

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



A GI reflects a shared heritage that has evolved over generations, deeply influenced by local knowledge, distinctive environments, and cultural traditions. It highlights that certain products are far more than just items of trade; they represent the history, narratives, and dedication of the artisans, farmers, and communities who have kept these practices alive. By recognizing this inherent value, the GI system establishes a structure to safeguard and encourage these traditions, ensuring they thrive and adapt in today's competitive landscape.

BANARAS ZARDOZI

Banaras Zardozi is a luxurious metallic embroidery tradition from Varanasi, Uttar Pradesh, known for its use of gold and silver zari, silk threads, and precious embellishments. Crafted on velvet, silk, and satin, it adorns religious attire, ceremonial accessories, monograms, book covers, and decorative textiles, reflecting centuries of regal craftsmanship.

UNIQUENESS

This craft is renowned for its embossed motifs, fine rapping techniques, and multi-material layering. Artisans create portraits, religious figures, and international insignia using dabka, kora, tikki, mukaish, and sifara. Banaras Zardozi is the only tradition where Muslim artisans depict Hindu deities, and where designs range from 2 cm to 10 ft, including leather and wall décor.

RAW MATERIALS

Gold/Silver Zari, Silk Threads, Velvet/Satin/Silk Fabric, Dabka, Kora, Tikki, Mukaish, Sifara, Ari Needles, Adda Frame

Price
Approx. Rs. 1500
onwards

Number of Families Involved
Approx.
5000 families

Proof of Origin
14th Century

Class of Goods
26

Type of Goods
Handicraft

Geographical Location
Varanasi and neighboring
districts, Uttar Pradesh



METHOD OF PRODUCTION

Designs are traced using kerosene-blue solution, then embroidered on adda frames using ari needles or hand stitching. Zari wires are cut, curled, and wrapped around silk threads. Embellishments like cowries, sequins, and stones are added. The process includes embossing, rapping, marori, pechani, and khonch work, all done manually with precision.