures in these paintings are often depicted wearing elaborate costumes, with stylized faces and large, expressive eyes that give the artwork a unique individuality. Common themes in Basohli paintings include portraits of local rulers, Hindu deities, scenes from Hindu mythology, such as Radha-Krishna, Madhava-Malati love stories, and episodes from the Bhagavata Purana.

### Uniqueness

The Basohli style is renowned for its use of vibrant, unmixed colors, with particular emphasis on red, yellow, and blue. Nature is depicted in a picturesque manner, with trees painted decoratively against dark backgrounds in lighter tones, creating a striking visual effect. Artists meticulously select colors to achieve a satisfying and pleasing aesthetic. Key elements of Basohli paintings include geometric designs, dazzling colour usage, and a glossy enamel finish, which collectively define the unique charm of this art form.

### Raw Materials

Wasli paper, tulika



#### Price

₹ 3000, 500/- onwards

#### Class of Goods

16

#### Proof of Origin

18<sup>th</sup> century

#### Type of Goods

Handicraft

#### Geographical Location

Basohli, Kathua district

#### No. of families involved

Natives of the area

### Method of Production

The production of Basohli paintings involves a meticulous process that starts with preparing the base, typically handmade paper or cloth, which is treated with lime and gum for a smooth, absorbent surface. Natural pigments are then ground into fine powders and mixed with binding agents. The artist begins by sketching the design on the prepared surface, focusing on intricate patterns and motifs. Colors are applied in layers, with fine brushes used to achieve depth and detail. Highlights and embellishments, including gold or silver leaf, are added to enhance the painting's richness.