



GI Tag for Kashmir Products

Why in News?

In recognition of [Jammu and Kashmir's cultural heritage](#), authorities have granted [Geographical Indication \(GI\) status](#) to **eight traditional crafts**, enhancing their authenticity and boosting their presence in global markets.

Key Points

- **Crafts Honored with GI Tags:**
 - The newly recognized crafts include:
 - [Kashmiri Pashmina](#) – Renowned for its unmatched softness, made from the fine wool of Changthangi goats.
 - **Kani Shawls** – Woven with intricate patterns using small wooden sticks, showcasing artisans' precision.
 - **Sozni Embroidery** – Features delicate needlework with vibrant floral motifs on shawls and garments.
 - **Kashmir Hand-Knotted Carpets** – Celebrated for durability and exquisite artistry.
 - [Papier Mâché](#) – Transforms everyday objects into hand-painted artistic pieces.
 - **Khatamband Woodwork** – Intricate geometric ceiling patterns used in traditional Kashmiri homes and mosques.
 - [Walnut Wood Carving](#) – Produces finely detailed furniture and décor using rich walnut timber.
 - [Kashmir Saffron](#) – Grown in Pulwama and Budgam, known for its deep red stigmas, intense aroma, and organic cultivation.
- **Protecting Artisans and Promoting Economic Growth:**
 - The GI status ensures that only products crafted in their designated regions using authentic methods can bear these prestigious labels.
 - It **safeguards artisans from counterfeit products** and **enhances the credibility** of these crafts in global markets.
 - The move follows efforts like introducing a new GI logo for Kashmir carpets to differentiate hand-knotted originals from machine-made imitations.
 - The Jammu and Kashmir government, along with initiatives like the World Crafts Council, is promoting these crafts through e-commerce platforms and global exhibitions.
- **Positioning Kashmir as a Global Craft Hub:**
 - Recently recognized as a [World Craft City](#), Kashmir continues to be a **center of artistic excellence**.
 - As demand for authentic handmade products grows, these GI tags will help preserve traditions while driving economic empowerment for local communities.

Geographical Indication (GI)

- A geographical indication (GI) is a designation applied to products originating from a specific geographical area, indicating that the qualities or reputation of the products are inherently linked to that particular origin.
- Article 22 (1) of [Trade-Related Aspects of Intellectual Property Rights \(TRIPS\)](#) defines **GIs**

as “indications which identify a good as originating in the territory of a member, or a region or locality in that territory, where a given **quality, reputation or other characteristic** of the good is essentially attributable to its geographic origin”.

◦ In many EU nations, GI is classified in two basic categories **Protected GI (PGI)** and **Protected Destination of Origin (PDO)**. **India only has the PGI category.**

- This certification is also extended to **non-agricultural products**, such as handicrafts based on human skills, materials and resources available in certain areas that make the product unique.
- GI is a powerful tool for *protecting traditional knowledge*, culture and can boost socio-economic development.

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