

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



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KASHMIR PASHMINA

Pashmina originated with the people of Kashmir, who needed a high-quality, warm fabric to protect themselves from the severe winter weather. They found that a specific animal produced an exceptionally warm raw material called Pashm. Consequently, Pashmina is celebrated for its remarkable lightness, softness, and warmth, providing a luxurious sensation against the skin. The fleece naturally comes in a range of colors, including white, gray, red, brown, and black.

Uniqueness

The finest Kashmiri shawls are made from the soft, downy undercoat of the Himalayan mountain goat, *Capra hircus*, which primarily grows on the neck and belly. Although many types of fine wool are commonly labelled "cashmere" in the West, the term used in Kashmir is "Pashm," specifically referring to wool from the pashmina goat. Historically, these luxurious shawls were woven by skilled artisans called Tantuvas in ancient Kashmir.

Raw Materials

Wool of Changthangi goat



Price

₹ 20,000/- onwards

Class of Goods

23, 24, 25

Proof of Origin

600 years ago

Type of Goods

Textile and textile goods

Geographical Location

Kashmir valley

Method of Production

Pashmina is the woven form of Pashm. It is made in 3 qualities which are largely assessed on the fineness of the yarn and the tension of the weave. During the weaving process the fabric is woven in three basic weaves, which are; Twill or Sade Bunai, Diamond or Cheshm-e-Bulbul Bunai, Herringbone or Gada Kond Bunai.