

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 NAMDA

Namda is a traditional Kashmiri felted wool rug, handcrafted by artisans using wool and cotton fibers. These mats are known for their warmth, durability, and intricate chain-stitch embroidery with colorful woolen yarn. They serve as affordable floor coverings and decorative wall pieces, making them a cherished part of Kashmiri craftsmanship. The quality, price, and beauty of Namda rugs depend on the type of wool used and the artistry of the embroidery.

UNIQUENESS

Kashmiri Namda stands out for its unique felting process, where wool-often blended with cotton-is manually pressed to create thick, insulating rugs. The use of local wool and intricate chain-stitch embroidery by skilled artisans adds to its authenticity and beauty.

RAW MATERIALS

Wool or Cotton Fibers

Price
Approx.
Rs. 2,000 onwards
(depending on size and quality)

Class of Goods
27

Proof of Origin
Since
11th Century



No. of Families Involved
Approx.
250 to 300 people

Type of Goods
Handicrafts

Geographical Location
Srinagar of Jammu & Kashmir

METHOD OF PRODUCTION

The production begins with selecting and cleaning wool, which is then mixed with cotton in specific proportions if needed. The wool is spread out in layers and sprinkled with soap and water before being manually pressed and rolled to create a dense felted fabric. Once the rug takes shape, it undergoes dyeing to achieve vibrant colors. Finally, intricate chain-stitch embroidery using colorful woolen yarn is added to enhance the beauty and durability of the Namda.