

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 of Natural Goods, Food Stuff
Manufactured Goods, Handicrafts or
Agricultural 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, Producers, and
Manufacturers

Social Upliftment and
continuing the
Legacy of the Nation

650+ Registered GIs and
Numerous Unregistered 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 cultural traditions. It highlights that certain products are far more than just items of trade; they represent the history, narratives, and 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 and encourage these traditions, ensuring they thrive and adapt in today's competitive landscape.



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GAMOSA OF ASSAM

The word "Gamusa" comes from Sanskrit words meaning fabric used to absorb water, wipe the body after bathing, keep beetle nuts, and be used as head gear. Dr. Birinchi Kr. Bamah suggests that the term "Angvastra" comes from the word "Angochha" meaning Gamusa. The Gamusa's length and width vary, with an approximate length of 1.30 m to 1.85 m and width of 60 cm to 85 cm. The border is typically red, derived from the plant "Anchu" (*Damorinda angustifolia*). The lengthwise border has seven red strips known as "sotia" and "pooh," and is arranged in a lengthwise order. Crosswise borders use selected floral motifs, and the portion between designs is known as Ichioni. Red is related to blood and symbolizes confidence and bravery.

Uniqueness

Gamusa is a significant part of Assamese culture, a cotton yarn used for various purposes such as wiping the body after bathing, carrying beetle nuts, and tying waists during Bihu festivals. Cotton yarn is used for weaving Gamusa, while other materials like wool, silk, and art silks are used for various purposes. The body part of Gamusa is always white or cream, known as 'khioni', with a red border and crosswise floral design at both ends or at one end. The less twisted yarn of red is known as 'Anchu', and the appearance is enriched with 'Bhomoka Phool' of red colour at both ends.

Raw Materials

Pure Raw Cotton Yarn, Bleached Mercerized Cotton Yarn,
Red Colour Untwisted Yarn, Country Loom / Fly Shuttle Loom

Price

Approx. ₹100 to
₹600 depending
upon the quality

Geographical Location
Assam

Class of Goods
24

Type of Goods
Textiles

Proof of Origin
15th Century

Number of Families Involved
No data available



Method of Production

Pure raw cotton yarn, which is untwisted and unbleached, is used for body parts. This yarn is known as "kecha suta." Starch is used to make it easy to weave. Bleached mercerized cotton yarn of counts 2/60 and 2/80, which are twisted yarns used for body parts. This yarn is known as "Pokuwa Suta". For the lengthwise border and design at both ends, red colour untwisted yarn is used. This is known as "Anchu Suta". This red colour is always used in "Phulam Gamusa" especially during the Bihu festival.