

**GEOGRAPHICAL INDICATIONS TREASURERS**

*Souvenirs from the Indian Soil*

**Special Feature**  
Showcase and Live Demonstration of  
Indian GI Tagged Product in United Kingdom



सुवर्णमय भूतल

**Invaluable Treasures  
of Incredible India**

# AUTUMN FAIR INTERNATIONAL 2024

NEC, BIRMINGHAM, UNITED KINGDOM

01 - 04 SEPTEMBER, 2024

 **India GI Pavilion**

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Hall : 19 (NEC)

Stand No.

19F21 | 19F23 | 19F25  
19E20 | 19E22 | 19E24



CHERIYAL PAINTING



VILLIANUR TERRACOTTA  
WORKS



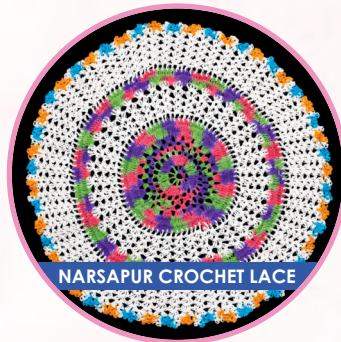
WARLI PAINTING



MUGA SILK



NAGINA WOOD  
CRAFT



NARSAPUR CROCHET LACE



KASHMIR PASHMINA/  
KANI SHAWL/SOZANI CRAFT



UTTARAKHAND  
BERINAG TEA

Implimented By



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Ministry of Commerce and Industry, Govt. of India



अतुल्य भारत की अमूल्य निधि  
Invaluable Treasures of Incredible India



# AUTHENTIC INVALUABLE TREASURES OF INDIA



## DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE (DPIIT) MINISTRY OF COMMERCE AND INDUSTRY, (GOVT. OF INDIA)

Geographical Indications (GIs) are distinct products originating from a specific region, known for their unique qualities, reputation, and cultural heritage. These treasures, often handcrafted by indigenous communities, symbolize the essence of Indian soil.

For these communities, GIs provide a significant economic boost, preserving traditional knowledge and craftsmanship while offering global recognition. They protect the authenticity of the products, preventing imitation, and ensure fair returns to the artisans.

The theme, Geographical Indications Treasures: Souvenirs from the Indian Soil, celebrates India's rich diversity, bringing exquisite, region-specific products to the world stage.



Department for Promotion of  
Industry and Internal Trade  
Ministry of Commerce and Industry  
Government of India

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# INDIAN GI CRAFTS SHOWCASE IN UNITED KINGDOM

D. Rakesh  
Telengana - South Region  
India

## Cheriyal Painting

GI Tagged Year: 2010



**CHERIYAL PAINTINGS** are paintings which are beautiful work of art that are painted on khadi or cotton cloth. These paintings were initially done only on scrolls running into many meters (about 10 to 30 meters) in length.

Now these are done on small pieces of khadi or cotton cloth or even on cardboard. These paintings, in their rich color scheme, express a narrative format theme of Hindu epics. These paintings are done on a variety of goods such as masks, marriage gifts, jewelry boxes, brass paintings and greeting card, but not limited to these goods.

Mohammad Rafiq Sofi  
Jammu & Kashmir - North Region  
India

## Kashmir Pashmina / Kani Shawl / Sozani Craft

GI Tagged Year: 2008



**KASHMIR PASHMINA** shawl is an exclusive product of Kashmir. It is developed by pashmina wool in both warp and weft and is woven by kani technique of weaving. This technique is similar to that of tapestry weaving in which different colored 'Tillis' are used to make colorful pattern. The design pattern is mainly inspired by Mughals.

**KANI SHAWL** are the most valued shawls and are composed of threads of delicate Pashmina wool from the underbelly of the wild Tibetan and Ladakh mountain goats. The fiber obtained from the goat has a special luster due to its long, fine fibers, which are as thin as 12 microns. In Kani weaving the design is formed by the interlocking of different colored threads as per the design.

**SOZANI CRAFT**- Fine Needlework on various fabrics, done by a Sozankar employing predominantly the Sozani Stitch, Darn Stitch and Stem Stitch using silk and viscose yarns. Buttonhole stitch, Herring bone stitch, Chain stitch, Satin Stitch and Knot stitches are also used, though in limited proportions. The Sozani stitch is a fine couching stitch with a reinforcing stitch laid over a basic stitch. The Sozani stitch can be simple, continuous line or a diamond shaped outline used for petals and flowers. It can also be used in filling up of a motif. It always has a reinforcing stitch.

## INDIAN GI CRAFTS SHOWCASE IN UNITED KINGDOM

Jugal Bharali /  
Marvella Associates  
Assam - North-East Region  
India

### Muga Silk

GI Tagged Year: 2007



**MUGA SILK OF ASSAM** is a variety of wild silk geographically tagged to the State of Assam in India. It is not available in any other country in the world.

The silk is known for its extreme durability and has a natural yellowish-golden tint with a shimmering, glossy texture. This silk can be hand-washed and its lustre increases after every wash.

It absorbs ultra violet rays to a great extent making the fabric very useful to protect the skin from such rays. The fabric is woven on fly shuttle frame loom.

Faizan Ali  
(Nagina Craft Development Society)  
Uttar Pradesh - North Region  
India

### Nagina Wood Craft

GI Tagged Year: 2023



**NAGINA WOOD CRAFT**- Nagina's outstanding wood carving craft tradition dates back to the Mughal era.

It is believed that some of the wood carvers moved from Iran to Uttar Pradesh and settled in Nagina and nearby villages, where Indian rosewood was readily available.

The craft is a wood carving, especially in Ebony and Sheesham carving with Jali work and Inlay work, done entirely by hand.



# INDIAN GI CRAFTS SHOWCASE IN UNITED KINGDOM

Kalavakolanu Rajiv Chandra  
Andhra Pradesh - South Region  
India

## Narasapur Crochet Lace

GI Tagged Year: 2024



**NARASAPUR CROCHET LACE** in Andhra Pradesh has a rich history dating back to 1844 when a Scottish missionary couple introduced lace-making to local women of Narsapur.

The craft involves using fine cotton threads and variously sized crochet needles to create intricate items, including garments, home furnishings, and accessories like doilies, pillow covers, bedspreads, and home decor accessories.

Narasapur lacemakers are renowned for their craftsmanship, with their products being popular both in India and internationally. Currently, over 50,000 women were engaged in this craft in and around Narsapur.

Hayat Singh Karki  
Uttarakhand - North Region  
India

## Uttarakhand Berinag Tea

GI Tagged Year: 2023



A cherished legacy of Kumaon, Berinag Tea is celebrated for its superior taste, vibrant color, and enticing aroma. Originating from the second highest altitude in India after Darjeeling, this prestigious tea once graced the tables of London's finest tea houses.

Today, it has been revived by a dedicated cooperative, preserving its rich heritage and exceptional quality.

Berinag's whole and loose tea leaves offer a richer and more wholesome experience, boasting double the health benefits of bagged tea. These larger leaves retain more polyphenols and catechins, providing enhanced wellness benefits and immune-boosting properties.

## INDIAN GI CRAFTS SHOWCASE IN UNITED KINGDOM

Saravanan Kaliyaperumal  
Pondicherry - South Region  
India

### Villianur Terracotta Works

GI Tagged Year: 2011



**VILLIANUR TERRACOTTA WORKS** is a clay craft work in which appropriate refined clay is partially dried and cast, molded, or hand worked in to the desired shape such as figures and figurines, lamp shades, dolls & idols of god and goddess, plant pots, vase, tea and coffee sets.

The products are elaborately decorated and profoundly detailed and available in various shapes, designs for different end uses.

The origin of the Craft of making Terracotta toys in Puducherry is still an unrevealed mystery- although excavations in Arikamedu have brought to light that the Terracotta toys surpasses in beauty even those of the Satavahanas.

Gujarat, Maharashtra,  
Daman & Diu - West Region  
India

### Warli Painting

GI Tagged Year: 2014



**WARLI PAINTING** is a form of tribal art, done by the tribe called "Warli". The tribe largely resides in 'Dahanu', in Thane district, Maharashtra. Other tribes that participate in warli paintings are Malharkoli, Kokani and Katkari.

Warli paintings started as the decoration of house walls on festive occasions, asking for blessings of God. It is done on brown surface, painted by red color, called 'Geru'. Traditionally, rice paste mixed in milk or water is used for these paintings.

However, these days, artificial colors like poster colors are also used. Other colors used are yellow (turmeric powder) and red ('sindoor' or 'kumkum' powder).