

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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POKARAN POTTERY

Pokaran Pottery is a traditional terracotta craft from Pokaran, Rajasthan, known for its distinctive light pink to off-white clay. Artisans produce both utility and decorative items such as matkas, kulhars, vases, toys and planters. The pottery is durable, heavy and features stylized geometric and floral motifs etched by hand.

UNIQUENESS

The clay used in Pokaran Pottery is sourced from Rind, 5 km away from Pokaran and is naturally light pink due to the region's saline soil and extreme climate. The fired products are exceptionally tough and long-lasting. Stylized forms, incised patterns and geometric etchings distinguish Pokaran from other Rajasthani pottery styles like Kagzi or lacquered ware.

RAW MATERIALS

Local Clay, Water, Cow Dung Cakes, Grass Straw, Firewood, Ash, Broken Pottery Shards, Potter's Wheel (Chok), Wooden Stick (Chonti), Hammer (Thepi)



Price
Approx.
Rs. 100 to 25000

Proof of Origin
19th Century

Type of Goods
Handicrafts

No. of Families Involved
Approx.
300 families

Class of Goods
21

Geographical Location
Pokaran, Jaisalmer district,
Rajasthan

METHOD OF PRODUCTION

Hard clay is beaten, ground and sieved for fine texture. Shaped on a chok, items are handcrafted and fired in a layered pit kiln using ash, dung cakes and broken pottery. The pinkish color of pokran pottery is the result of soil and also because it is fired for nearly 3 days which makes the wares durable and long lasting. Final cleaning prepares items for sale.