ABOUT GI

Geographical Indications (GIs) are associated with 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 of Natural Goods, Food Stuff Manufactured Goods, Handicrafts or Agricultura Goods

GI based on Uniqueness, weather, and terrain of the place of origin

Authorized user Registration for GI Community Members



Legal protection from unfair usage

A community Right

GI Logo Indicating Geographical origin or Location

Economic Empowerment to Artisans, Producer, and Manufavturers

700+ Registered GIs and Numerous Unegisteres GIs Existing in india

Prevents counterfeiting and ensures genuineness of products through "GI Tags"

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 culturl traditions. It highlights that certain products are far more than just items of trade; they represent the history, narratives, 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 these traditions, ensuring they thrive and adapt in today's competitive landscape.

CHAMBA RUMAL

The Chamba Rumal is a unique embroidered art form from Chamba, a picturesque town in Himachal Pradesh, India. Known for its delicate craftsmanship, this art involves fine embroidery on hand-spun cloth using untwisted silk threads. The designs often depict scenes from everyday life, mythology, and epics like the Mahabharata and the Ramayana, showcasing intricate patterns and vibrant colors

UNIQUENESS

The Chamba Rumal is unique for its Do-rukha stitch, a double-sided embroidery making both sides look identical without visible knots. It fuses Pahari miniature painting with needlework, featuring outlines sketched by artists and filled with vibrant, untwisted silk floss. These textiles serve as narrative visual canvases of mythology and local life.

RAW MATERIALS

Fabric, Threads, Embroidery Tools

PRICE
Approx.
Rs 2,500 to over 90,000

CLASS OF GOODS
24

PROOF OF ORIGIN
Since the 18th Century



NO. OF FAMILIES INVOLVED
Approx.
100+ Artisans

TYPE OF GOODS
Handicraft

GEOGRAPHICAL LOCATION
Chamba district of Himachal Pradesh

METHODS OF PRODUCTION

Chamba Rumals are produced by artisans on hand-spun 'Khaddar' or fine muslin in square and oblong formats. The outlines are drawn with fine charcoal and a brush by a painter well-versed in Pahari painting. Chamba Rumals are then embroidered using the double-satin stitch technique known as 'do-rukha-tanka'. This stitch is carried forward and backward alternately, stitching both sides of the cloth simultaneously so the empty space is filled evenly. This makes the designs on both sides look equally effective and identical in content, leaving no visible knots in the embroidery threads.

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