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 Gls.

> 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

Registered by the Authorized community of the GI

Economic empowerment to Artisans, Producers, and **Manufacturers**

> 512+ registered Gls and numerous unregistered Gls existence in India

Legal Protection from unfair usage

> Gl Sign or symbol indicating Geographical Origin or location

Social Uplifting and continuing the Legacy of the Nation

Prevents counterfeiting and ensures genuineness of products

Preservation of local Culture, Tradition, and Legacy











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.

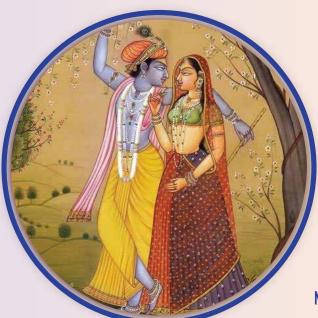
Raw Materials

Wasli paper, tulika

Price ₹ 3000, 500/- onwards

> Class of Goods 16

Proof of Origin 18th 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.











