	<p style="text-align: center;"><b>Geographical Indication Product Database</b> - Step 1-</p> <p style="text-align: center;"><i><b>Chanderi Saree</b></i></p>	<p style="text-align: right;"><b>SOURCE :</b></p> <p style="text-align: right;"><b>Author : D Marie-Vivien</b></p> <p style="text-align: right;"><b>Institution : Cirad</b></p> <p style="text-align: right;"><b>Date : August 3rd 2006</b></p>
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**DESCRIPTION :**

1. **NAME OF PRODUCT :** Chanderi Saree
2. **COUNTRY AND REGION IN THE COUNTRY:** India, Madhya Pradesh, District Ashok Nagar, Chanderi
3. **TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)**  
Handlooms, textile
4. **DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :** Chanderi saree has a transparent and sheer texture, due to single flature quality of yarn, special quality of silk denier. Silk yard is not degummed, used both in warp and weft. Interlaced and permanent in nature, their original shape and structure always remain the same, colour shine and brightness is everlasting. Butta motifs are unique. Made exclusively by hand.
5. **LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):**  
Chanderi is a town having very rich and glorious historical heritage. It has flourished a focal point of Central India with intensive economic activity. Muslin/malmaal production started in 14<sup>th</sup> century. Raw material is coming from another state: Karnataka or imported from China. Cotton is procured from south India or Jaipur. Process in Chanderi: dyeing, loosened or wound, preparation of the warp and the weft. Passing the warp through the reed and the heddles. Setting of the design of the border and the weaving. Unique to Chanderi.
6. **PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :**  
Consist of three major classes: Traders, Master weavers and Weavers (Artisan). No. of looms established: 3659; No. of working looms: 3659; Working looms in the Cooperative sector: 1145; Working looms out of Cooperative sector: 2514; No. of persons directly employed: 10977; No. of persons employed in the Cooperative sector: 3435; No. of person employed out of cooperative sector: 7542; Working weavers Cooperative Societies: 10. Holder is very active in educating all involved in this trade about the quality control, process of manufacturing with effective market option and market strategies. Various NGO's, Govt. agencies and UNIDO are actively involved in the protection of this trade: Creation of a similar bill book in the cluster; Usage of a Logo with written symbol i.e. R.G.I.; Creation of a brand; Sensitization of GI in different metros. Quality standards as per specification in GI testing lab will be established to check yarn and colors fastness. Survey of duplicate Chanderi in metros, Intimation to the dealers regarding importance of GI. Filing of 2 cases.
7. **MARKET AND REPUTATION (size, price premium, attractiveness, growth) :** Production is around Rs. 15-16 Crores per year.
7. **APPLICANT / HOLDER (IF ANY) :** Chanderi development foundation, Chanderi, Madhya Pradesh, India.

**RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?**

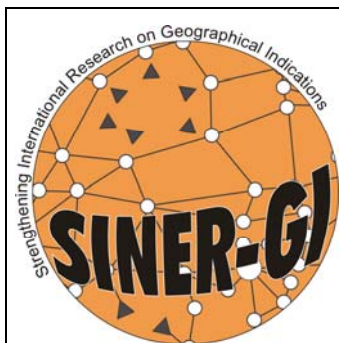
In that case, the holder is very active in quality control along the supply chain and has an active marketing strategy as well as a strong will to enforce the GI, making thus this GI a real guaranty of origin. Process only is in the geographical area, the quality being due only to human factors based on a very old and very famous reputation.

**CATEGORY :**

**Origin Product**

☐ **GI product**

☒ **Recognized GI**



Geographical Indication Product Database  
- Step 1-

*Chanderi Saree*

**SOURCE :**

**Author : D Marie-Vivien**

**Institution : Cirad**

**Date : August 3rd 2006**