

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.



PILKHUWA HAND BLOCK PRINT TEXTILE

Pilkhua Hand Block Print Textile is a heritage cotton printing craft from Pilkhua, Uttar Pradesh, known for its vibrant motifs, natural dyes, and home furnishing applications. Crafted into bed sheets, curtains, cushion covers, and table linens, this textile tradition blends handloom weaving with block printing, sustaining a multi-generational artisan ecosystem.

UNIQUENESS

This craft is admired for its distinctive naming of designs, organic dye recipes, and motif diversity—from florals and paisleys to contemporary patterns like “Pepsi” and “Rainbow.” Pilkhua's artisans use rapid fast, indigo sol, and pigment dyes, with gum bases made from tamarind kernel or arrowroot. The city is a major hub for printed cotton furnishings, often called the Textile City.

RAW MATERIALS

Cotton Fabric, Wooden Blocks, Rapid Fast/Indigo Sol/Pigment Dyes, Tamarind Kernel Powder, Arrowroot, Caustic Soda, Printing Tables, Brushes, Sieves

Price

Rs. 500 onwards

Number of Families Involved

Approx.
600 families

Proof of Origin
19th Century



Class of Goods
24

Type of Goods
Handicraft

Geographical Location
Pilkhua, Hapur district,
Uttar Pradesh

METHOD OF PRODUCTION

Pilkhua hand block printing involves crafting engraved blocks, preparing cotton fabric, and mixing dyes using gum bases like TKP, arrarot, or guar gum. Dyes include rapid fast, indigo sol, pigment, and syahi. Printing is done manually, followed by acid wash and drying. Motifs vary widely, with screen printing also adopted.