

## 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



[www.ripaonline.com](http://www.ripaonline.com)

© RIPA, JUL 2024



## GUJARAT SUF EMBROIDERY

Gujarat Suf embroidery is a traditional craft from the Kutch region, characterized by its detailed geometric patterns created entirely by counting the warp and weft threads on the fabric. The designs are typical symmetrical featuring motifs inspired by nature. This embroidery is done with vibrant silk threads on cotton or silk fabrics showcasing the artisan's exceptional skill in precision and attention to detail.

### Uniqueness

The uniqueness lies in its reverse stitching technique where artists work from the back of the fabric to create geometric patterns without any pre drawn designs. This method is combined with vibrant colors and detailed patterns which eventually results in highly refined and textured finish that sets it apart from other types of embroidery.

### Raw Materials

Fabric, embroidery loop,

### Price

₹1500/- onwards depending upon the size, type & craftsmanship

### Class of Goods

26

### Proof of Origin

Since 16<sup>th</sup> Century

### Type of Goods

Handicraft

### Geographical Location

Soof district, Gujarat

### No. of families involved

500- 600 families (Approximately)



### Method of Production

the process of making Suf embroidery begins with selecting a fabric (usually cotton or silk) followed by counting the warp & weft threads to plan the design. Artists then stitch from the reverse side to create unique geometric patterns without any pre drawn outlines. The embroidery is done using vibrant silk threads resulting in a detailed and textured design that is both precise & richly colored.