

## 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.



# WARASEONI HANDLOOM SAREE & FABRICS

Waraseoni Handloom Sarees, woven in Waraseoni, boast a rich legacy in handloom weaving. Originally crafted from rough, heavy cotton (10s-20s counts), these sarees have evolved to incorporate silk and blended yarns. Known for their grace and simplicity, they feature variegated stripes and checks, particularly the Bhag and Nakshikinar borders. The sarees are also referred to as Wainganga Cotton Sarees, named after the Wainganga River, which sustains the weaving community.

## UNIQUENESS

The weaving community, primarily Koshtis, follows traditional rituals, paying homage to their looms before beginning work. The sarees are known for their luxurious fabric, royal color palette, and traditional embellishments. The weaving hub Mehendiwara is renowned for ultra-fine, hand-spun cotton, producing jacquards and feather-light textiles.

## RAW MATERIALS

Cotton, Mulberry Silk, Tussar Silk, Organic and Vegetable Dyes, and Traditional Weaving Tools

### Price

Approx. Rs. 800 to 8000 per piece

### Number of Families Involved

Approx. 600 to 1000 families

**Proof of Origin**  
Over 250 years old

**Class of Goods**  
Class 24

**Type of Goods**  
Handicraft

**Geographical Location**  
Waraseoni, Mehendiwara, Balaghat, Madhya Pradesh



## METHOD OF PRODUCTION

Weaving is done on traditional pit looms, where artisans sit at the edge of a pit containing pedals. The warp threads are guided through metallic reeds and secured using the Hattha (frame). The fly shuttle technique ensures a smooth texture, ideal for daily wear. The sarees were initially cotton-based, but artisans now weave silk and silk-cotton blends.