

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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PITHORA

Pithora paintings vividly depict community mythology & daily life, featuring vibrant representations of divine horses, deities, nature, animals & human activities. Key figures include Baba Ganesh, Baba Ind & other deities. These were originally painted on walls. Now, Pithora has evolved to include canvas and textile versions, incorporating traditional & modern elements.

Uniqueness

The uniqueness of Pithora painting lies in its vibrant, symbolic depictions of mythology daily life, nature using traditional motifs & colours. It serves both as cultural narrative & a ceremonial art form, originally created on walls & now these are also available as canvas & textile art. The integration of modern elements alongside traditional symbols reflects its adaptability & enduring cultural relevance.

Raw Materials

Mud, Cow dung, Chalk Powder, Khakra leaves, mahua, colours, tools, milk etc.



Price

₹3000/- onwards depending upon the type, size, design & craftsmanship.

Class of Goods

2 & 19

Proof of Origin

Approximately 3000 years ago

Type of Goods

Handicraft

Geographical Location

Rathwa
Tribe of Chhota Udepur
District, Gujarat

No. of families involved

Approximately 100 families

Method of Production

To produce Pithora paintings, artisans first prepare the surface with a base layer such as clay or whitewash. They further sketch the design & apply natural dyes & pigments to create vibrant, unique patterns. The final step involves adding detailed motifs & symbols reflecting both traditional themes & modern elements.