

## 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

512+ registered GIs and  
numerous unregistered GIs  
existence in India

Prevents counterfeiting and  
ensures genuineness of  
products

Preservation of local Culture,  
Tradition, and Legacy



## KASHMIR SAFFRON

Kashmir saffron is cultivated and harvested in the highlands of Jammu and Kashmir by local farmers. Renowned globally, it is valued not only as a spice but also for its health benefits, cosmetic applications, and medicinal uses. This saffron is integral to traditional Kashmiri cuisine and embodies the region's rich cultural heritage. Its unique qualities, including a potent aroma, deep colour, and long, thick stigmas, are exclusive to saffron grown in this region. Additionally, the traditional method of separating the red and yellow parts of the stigmas by rubbing them between the thumbs is unique to Jammu and Kashmir. This process enhances the saffron's colour and ensures it remains purely natural and organic.

### Uniqueness

Kashmir Saffron have longer and thicker Stigmas, natural deep-red colour of the stigmas, high Aroma, bitter Flavour, chemical-free processing and high quantity of Colouring Strength, Safranal (Flavour) and Picrocrocin (Bitterness). Kashmir saffron is cultivated at an altitude of 1600 to 1800 meters above sea level, a rare characteristic that sets it apart from other saffron varieties worldwide. Kashmir saffron is celebrated for being chemical-free, organic, and a preferred choice among consumers.

### Raw Materials

Saffron Flower



Price  
₹ 3,000/-10g

Class of Goods  
30

Proof of Origin  
1<sup>st</sup> century BC

Type of Goods  
Saffron

Geographical Location  
Pampore, Kishtwar,  
Zewan village

No. of Families Involved  
25,000 people

### Method of Production

Kashmir saffron is produced through a meticulous process starting with the planting of corms in the region's ideal climate and well-drained soil. In autumn, these corms sprout and produce purple flowers that bloom in late October. Each flower, harvested manually early in the morning, contains three delicate red stigmas—the part of the plant used for saffron. After collection, the stigmas are carefully separated and dried, either traditionally or using controlled methods, to preserve their flavour and colour. The dried saffron is then sorted, graded, and packaged in airtight containers to maintain its high quality and distinctive aroma.