

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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KUTCH EMBROIDERY

Kutch embroidery is renowned for its unique craftsmanship. It involves weaving a net pattern on fabric with threads, followed by filling it using complex interlocking stitches. It typically features geometric motifs, this embroidery is distinguished by vibrant colors such as red, black, green, yellow, white, and orange. It often incorporates mirrors, beads, sequins, tie-dye, and appliqué, adding texture and enhancing its traditional tribal appeal with a contemporary touch.

Uniqueness

Kutch embroidery is uniquely characterized by its intricate net weaving technique using threads on fabric, which is then filled with meticulous interlocking stitches. The embroidery's distinctiveness lies in its vibrant geometric patterns and the incorporation of traditional tribal motifs. It stands out for its use of vibrant colours and embellishments like mirrors, beads, and sequins, which add texture and depth, making each piece a testament to skilled craftsmanship and cultural heritage.

Raw Materials

Cobbler's awl, tracing paper, Fugitive colours for tracing, Wooden frames to hold the fabric in place while embroidering, Abhalo/ mirrors, buttons, sequins & fabrics such as cotton, mashru, silk, woolen, etc

Price

₹.500/- > ₹.2000/- or more, depending on the type of product and intricacy of design.

Class of Goods

26 & 24

Proof of Origin

Since early 17th Century



Type of Goods

Handicraft

Geographical Location

Nine talukas of kachchh district

No. of Families Involved

Approximately 10,000 families or more

Method of Production

Kutch embroidery begins with weaving a net pattern on fabric using threads, followed by filling it with intricate interlocking stitches in geometric designs. Artisans incorporate traditional tribal motifs & a vibrant colour palette of red, black, green, yellow, white, and orange. The embroidery is further enhanced with mirrors, beads, sequins, tie-dye, and appliqué, blending traditional craftsmanship with contemporary appeal for vibrant and textured fabric designs.