

# ABOUT GI

Geographical Indications (GIs) are associated with the 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 to Natural Goods, Food Stuff  
Manufactured Goods,  
Handicrafts or Agricultural Goods

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

Legal Protection from  
unfair usage

Registered by the Authorized  
community of the GI

GI Sign or symbol  
indicating Geographical  
Origin or location

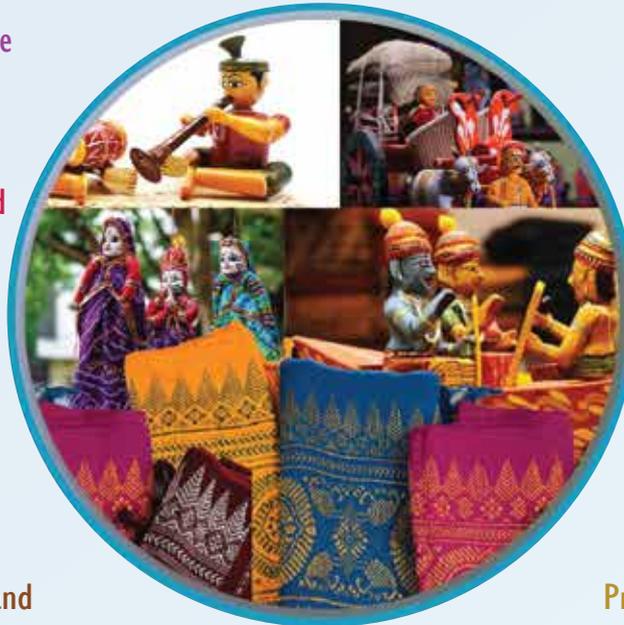
Economic empowerment to  
Artisans, Producers, and  
Manufacturers

Social Uplifting and  
continuing the  
Legacy of the Nation

700+ registered GIs and  
numerous unregistered GIs  
existence in India

Prevents counterfeiting and  
ensures genuineness of  
products

Preservation of local Culture,  
Tradition, and Legacy



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# KASHMIR CHAIN STITCH

Kashmir Chain Stitch embroidery is a traditional craft, meticulously done on white hessian cloth using an Aari (hook). The dense stitches, created with two-ply wool or Sheeba silk, completely cover the fabric, making it ideal for rugs, wall hangings, and cushion covers. Inspired by nature and Kashmiri landscapes, it features intricate floral, animal, and abstract motifs.

## UNIQUENESS

Kashmir Chain Stitch embroidery is crafted using a specialized hook (Aari), creating dense, continuous loops for a rich texture. Its nature-inspired motifs, vibrant woolen yarn, and meticulous hand-work make it a culturally significant and durable art form, widely used in rugs, wall hangings, and accessories.

## RAW MATERIALS

Hessian Fabric (woven fabric, usually made from the skin of the jute plant or sisal), Thread (two-ply wool yarn or sheeba silk yarn)



### Price

Approx.  
Rs. 5,000 onwards  
(depending on size,  
quantity and quality)

### Class of Goods

24, 25 & 26

### Proof of Origin

Since  
1st Century BC

### No. of Families Involved

Approx.  
800 to 1000 people

### Type of Goods

Handicrafts

### Geographical Location

Srinagar and Anantnag  
Districts of Jammu & Kashmir

## METHOD OF PRODUCTION

Kashmir Chain Stitch embroidery begins with printing the design onto hessian cloth, ensuring precise patterns. Using an Aari (hook), artisans stitch continuous loops with two-ply wool or Sheeba silk, filling the fabric entirely. The embroidery follows concentric circular motions, creating rich textures and intricate motifs.