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

KASHMIR WAGGUV

Wagguv is a traditional Kashmiri floor mat woven from Typha angustifolia reeds, known for its insulating and eco-friendly properties. Crafted by skilled artisans using sustainable techniques, these mats provide warmth in winter and cooling in summer. Their firm yet comfortable texture offers health benefits, including improved posture and relaxation. Used in homes, shrines, and houseboats, Wagguv reflects Kashmir's rich cultural heritage and craftsmanship.

UNIQUENESS

Kashmir Wagguv mats are eco-friendly, biodegradable, and naturally insulating. Their firm texture provides health benefits like improved posture and relaxation.

RAW MATERIALS

Reed Grass and Paddy Straw

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

No. of Families Involved
Approx.
25 to 30 only

Class of Goods
27

Type of Goods
Handicrafts

Proof of Origin
Since
19th Century

Geographical Location
Jammu & Kashmir

METHOD OF PRODUCTION

The production of Wagguv mats begins with harvesting and drying Typha angustifolia reeds, ensuring their natural golden hue. Skilled artisans then hand weave the mats using traditional techniques like Walkhur (single weave) and Seod (double weave), passed down through generations. The weaving process, which involves binding with paddy grass, takes several days and is done without synthetic dyes or chemicals. Once completed, the mats are used for floor covering, insulation, and cultural purposes.

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