

## 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.

# BAREILLY ZARI ZARDOJI

Bareilly Zari Zardoji is a luxurious hand embroidery craft from Bareilly, Uttar Pradesh, known for its elaborate metal threadwork, bead embellishments, and regal motifs. Traditionally used on bridal wear, ceremonial garments, and home décor, this art form combines gold, silver, and copper threads with stones, sequins, and gota, reflecting centuries of royal patronage and cultural finesse.

## UNIQUENESS

This craft is admired for its three-tiered Zardozi Styles-Real, Imitation, and Metallic-each using distinct materials from pure gold to polyester film. Techniques like Kataoki Bel, Kinari, Mina, and Gota work are executed using Aari needles on a stretched cloth over a wooden adda frame. Bareilly's artisans have preserved this 500-year-old tradition, making it a global symbol of opulence and artistry.

## RAW MATERIALS

Gold/Silver/Copper Threads, Metallic Wires, Silk Threads, Dabka, Sitara, Beads, Sequins, Fabric Gum, Carbon Paper, Scissors, Aari Needles, Wooden Frames

### Price

Approx. 3000 to 4000 families

### Number of Families Involved

Approx. 1000 families

### Proof of Origin

Early 16<sup>th</sup> Century

### Class of Goods

26

### Type of Goods

Handicraft

### Geographical Location

Bareilly,  
Uttar Pradesh



## METHOD OF PRODUCTION

Fabric is stretched on a wooden frame (adda) and knotted with cotton threads. Artisans use Aari needles to stitch metal threads, beads, and sequins onto the cloth. Motifs are drawn and embroidered with both hands, one above and one below the fabric. Final products are meticulously detailed, often taking days to weeks to complete.