

4 crafts from state get GI tags

TIMES NEWS NETWORK

Ahmedabad: Four crafts from the state were awarded geographic indication (GI) tags on Thursday, at a ceremony held at the Entrepreneurship Development Institute of India (EDII). These crafts are Soof embroidery from Banaskantha and Kutch, Sodagari block printing from Ahmedabad, Sadeli craft from Surat and Sujani weaving from Bharuch.

This initiative was taken under the Hasta Kala Yojana of the state government's cottage and rural industries department with EDII, officials said. So far, 20 crafts have been given GI tags, they added.

The event saw the participation of Pravin Solanki, commissioner of cottage and rural industries, B K Sing-



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hal, chief general manager of NABARD, and Kartikeya Sarabhai, director of the Centre for Environment Education (CEE), among others. Dr Sunil Shukla, director general of EDII, said GI tags are sanctioned by the

Geographical Indications Registry of the department for promotion of industry and internal trade (DPIIT). "GI tags will help artisans gain recognition for their unique and marketable products," he added.