

## 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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# MIZO PUANCHEI

It is a medium to heavy high-quality fabric woven on a traditional loin loom using supplementary yarns to create unique designs. Skilled weavers craft this using homespun cotton dyed with natural dyes. These are traditionally paired with a matching blouse called Kawrchei featuring Paunchei's design prominently.

## UNIQUENESS

The uniqueness of Mizo Puanchei lies in its bold red, black & white color scheme & the unique repetitive patterns that often feature floral or tribal motifs. Each piece is meticulously woven on a traditional backstrap loom, making 2 motifs exactly alike. The weaving quality of Mizo Puanchei is much finer & the most decorated Puan. The garment is traditionally worn during important cultural ceremonies and festival underscoring its significance in Mizo identity & heritage.

## RAW MATERIALS

Loin Loom, Thread, Needle, Natural Dyes, Traditional Designs, Embroidery Yarns or Threads.

Price  
Approx.  
Rs. 800 onwards

Class of Goods  
24 & 25

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



No. of Families Involved  
Approx.  
5000 to 7000 families

Type of Goods  
Textiles

Geographical Location  
Aizawal, Mizoram

## METHOD OF PRODUCTION

The production of Mizo Puanchei begins with hand spinning cotton or acrylic yarn which is then dyed using vibrant natural colors. The yarn is woven on traditional back strap looms, creating unique designs, geometric patterns that are the diversifying characteristic of Mizo Puanchei. The process is labor intensive, requiring meticulous attention to detail & each piece can take weeks to complete, reflecting the craftsmanship & cultural significance of the Textile.