

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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KASHMIR SOZANI CRAFT

Sozani embroidery is a fine hand-stitch technique used to create intricate motifs with rich detailing. The highest-quality Sozani work features precise outlining with darker thread, filled seamlessly with delicate stitches in varied colors, making it ideal for premium fabrics like silk and Pashmina. Less intricate versions combine sozani and satin stitches with additional techniques like Vatachikan for thicker fills, while simpler varieties use large satin stitches without outlining, resulting in less durability, typically for mass-market products.

UNIQUENESS

Sozani embroidery is distinguished by its intricate minute stitches, reinforcing couching techniques, and durable craftsmanship that ensures flat, smooth designs. The motifs predominantly feature natural elements like Chinar leaves, almonds, pomegranates, and various flowers from the Kashmir Valley. A unique "Sofiyana Rang" color palette blends multiple shades harmoniously, enhancing its aesthetic appeal.

RAW MATERIALS

Natural fibres like Cottons, Silks and Woollens and synthetic fibres being mostly Crepes, Georgettes and Polyester



Price

Approx.
Rs. 5000 onwards
(depending on size, quantity
and availability)

No. of Families Involved

Approx.
1300 families

Class of Goods

26

Type of Goods

Handicrafts

Proof of Origin

Since Mughal Era

Geographical Location

Jammu and Kashmir

METHOD OF PRODUCTION

Sozani embroidery involves intricate handwork on natural fabrics like cotton, silk, and wool, as well as synthetic materials like crepe and georgette. Skilled artisans use fine needles and dyed silk or viscose threads to craft detailed motifs, starting with floral patterns and progressing to borders. The design is traced onto fabric using engraved wooden blocks, ensuring precision. Each craftsperson completes embroidery in stages, followed by rigorous washing and ironing to bring out the vibrant colors. The final piece is carefully packed to maintain its beauty and quality.