

# 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



[www.ripaonline.com](http://www.ripaonline.com)



# KASHMIR CREWEL

Crewel embroidery is a traditional Kashmiri craft, done on dosooti fabric using an aari (hook) and woolen yarn. Known for its bold stitches and intricate nature-inspired motifs, it enhances upholstery, drapery, and decorative fabrics. This heritage-rich embroidery, passed down through generations, reflects Kashmir's artistic excellence.

## UNIQUENESS

Kashmir Crewel embroidery is a traditional craft using wool yarn and an aari (hook) on dosooti cotton fabric, creating spread-out designs that highlight both the embroidery and base material. The nature-inspired motifs, vibrant hand-dyed wool, and meticulous craftsmanship make it a distinctive textile art, cherished for upholstery, drapery, and accessories.

## RAW MATERIALS

Dosooti Fabric, Thread (Single-ply wool yarn)



**Price**  
Approx.  
Rs. 1,000 onwards  
(depending on size,  
quantity and quality)

**Class of Goods**  
24, 25 & 26

**Proof of Origin**  
Since  
13<sup>th</sup> Century

**No. of Families Involved**  
Approx.  
4,500 people

**Type of Goods**  
Handicrafts

**Geographical Location**  
Srinagar and Anantnag  
districts of Jammu & Kashmir

## METHOD OF PRODUCTION

Crewel embroidery begins with printing the design onto dosooti fabric. Using an aari (hook), artisans create long, continuous loops with single or two-ply wool yarn, forming intricate motifs inspired by nature. The embroidery follows a spread-out technique, leaving parts of the fabric visible for contrast.