

## 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.

## MAU SAREE

Mau Saree is a handwoven textile tradition from Mau, Uttar Pradesh, known for its Banarasi-inspired motifs, zari-rich patterns, and affordable elegance. Crafted on powerlooms using nylon, viscose, and polyester, these sarees include Buti, Ambose, Anchal, and Niri styles, serving both daily wear and festive occasions across India and abroad.

### UNIQUENESS

Mau Sarees are distinguished by their multi-colored warp bundles, zari-based buta weaving, and jacquard designs made by local artisans. Each jacquard plate is custom-built, ensuring design exclusivity. The sarees feature non-living motifs, vibrant color combinations, and manual dyeing and calendaring, reflecting a generational legacy of craftsmanship.

### RAW MATERIALS

Nylon, Viscose, Polyester, Zari, Jacquard Cards, Toori Sticks, Calendaring Machines, Dyes, Powerlooms



### METHOD OF PRODUCTION

Raw yarn is manually dyed, then warped into multi-color bundles (toori). Jacquard cards are punched from graph designs, enabling intricate motifs. Sarees are woven on traditional powerlooms, followed by embroidery, calendaring (heat, wax, or deca), and final packaging.