

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.



MAHESHWAR SAREES AND FABRIC

Maheshwar sarees, woven in the historic town of Maheshwar, Madhya Pradesh, are celebrated for their fine silk, delicate motifs, and elegant designs. Revived in the 18th century under Queen Ahilyabai Holkar, these sarees are traditionally crafted on pit looms introduced by Surat weavers. Blending cotton and silk, they embody regal heritage and enduring craftsmanship, making them a timeless symbol of India's textile artistry.

UNIQUENESS

Maheshwar sarees are unique in their intricate designs, fine silk material, and beautiful motifs inspired by the natural surroundings and local culture and traditions of the town.

RAW MATERIALS

Silk and Cotton Yarns, Zari Threads

Price

Approx. Rs. 400 to
4000

Number of Families Involved

Approx.
800 families

Proof of Origin
18th Century

Class of Goods
24 & 25

Type of Goods
Handicraft

Geographical Location
Maheshwar district,
Madhya Pradesh



METHOD OF PRODUCTION

Maheshwar sarees are traditionally handwoven on pit looms using time-intensive techniques passed down through generations. Skilled artisans create delicate motifs through precise weaving, often enhancing the fabric with intricate embroidery, zari borders, or traditional block prints. Each saree is carefully crafted by hand, resulting in a unique blend of elegance, craftsmanship, and cultural heritage.