

## 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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## MAJULI MASK OF ASSAM

Majuli mask makers use thermocol to make masks lighter and more comfortable for actors. They also create small masks for decoration in drawing rooms and motor cars. Conventional masks restricted actors to static facial expressions, but innovators like Majuli mask artists allow actors to move their limbs, eyes, and lips, making performances livelier without compromising aesthetics. To promote mask-making, artists hold workshops both within and outside the state and create small masks in the form of wall hangings.

### Uniqueness

Cultural heritage influences every aspect of life. Man has made the masks in dance rituals, dramas, folk songs, temples, and different socio-cultural contexts. The use of masks in rituals or ceremonies is a very ancient human practice across the world. This mask, or mukhas, is said to be the base of the Assamese culture and tradition. They are worn mostly in bhaonas. Materials like bamboo, cane, cloth, clay, etc. are used for making masks. Samaguri Sattria is a place of conservation and retention of the vanishing art form of mukha. Sankardeva's philosophies had transcended the boundaries of religion and culture, and hence today Majuli is one place where devotion has mingled with art in a unique way.

### Raw Materials

Bamboo, Clay, Cotton Cloth, Natural Dyes, Jute, Wood, River Water

### Price

Approx. ₹2500  
to ₹6000 depending  
upon the quality

Class of Goods  
20

Proof of Origin  
20th Century



### Geographical Location

Majuli and Jorhat of Assam

Type of Goods  
Handicraft

Number of Families Involved  
Approx. 200 families

### Method of Production

Assam has a long tradition of mask making, with bamboo being the primary raw material. The mask-making process begins with creating bamboo splits and basic armor. Bahan-Kathi, Soli, Kami, Betor-sut, and Betor-sut are used to create the mask's armature. Cotton cloth, sometimes mixed with processed clay or potter clay, is used to cover the armature. Atha jatiya mati is a glue-like mud made from potter clay, while Gubar-mati is a cow dung clay made by mixing calf dung in potter clay. Kuhila, a small white plant found in low-laying areas of Assam, is used to make the teeth, fingers, and nails of the mask.