

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



www.ripaonline.com

© RIPA, MAR 2026



PHULKARI

Phulkari, meaning ‘flower work,’ is a vibrant traditional embroidery technique from Punjab, India, featuring geometric and floral patterns stitched with silk floss on coarse cotton khaddar. Historically, it was a cherished, personal art form created by women for trousseau, weddings, and births.

UNIQUENESS

It is distinguished by its reverse-side darning stitch, creating intricate, dense, or geometric patterns that symbolize rural culture, joy, and the passage of heritage.

RAW MATERIALS

Fabrics, Threads, Stitching Tools



Price
Approx.
Rs. 300 to Rs. 1000 per kg

No. of Families Involved
Approx.
1000 Families

Class of Goods
26

Type of Goods
Embroidery

Proof of Origin
15th Century

Geographical Location
Punjab

METHOD OF PRODUCTION

The artisan works from the ‘wrong’ side of the cloth, pulling the silk thread through the coarse weave. The quality of the piece is often judged by the width of the darning stitch; narrower, finer stitches indicate a more valuable and laborious work.