

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



MATA NI PACHHEDI

It is a traditional Gujarati textile characterized by its vibrant, hand-painted depiction of Hindu deities & mythological scenes. These are crafted on cotton or silk & features bold colours. Usually Mata Ni Pachhedi offered unique designs often depicting the goddess Mata, surrounded by symbolic patterns. The fabric is known for its rich, cultural narrative & is used in religious ceremonies or even as a decorative piece.

Uniqueness

Mata Ni Pachhedi is unique for its distinctive hand-painted portrayal of divine figures & mythological stories, which are deeply rooted in the local religious & cultural practices of Gujarat. Unlike other textiles, each piece is an artistic representation of devotion & folklore with vibrant colors & detailed designs that reflect the regions rich heritage & spiritual traditions.

Raw Materials

Cotton silk fabric, natural dyes, brushed & stencils, resist materials etc.

Price

₹ 3000/- onwards

Class of Goods

24

Proof of Origin

Early 19th Century

Type of Goods

Textile

Geographical Location

Khanpur, Vasna & Old Vada in Gujarat

No. of families involved

Approximately 30-40 families



Method of Production

The production of Mata Ni Pachhedi begins with preparing the fabric which is then dyed in a base color. Artisans hand-paint unique religious & mythological motifs using natural dyes & detailed brushes. The fabric undergoes a drying process & additional layers of painting may be applied for depth & vibrancy. The final product is often used in religious ceremonies or as decorative artwork.