

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.



NIZAMABAD BLACK CLAY POTTERY

Nizamabad Black Clay Pottery is a traditional ceramic craft from Azamgarh district, Uttar Pradesh, known for its lustrous black surface and engraved silver motifs. Crafted into vases, surahis, lamps, bowls, and decorative items, it reflects a legacy of Mughal-era artistry and remains a vital part of the region's cultural identity.

UNIQUENESS

This pottery is celebrated for its deep black color, achieved through reduction firing in oxygen-deprived kilns. Designs are etched freehand and filled with silver powder made from zinc, mercury, and tin, creating a striking contrast. The craft blends Bidriware-inspired motifs with local clay traditions, making each piece a functional work of art.

RAW MATERIALS

Fine Clay, Mustard Oil, Cow Dung, Zinc-Mercury-Tin Powder, Natural Dyes, Potter's Wheel, Etching Tools

Price

Approx. Rs. 50
to 5000

Number of Families Involved

Approx.
10000 families

Proof of Origin
16th Century



Class of Goods
27

Type of Goods
Handicraft

Geographical Location
Nizamabad village,
Azamgarh, Uttar Pradesh

METHOD OF PRODUCTION

Local clay is mixed with goat excreta, shaped on wheels, and sun-dried. Mustard oil is applied before reduction firing in cow dung-fueled kilns. Artisans etch floral and geometric designs, then fill grooves with metallic powder. Final polishing enhances the black-silver contrast, producing durable, decorative wares.