

## 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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## VILLIANUR TERRACOTTA WORKS

Villianur Terracotta works in Puducherry involve crafting refined clay into various items such as figurines, lamps, pots, idols of gods, vases, tea & coffee sets & jewellery known for their detailed designs. Over time, the craft has evolved new designs focusing on utility with tableware & terracotta jewellery gaining popularity both in India & globally.

### Uniqueness

The uniqueness lies in the availability of raw materials & infrastructure. These clay crafts are known for their well-proportioned designs, unique motifs & use of natural colors. The designs evolve based on the customer preferences often with custom modifications. The manufacturing of these works require skilled craftsmanship & experience, particularly in design & color combinations to meet the market demands.

### Raw Materials

Green clay, Thennal, Nice sand (Savudu), Tools etc

#### Price

₹300/- onwards  
depending upon  
the size,  
design & craftsmanship.

#### Class of Goods

21

#### Proof of Origin

Early 18<sup>th</sup> Century



#### Type of Goods

Handicraft

#### Geographical Location

Puducherry

#### No. of families involved

Approximately 300 families

### Method of Production

The production involves refining raw clay which is further molded, hand shaped or cast into various forms. After the initial shaping, the clay is partially dried, decorated with unique designs & fired to kilns to harden. Later, natural colors are applied for finishing. This whole process requires skilled & experienced craftsmanship.