

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.



CHUNAR GLAZE POTTERY

Chunar Glaze Pottery is a decorative red clay ceramic craft from Chunar, Mirzapur district, Uttar Pradesh, known for its lustrous glaze, floral motifs, and earth-toned palette. Crafted into surahis, bowls, plates, and vases, it blends Mughal, Persian, and indigenous styles, and is prized for its aesthetic appeal and cultural symbolism.

UNIQUENESS

This pottery is celebrated for its two-step firing process, Gangetic red clay base, and glazes in orange, brown, sky blue, and green. Artisans use kabiz powder from rice field soil to achieve a glossy finish. Designs often depict nature and geometric patterns, making each piece a reflection of purity, heritage, and craftsmanship.

RAW MATERIALS

Gangetic Red Clay, Kabiz Powder, Powdered Glass, Mustard Oil, Edible Gum, Potter's Wheel

Price

Approx. Rs. 300 to
5000 onwards

Number of Families Involved

Approx. 2000 to
3000 families

Proof of Origin
17th Century



Class of Goods
26

Type of Goods
Handicraft

Geographical Location
Chunar, Mirzapur,
Uttar Pradesh

METHOD OF PRODUCTION

Red clay is mixed with mustard oil, gum, and starch, then wheel-thrown or molded into shape. After sun-drying, pieces are fired once, glazed with powdered glass and kabiz, and fired again at high temperatures. Final polishing enhances shine. The process is manual, requiring precision and traditional knowledge.