

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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SURAT ZARI CRAFT

Surat Zari is a decorative material made from silk, cotton, and metals like gold, silver, or copper, commonly used in textiles and handicrafts in India. Originating in Surat, Gujarat, it is traditionally woven or embroidered onto fabrics. The craft has evolved, with lower-cost metals like copper now used for what is known as real metallic zari, and plastic substitutes for gold referred to as imitated zari. Surat also produces other embroidery materials such as Salma (Kora), Chalak, Sadi (Dabka), and Kangri.

Uniqueness

Surat is renowned globally for its unique zari thread and embroidery due to its favourable geo-climatic conditions, which help maintain its luster and prevent tarnishing. The city's distinctive production methods, including fine silver electroplating and meticulous raw material processing, result in a superior, shining quality not matched by other regions. Additionally, Surat's artisanal skills and innovative machinery contribute to its unrivalled status in zari production.

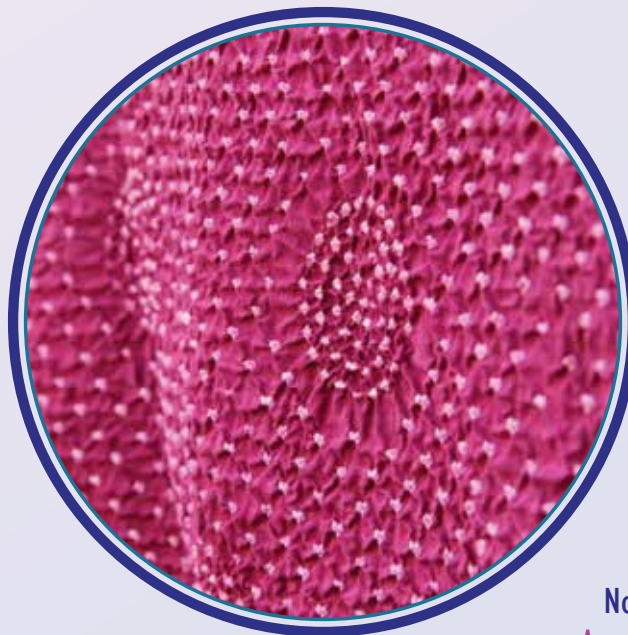
Raw Materials

Copper wire bars, gold, silver, pure silk, art silk, polyester, viscous & cotton yarns of different counts, chemicals

Price
₹250/- onwards per meter
depending on type of metal
used (e.g., gold or silver)

Class of Goods
23

Proof of Origin
Since early 19th Century



Type of Goods
Handicraft

Geographical Location
Surat district, Gujarat

No. of Families Involved
Approximately 30,000-50,000 families

Method of Production

The manufacturing of Surat Zari involves selecting high-quality metals like copper and silver, drawing and electroplating these into fine wires, and then converting them into shiny zari threads. These threads are either woven into fabrics or used in embroidery, with rigorous quality checks and final adjustments ensuring their premium quality. The finished products are then packaged for distribution.