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 Gls and there are numerous Gls which are not yet registered officially, but are potential registerable Gls.

> 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

Registered by the Authorized community of the GI

Economic empowerment to Artisans, Producers, and Manufacturers

> 650+ registered Gls and numerous unregistered Gls existence in India

Preservation of local Culture, Tradition, and Legacy

Legal Protection from unfair usage

Gl Sign or symbol indicating Geographical Origin or location

Social Uplifting and continuing the Legacy of the Nation

Prevents counterfeiting and ensures genuineness of products











SURAT ZARI CRAFT



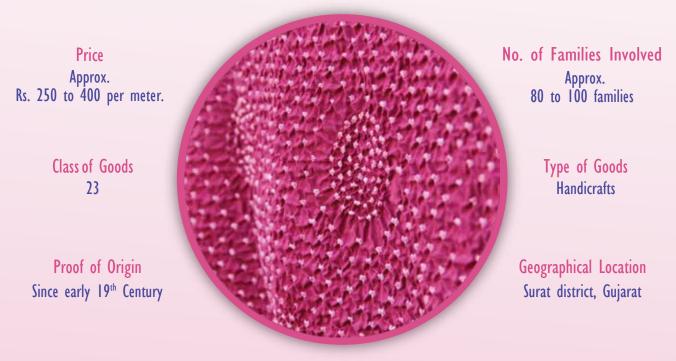
Surat Zari is a decorative material made from silk, cotton, and metals like gold, silver, or copper, commonly used in textiles and handicrafts in India. Originating in Surat, Gujarat, it is traditionally woven or embroidered onto fabrics. The craft has evolved, with lower-cost metals like copper now used for what is known as real metallic zari, and plastic substitutes for gold referred to as imitated zari. Surat also produces other embroidery materials such as Salma (Kora), Chalak, Sadi (Dabka), and Kangri.

UNIQUENESS

Surat is renowned globally for its unique zari thread and embroidery due to its favourable geo-climatic conditions, which help maintain its luster and prevent tarnishing. The city's distinctive production methods, including fine silver electroplating and meticulous raw material processing, result in a superior, shining quality not matched by other regions. Additionally, Surat's artisanal skills and innovative machinery contribute to its unrivalled status in zari production.

RAW MATERIALS

Copper Wire Bars, Gold, Silver, Pure Silk, Art Silk, Polyester, Viscous & Cotton Yarns of Different Counts. Chemicals.



METHOD OF PRODUCTION

The manufacturing of Surat Zari involves selecting high-quality metals like copper and silver, drawing and electroplating these into fine wires, and then converting them into shiny zari threads. These threads are either woven into fabrics or used in embroidery, with rigorous quality checks and final adjustments ensuring their premium quality. The finished products are then packaged for distribution.

