

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 AJRAKH

Kutch Ajrakh is a traditional hand-block printed textile from Gujrat. These are known for its unique geometric patterns & rich natural colours, primarily indigo & madder. These fabrics are made from fine cotton or silk & it undergoes a lengthy process of dyeing & resist printing. The fabric is known for its durability, cultural significance & deep earthy tones that give a distinct ancient appeal.

Uniqueness

Kutch Ajrakh is unique for its meticulous 16- step handcrafting process which uses natural dyes & resist other techniques to create symmetrical patterns. Unlike other fabrics, it's rich earthy hues & complex designs reflect centuries of tradition & are deeply tied to the cultural heritage of Kutch region.

Raw Materials

Natural dyes, mordant gums, fabrics, water etc.

Price

₹ 1500/- 1500 onwards
depending upon
the quality, material,
craftsmanship etc.

Class of Goods

24, 25

Proof of Origin

Around 4000 years ago

Type of Goods

Textiles

Geographical Location

Kutch, Gujarat

No. of families involved

Approximately 200-300 families



Method of Production

The production of Kutch Ajrakh involves a detailed 16- step process that includes washing, dyeing & multiple rounds of sun drying. Artisans use natural dyes such as indigo & madder and apply intricate/ unique patterns using hand carved wooden blocks. Each layer of dye is carefully applied with the fabric undergoing repeated washing & sun drying to achieve its rich, deep colors & geometric designs.