

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



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BAGRU HAND BLOCK PRINT

Bagru Hand Block Print is a centuries-old textile craft hailing from Bagru Village in Rajasthan. This printing style is practiced by the Chhipa community. Printed on cotton or cotton-silk, it features floral, tendril, trellis, figurative and geometric motifs using natural dyes. Products include sarees, suits, safas, chintz and home furnishings with soft tones and symmetrical designs.

UNIQUENESS

Bagru prints are known for their off-white base, earthy palette and motifs that reflect local flora and community identity. Designs are stamped using hand-carved wooden blocks and dyed with vegetable-based colours. The reddish-black tones, resist printing with Dabu paste and climate-specific dyeing make Bagru prints distinct and regionally rooted.

RAW MATERIALS

Cotton/Silk Fabric, Natural Dyes, Harda, Fitkari, Black Clay, Wooden Blocks, Steel Chisels, Printing Tables, Water, Cow Dung, Soap, Copper Dyeing Vessels

Price
Approx.
Rs. 200 to 1200 per meter

Proof of Origin
17th Century

Type of Goods
Handicrafts



No. of Families Involved
Approx.
500 families

Class of Goods
24 & 25

Geographical Location
Bagru village, Jaipur district,
Rajasthan

METHOD OF PRODUCTION

Fabric is scoured, treated with harda and printed using wooden blocks dipped in mordants. After ageing, it is dyed with alizarin, indigo, or turmeric, followed by resist printing using black clay. Final washing and sun drying fix the colours. Each step demands precision and is rooted in traditional artisan knowledge.