

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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KUTHAMPULLY SAREES AND FINE COTTON FABRICS

These are traditional handwoven garments from Kerala, renowned for their fine cotton texture and unique golden zari borders. The major items manufactured in Kuthampully are grey saree & these are woven with Kora white cotton yarn of finer counts.

Uniqueness

These are unique for their blend of simplicity and elegance. These sarees are especially known for their durability & comfort symbolizing Kerala's old age weaving traditions. The technique to weave with half-fine Zari in the border or cross-border or pallav (extra warp or extra weft) is one of the specialties or skills acquired by the weavers in this clusters. Furthermore, no bleaching or dyeing is involved in the process except for the dyed yarn used in the weft for the border or cross-border.

Raw Materials

High Quality cotton yarn, zari threads, weaving tools etc.

Price
4,000 onwards (Approximately)

Class of Goods
25

Proof of Origin
Late 18th Century



Type of Goods
Handicraft

Geographical Location
Thrissur District, Kerala

No. of families involved
Approximately 600

Method of Production

The production involves a meticulous handloom weaving process. Firstly, cotton yarns are dyed and spun onto the bobbins, then the same are arranged on the loom for weaving. Furthermore, the skilled weavers interlace the yarns to create the saree's body while uniquely incorporating zari threads into the borders & pallu. The entire process is manual to preserve the traditional weaving techniques passed down through generations.