

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 WILLOW BAT

The Kashmir Willow Bat is a highly durable and affordable cricket bat made from Salix Alba (Kashmir willow), cultivated in Kashmir's favourable climate. Known for its lightweight yet sturdy build, it provides excellent performance and endurance. The Asia's largest bat industry produces these bats, supplying both local and international markets. Its smooth grains and resilience make it ideal for professional and beginner players.

UNIQUENESS

The Kashmir Willow Bat is renowned for its resilience, affordability, and suitability for professional and amateur cricket. Made from locally grown Salix alba, it offers exceptional durability and balanced stroke play.

RAW MATERIALS

Kashmir Willow Wood (Salix alba)



Price
Approx.
Rs. 2,500 onwards
(depending on size and quality)

No. of Families Involved
Approx.
more than 300 families

Class of Goods
28

Type of Goods
Handicrafts

Proof of Origin
Since
15th Century

Geographical Location
Anantnag and Pulwama
districts of Jammu & Kashmir

METHOD OF PRODUCTION

The production of Kashmir Willow Bats begins with sourcing Salix Alba (Kashmir willow) from local forests, ensuring the wood is mature and sturdy. The willow logs are cut into clefts, shaped, and pressed, followed by handle fitting and fine finishing. The bats undergo drying and seasoning to enhance durability and performance. Finally, they are polished, balanced, and graded, making them ready for cricket enthusiasts worldwide.