



30 April 2021

Dear Friends and Colleagues,

This is a special one-page supplement as part of India@75. India celebrates its 75th Independence Day anniversary in 2022. We will be focusing on India's salient achievements and rich cultural heritage.

Geographical Indications (GIs) are part of India's collective and intellectual heritage that needs to be protected and promoted. These invaluable treasures are rooted in Indian traditions. They support millions of craftswomen, craftsmen, trades and businesses in India. Full details can be seen [here](https://www.ibef.org/giofindia) and <https://www.ibef.org/giofindia>.

Kind regards,
Mrinalini Kaur Sapra
First Secretary (E&C)
Embassy of India, The Hague

Invaluable Treasures of Incredible India



GEOGRAPHICAL INDICATIONS OF INDIA

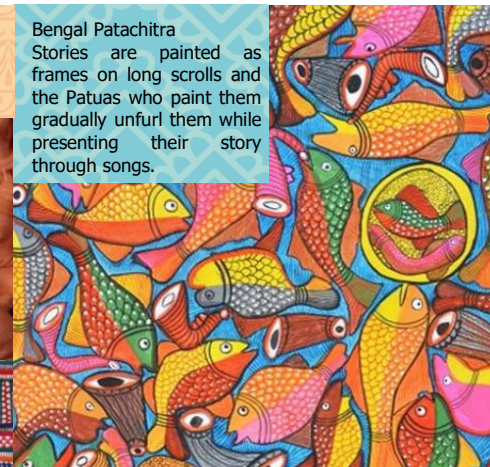


Geographical indications (GIs) of goods refer to a country or a place situated therein as being the country or place of origin of that product. It conveys an assurance of quality & distinctiveness attributed to that origin. GI products benefit rural economy in remote areas by supplementing incomes of India's artisans, farmers, weavers and craftsmen. India's rural artisans possess unique skills, passed down from generation to generation, which need to be protected & promoted. GIs protect indigenous crafts and products.

As of September 2019, there existed more than 370 Geographical Indications (GIs) of India



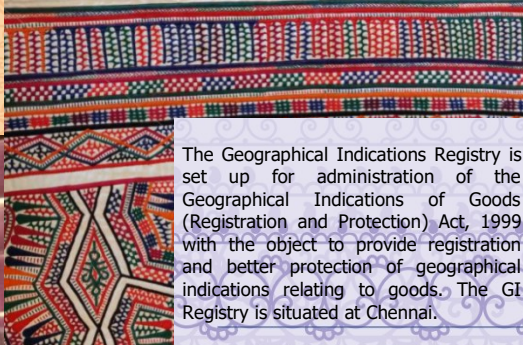
Bengal Patachitra
Stories are painted as frames on long scrolls and the Patuas who paint them gradually unfurl them while presenting their story through songs.



Some GIs: Darjeeling Tea, Mahabaleshwar Strawberry, Blue Pottery of Jaipur, Banarasi Sarees, Tirupati Laddus, Odisha Ikat, Vazhakulam Pineapple, Nashik Valley Wine, Sirumalai Hill Banana, Lucknow Chikan Craft
For more GIs: Click [here](https://www.ibef.org/giofindia)
<https://www.ibef.org/giofindia>



The Geographical Indications Registry is set up for administration of the Geographical Indications of Goods (Registration and Protection) Act, 1999 with the object to provide registration and better protection of geographical indications relating to goods. The GI Registry is situated at Chennai.



Khola chilli
A famous variety of chilli grown only in Khola village of Goa. They are known for their brilliant red colour and medium pungent taste.



Kutch Shawls

Madhubani paintings: A 2500-year-old folk art, the history of Madhubani paintings is said to date back to the time of Ramayana, when King Janaka asked an artist to capture his daughter Sita's wedding to Prince Rama. These paintings were usually created by women on walls and floors of homes during festivals, ceremonies or special occasions. Having originated in the Mithila region, this form of painting is also known as Mithila art.

