

# 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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# KUTCH EMBROIDERY

Kutch embroidery is renowned for its unique craftsmanship. It involves weaving a net pattern on fabric with threads, followed by filling it using complex interlocking stitches. It typically features geometric motifs, this embroidery is distinguished by vibrant colors such as red, black, green, yellow, white, and orange. It often incorporates mirrors, beads, sequins, tie-dye, and appliqué, adding texture and enhancing its traditional tribal appeal with a contemporary touch.

## UNIQUENESS

Kutch embroidery is uniquely characterized by its intricate net weaving technique using threads on fabric, which is then filled with meticulous interlocking stitches. The embroidery's distinctiveness lies in its vibrant geometric patterns and the incorporation of traditional tribal motifs. It stands out for its use of vibrant colors and embellishments like mirrors, beads, and sequins, which add texture and depth, making each piece a testament to skilled craftsmanship and cultural heritage.

## RAW MATERIALS

Cobbler's Awl, Tracing Paper, Fugitive Colors, Wooden Frames, Abhalo/ Mirrors, Buttons, Sequins, Cotton, Mashru, Silk, Woolen, etc.

**Price**  
Approx.  
Rs. 500 to 2000

**Class of Goods**  
26 & 24

**Proof of Origin**  
Since early 17<sup>th</sup> Century



**No. of Families Involved**  
Approx.  
10,000 families

**Type of Goods**  
Handicrafts

**Geographical Location**  
Nine  
talukas of kachchh district

## METHOD OF PRODUCTION

Kutch embroidery begins with weaving a net pattern on fabric using threads, followed by filling it with intricate interlocking stitches in geometric designs. Artisans incorporate traditional tribal motifs & a vibrant color palette of red, black, green, yellow, white, and orange. The embroidery is further enhanced with mirrors, beads, sequins, tie-dye, and appliqué, blending traditional craftsmanship with contemporary appeal for vibrant and textured fabric designs.