



Treasures of the Desert: The Six GI Gems of Kutch



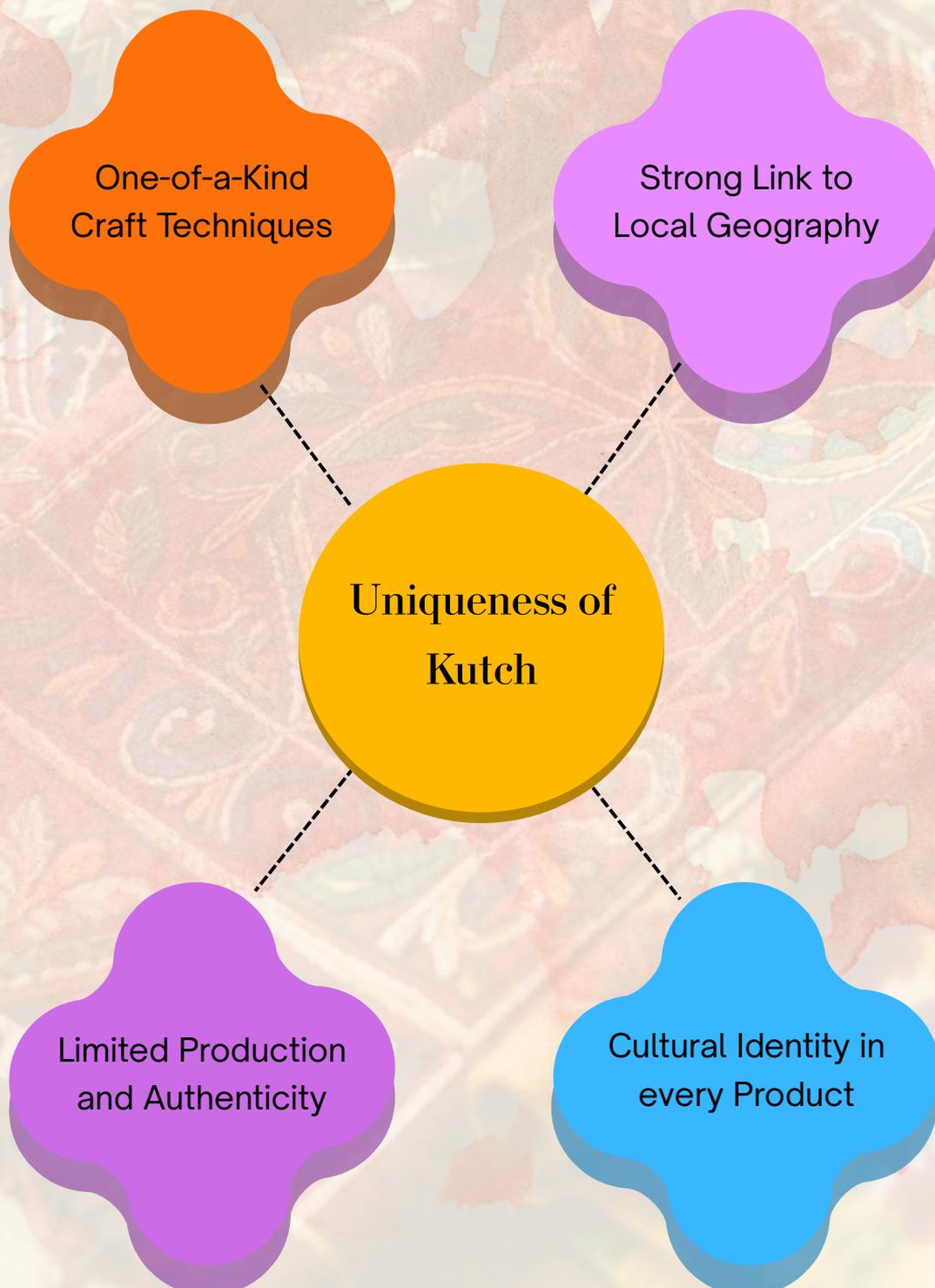


Kutch's Rich Craft Heritage

The craft heritage of Kutch is deeply connected to everyday life. Communities developed weaving, dyeing, embroidery, and food-processing traditions not just for trade but also for identity and survival. Techniques were passed down through generations, each family preserving patterns, tools, and methods that made their work distinctive.

DID YOU KNOW?

The unique Geographical Indication (GI) products of Kutch, Gujarat, represent one of the richest clusters of GI crafts in India. Renowned for their handcrafted excellence, these products are typically created on a small scale, reflecting deep-rooted traditions and a close connection to local communities.





GI Gems of Kutch



- **Kutch Ajrakh:**

Ajrakh is a centuries-old block-printing tradition known for its deep indigo and madder red tones. Using natural dyes and wooden blocks, artisans create symmetrical geometric patterns.

- **Kutch Embroidery:**

Traditional, intricate embroidery practiced by various communities (Rabari, Garasia Jat, Mutava), often featuring small mirrors (abhla).





GI Gems of Kutch



- **Kachchh Shawls:**

Handwoven woollen wraps produced by the Vankar and Meghwal communities, featuring traditional, intricate motifs.

- **Kutch Rogan Craft:**

A rare, ancient craft where artisans apply, using a metal rod, a thick oil-based pigment paste to create intricate designs.





GI Gems of Kutch



- **Kutch Bandhani of Gujarat:**
A traditional tie-dye technique that forms part of the region's rich textile heritage.

- **Kachchhi Kharek:**

Kachchhi Kharek refers to premium dried dates produced in the region. The unique climate of Kutch contributes to their taste, texture, and quality, making them a recognized GI agricultural product.



Gujarat has a long list of GI-tagged products, and small regions like Kutch contribute significantly. As of 2025, more than 25 GI-registered products from Gujarat cover handicrafts, handlooms, agricultural products, and other traditional goods, with several more under consideration.

GI Recognition and Protection

Geographical Indication (GI) recognition plays a vital role in safeguarding traditional knowledge and heritage crafts. By ensuring that only products genuinely made in a specific region using time-honored methods can bear the GI name, this protection helps artisans receive fair value, prevents imitation, and preserves cultural heritage for future generations.

However, challenges persist. Modernisation, shifting consumer preferences, urban migration, and the gradual loss of traditional knowledge all pose significant threats to these crafts. To ensure their survival and continued relevance, ongoing support, increased awareness, and responsible promotion are essential.



About RIPA

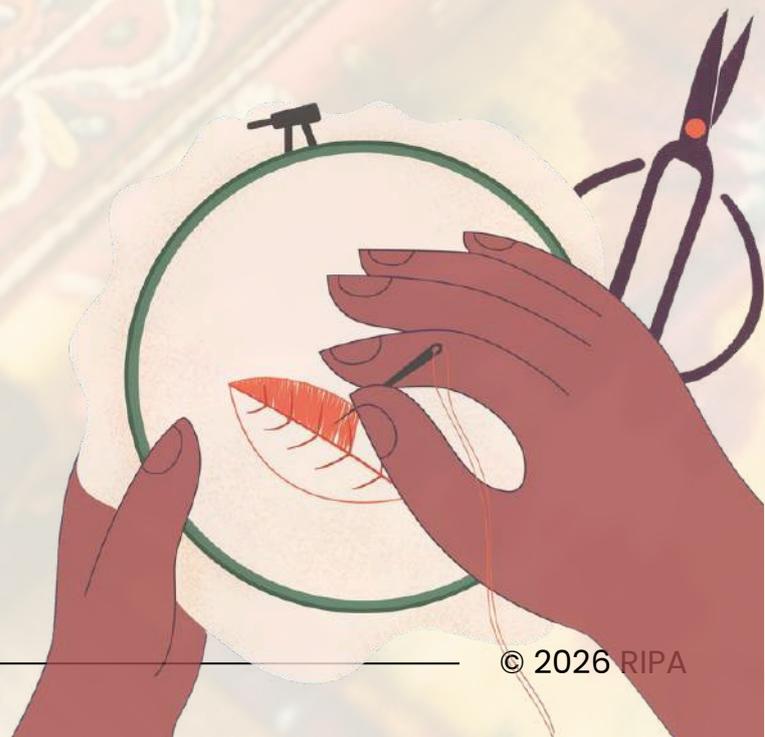
RIPA (Reinforce Intellectual Property Association) is a dedicated notfor-profit organization focused on the promotion and advancement of indigenous Intellectual Property (IP) in India, with outreach that extends to the international stage.

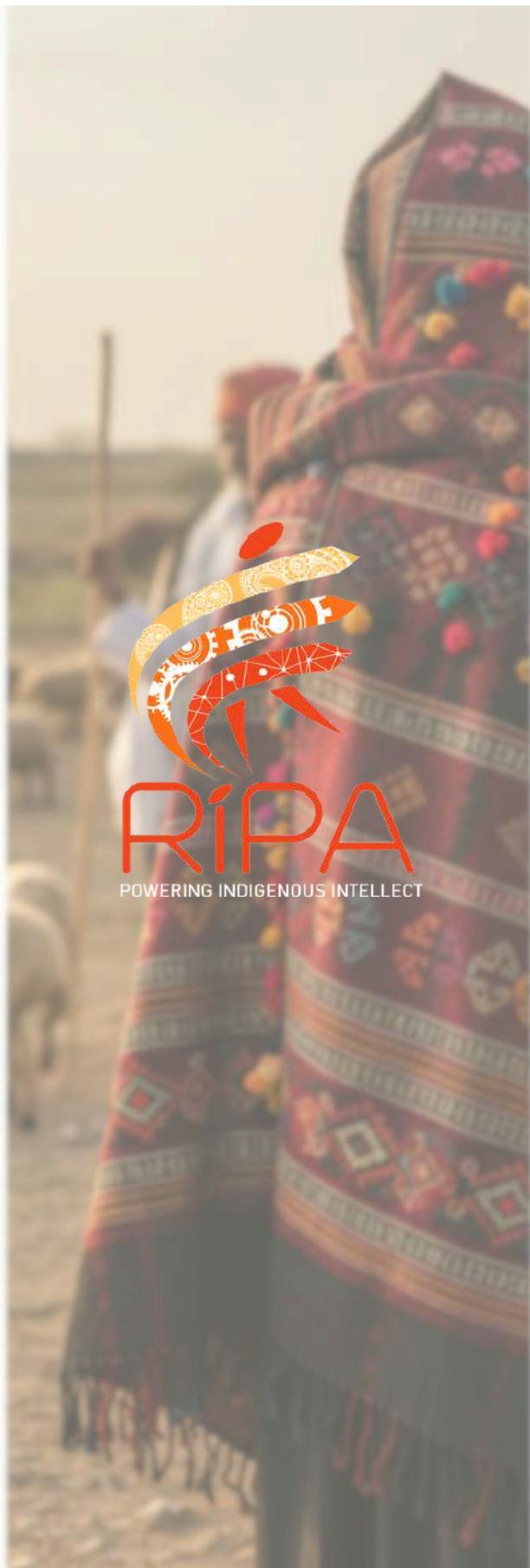
Our mission centers on addressing both current and future needs for the growth and development of indigenous IP, actively supporting the country's unique innovation landscape through local research and development initiatives. RIPA's commitment to the IP community spans every stage of the IP lifecycle—from idea generation to the successful commercialization of inventions.

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