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

700+ registered GIs and numerous unregistered GIs existence in India

Prevents counterfeiting and ensures genuineness of products

Preservation of local Culture, Tradition, and Legacy

KUTCH AJRAKH

Kutch Ajrakh is a traditional hand-block printed textile from Gujrat. These are known for its unique geometric patterns & rich natural colours, primarily indigo & madder. These fabrics are made from fine cotton or silk & it undergoes a lengthy process of dyeing & resist printing. The fabric is known for its durability, cultural significance & deep earthy tones that give a distinct ancient appeal.

UNIQUENESS

Kutch Ajrakh is unique for its meticulous 16-step handcrafting process, which uses natural dyes and resist techniques to create symmetrical patterns. Unlike other fabrics, its rich earthy hues and complex designs reflect centuries of tradition and are deeply rooted in the cultural heritage of the Kutch region.

RAW MATERIALS

Natural dyes, mordant gums, fabrics, water etc

Price
Approx.
Rs. 1500 onwards

No. of Families Involved
Approx.
200 to 300 families

Class of Goods
24 & 25

Type of Goods
Textiles

Proof of Origin
Around 4000 years ago

Geographical Location
Kutch, Gujarat

METHOD OF PRODUCTION

The production of Kutch Ajrakh involves a detailed 16-step process that includes washing, dyeing, and multiple rounds of sun drying. Artisans use natural dyes such as indigo and madder, and apply intricate, unique patterns using hand-carved wooden blocks.

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