

# 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

650+ 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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# POCHAMPALLY IKAT

Pochampally textiles are characterized by designs typically featuring a diamond within a square (chowkra) or variations thereof, notable for their softly blurred edges. The creation of these intricate patterns involves specialized skills in design visualization and follows a traditional dyeing method that demands meticulous teamwork. What sets Pochampally Ikat apart is not only its vibrant colour palette achieved through natural dyes but also the deep cultural significance embedded in each fabric.

## UNIQUENESS

These fabrics exhibit intricate designs characterized by their soft, blended transitions between colours, creating a unique visual texture that is highly prized in traditional textile arts. This art form embodies centuries-old traditions, passed down through generations of skilled artisans who bring to life designs meticulously visualized by master weavers.

## RAW MATERIALS

Cotton or silk

**Price**  
Approx.  
Rs. 10,000 Onwards

**Class of Goods**  
24, 25 & 27

**Proof of Origin**  
19<sup>th</sup> Century



**No. of Families Involved**  
Approx.  
600 families

**Type of Goods**  
Textile, clothing

**Geographical Location**  
Bhoodan Pochampally, Nalgonda

## METHOD OF PRODUCTION

Natural fibers like cotton or silk are first spun into yarns, which are then meticulously tied and dyed with colors according to the envisioned pattern by the master weaver. This process, known as resist dyeing or ikat, involves tightly binding sections of yarn to prevent dye from penetrating, resulting in patterns with diffused edges. Once the yarn is dyed and dried, it is carefully placed onto looms where skilled artisans weave it into fabrics.