

Incredible India: The Pride and Legacy of Puneri Pagadi

Published on 20 Aug 2025 | By IFI Correspondent



The state of Maharashtra is a land of rich history, valor, and tradition. Once the seat of power for the mighty **Maratha Empire**, it has now evolved into a modern hub known for **Bollywood, fashion, and IT innovation**. Yet, amidst its rapid progress, the state continues to treasure symbols that reflect its glorious past. One such symbol is the **Puneri Pagadi**, a heritage turban that originated in the city of Pune during the Peshwa era and continues to stand tall as a mark of honour and pride.

As the city of Pune, famously called the “*Queen of the Deccan*”, prepares for the grand celebrations of **Ganesh Chaturthi 2025**, the Puneri Pagadi once again takes center stage as an emblem of culture, identity, and respect.

The roots of the Puneri Pagadi can be traced back nearly **400 years**, during a time when society was divided into different social classes. Among them were the **Kostis**, a community of skilled artisans who played a pivotal role in keeping the turban tradition alive.

The Kostis would personally visit households to handcraft these turbans for male patrons. More than just a headpiece, the Puneri Pagadi symbolized **dignity, social status, and valor**. Over generations, it grew from being a community tradition into a **cultural insignia** of the Marathas.

? A Symbol Beyond Fashion

Even today, the Puneri Pagadi is not merely seen as an accessory—it is a **mark of respect and pride**. Whether worn during **Ganesh festivals, traditional weddings, or cultural ceremonies**, the pagadi continues to embody the **spirit of Maharashtra**.

In fact, in 2009, the **Puneri Pagadi received a Geographical Indication (GI) tag**, officially recognizing it as an exclusive heritage of Pune. This milestone gave the pagadi international recognition and further cemented its cultural significance.

? Modern Revival

While originally reserved for special occasions, the Puneri Pagadi has made a fashionable comeback in recent years. Youngsters and cultural enthusiasts are embracing it with pride, blending it seamlessly with both traditional and modern attire.

As Pune marches toward its future as a global city, the Puneri Pagadi remains a **timeless reminder of its historic past**—a tradition that will always be cherished as a **crown of honor for Maharashtra**.