ABOUT GI

Geographical Indications (GIs) are associated with 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 of Natural Goods, Food Stuff Manufactured Goods, Handicrafts or Agricultura Goods

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

Authorized user Registration for GI Community Members



Legal protection from unfair usage

A community Right

GI Logo Indicating Geographical origin or Location

Economic Empowerment to Artisans, Producer, and Manufavturers

700+ Registered GIs and Numerous Unegisteres GIs Existing in india

Prevents counterfeiting and ensures genuineness of products through "GI Tags"

Preservation of local Culture, Tradition and Legacy

A GI reflects a shared heritage that has evolved over generations, deeply influenced by local knowledge, distinctive environments, and culturl traditions. It highlights that certain products are far more than just items of trade; they represent the history, narratives, dedication of the artisans, farmers, and communities who have kept these practices alive. By recognizing this inherent value, the GI system establishes a structure to safeguard these traditions, ensuring they thrive and adapt in today's competitive landscape.

KULLU SHAWL

The Kullu Shawl is a celebrated handwoven textile from the picturesque Kullu Valley of Himachal Pradesh. Known for its striking geometric patterns and vibrant borders, each shawl is crafted from premium natural fibers such as local sheep wool (Desi Oon), Angora (rabbit wool), Pashmina (goat wool), and Yak wool. Traditionally, men's shawls feature simpler, minimalistic designs, while women's shawls are adorned with intricate borders and elaborate floral motifs.

UNIQUENESS

Kullu Shawls are distinguished by their geometric woven patterns, a contrast to the embroidery-based designs of other regional shawls. A unique characteristic of the Kullu Shawl is its reversible appearance, achieved through expert weaving, patterning, and color combinations. These patterns are woven on traditional two- or four-head fly shuttle looms, further enhancing their authenticity and craftsmanship.

RAW MATERIALS

Wool, Pit & Frame Loom

PRICE
Approx.
Rs. 1,500 to 10,000, depending on material, complexity, and design

CLASS OF GOODS
24

PROOF OF ORIGIN
200 years old



NO. OF FAMILIES INVOLVED
Approx.
20,000 to 28,500 Skilled weavers

TYPE OF GOODS
Handicraft

GEOGRAPHICAL LOCATION
Kullu, Himachal Pradesh

METHODS OF PRODUCTION

The Kullu Shawl is a celebrated handwoven textile from the picturesque Kullu Valley of Himachal Pradesh. Known for its striking geometric patterns and vibrant borders, each shawl is crafted from premium natural fibers, including local sheep wool (Desi Oon), Angora (rabbit wool), Pashmina (goat wool), and Yak wool. Traditionally, men's shawls feature simpler, minimalistic designs, while women's shawls are adorned with intricate borders and elaborate floral motifs.

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