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FOUR TRADITIONAL CRAFTS FROM GUJARAT GOT 'GI' TAG

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Ahmedabad : Four traditional crafts from Gujarat received Geographical Indication (GI) tag. The Commissioner of Cottage & Rural Industries, Govt. of Gujarat, in collaboration with the Entrepreneurship Development Institute of India (EDII), facilitated the Geographic Indication (GI) tagging of four traditional crafts from Gujarat. The recent GI tagging, marks a momentous occasion for Gujarat's artisanal community.

The recognized crafts, sanctioned by the Geographical Indications (GI) Registry Office under the DPIIT-Ministry of Commerce and Industry, Government of India, include Gujarat Soof Embroidery, Ahmedabad Sodagari Block Print, Surat Sadeli Craft and Bharuch Sujani Weaving. As a key knowledge partner of the Government of Gujarat's Hastkala Setu Yojana, EDII has played a pivotal role in supporting craftpreneurs engaged in these crafts.



From assisting in the formation of cooperatives to facilitating post-GI tagging interventions, EDII remains steadfast in its commitment to preserving and promoting Gujarat's cultural heritage. Launched in 2020, the Hastakala Setu Yojana has been instrumental in empowering artisans across 33 districts in Gujarat. With a focus on providing practical skills and market exposure, over 33939 artisans have been sensitized, and more than 22000 have received advanced training, underscoring EDII's commitment to nurturing entrepreneurship and sustainable development in the state.

What is Geographical Indication (GI) tag?

The GI tag serves as a hallmark of authenticity and quality, protecting products with unique characteristics originating from specific geographical areas. It not only enhances market recognition but also fosters economic growth by preventing unauthorized usage and promoting responsible consumption.