



JKTP 

JAMMU & KASHMIR TRADE PROMOTION ORGANIZATION
(A Government of J&K Undertaking)

JAMMU & KASHMIR

*Products
at a glance*

NURTURING LIVING HERITAGE





Our Brand Ambassador

Shri Narendra Modi is truly the star brand ambassador of J&K Handicrafts.

Fitting to his personality, on special occasions, his attire always features magnificent Kashmiri shawls.





Silk & Woolen Handmade Carpet *Talim*



THE MOST COVETED OF HANDMADE TEXTILE WEAVE

A hand knotted carpet of Kashmir is perhaps the most coveted of textile weaves, because of its fineness and quality. The process of wrapping yarn around the warp to form a pile is known as knotting. A hand knotted carpet is made purely by hand using either wool or silk.

Carpet weaving is unique in the way that every single carpet is woven based on a design visualized by a designer and its corresponding **Talim-coded script** consisting of precise instructions to be strictly followed by the weaver while weaving the carpet. This coded script is a weaver's technical language.

Artisans Associated with Craft: 56049

Price Range (





Handmade Pashmina

Steeped in the Kashmiri Sufi tradition

The Woven Shawls are mostly made of Pashmina yarn and can further be grouped as:

- Hand woven shawls of plain weave and
- Kani shawl Twill Tapestry weave

Cashmere- a fibre obtained from Cashmere/Pashmina goat and processed in the region of Kashmir for the first time is the generic name of the fibre. As the textile trade reached Europe, in 19th Century, Kashmiri Shawl found an eminent space in the European market. The anglicised version was thus called "Cashmere" Despite the humble origins, Cashmere fabric is coveted by designers all over the world.

Artisans Associated with Craft: 75519





Kani

Epitome of artistry



Legendary Kani shawl is the pinnacle of Kashmir shawl artistry. It is made from pashmina on a handloom but instead of a shuttle used in a pashmina shawl, it is made using wooden bobbin. Like a carpet, the pattern is woven into the shawl. Depending on the complexity of the pattern, it may take from 6 to 18 months to make one Kani Shawl. The craft is indigenous to Kashmir.

The Shawl is widely known as Jamawar. The Kings and Courtiers used to buy it by the yard (waar) and gown (jama) or the robe made out of it. It has a superfine texture which baffles even the connoisseurs. The most explored of motifs in Kani Shawl is the almond shaped, known as badam in local parlance. Some equate it with “Paisley” motif

Artisans Associated with Craft: 2905





Sozni

Hands that rock the needle

Masterpieces of delicate yet intricate workmanship, Sozni embroidery is a style unique to Kashmir. Sozni is used especially to decorate Pashmina Shawls, especially for the panels along the side of the cloth. The floral motifs are created in satin stitch and are worked on both sides of the cloth, but sometimes in different colors. This type of work/stitch is called "Dorukha".

Artisans Associated with Craft: 93004





Papier Mache

The amazing art of Kashmiri papier mache has been passed down by experts, from generation to generation, for centuries.

When you think of paper mache, the images that come to mind are likely more along the lines of an elementary school arts and crafts project than elegant artwork.

Paper mache was introduced to Kashmir in the 14th century by the Persian mystic Mir Syed Ali Hamdani. He was visiting the Kashmir region from Persia, and brought along skilled artisans and craftsmen.

There are two important aspects of Kashmiri paper mache- Sakhtsazi and Naqashi. The first step, **Sakhtsazi**, involves making the foundation of the paper mache figurine or object with the paper pulp, while **Naqashi** is the final step of painting and decoration. Common themes that appear on Kashmiri paper mache products include flowers, box patterns, jungle motifs, and Kashmiri symbols like almonds and the chinar, a five-pointed leaf.

Artisans Associated with Craft: 2858





Walnut Wood Carving

Articles of immense appeal and functional efficiency

The process of walnut wood carving as Dhun Hath Kaem (walnut wood work) or simply as dhoon kaem (walnut work).

The walnut wood carving of Kashmir, employs a process of hand carving done very carefully and delicately in various styles by means of varied tools, fabricated locally depicting forms and motifs that have evolved over a period of centuries. The carving employs a host of motifs that are largely based on the varied flora and fauna of the region. These motifs used in highly intricate patterns with some stylization which is also reflective of other associated Kashmiri Handicrafts.

The raw material walnut wood, used in this craft practice is indigenous to Kashmir and in fact, mostly available in Kashmir within India. It is also one of the few places in the world where it is still widely available.

Artisans Associated with Craft: 1021





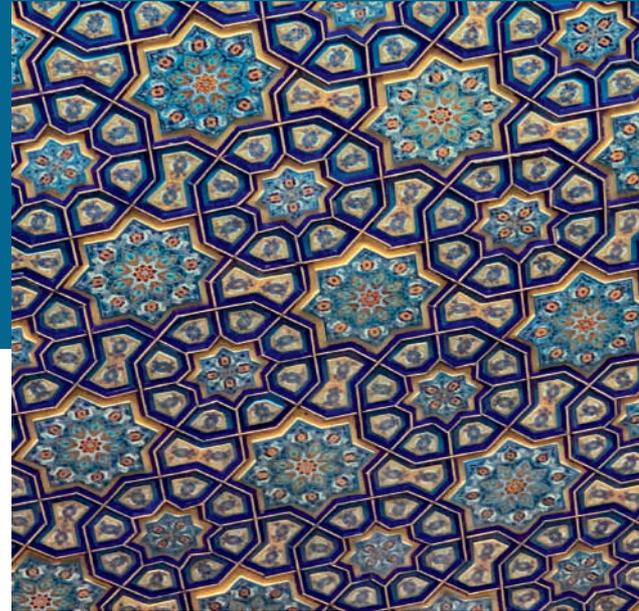
Khatamband

There is no ceiling on efforts

Believed to have come from Iran In the 14th century, Khatamband Is an ancient craft of fitting patterned designs of soft wood like a puzzle without using nails or glue. Besides the decorative function, Khatamband also adds a layer of insulation to the ceiling, an Important function during cold winters in the valley. Some of the richest exemplars of khatambandi ceiling are to be found Inside houseboats on Dal and Nigeen lake as well as shrines, hotels and royal houses.

Traditionally having 160 designs, Khatamband is making a comeback with GI copyright.

Artisans Associated with Craft: 132



ختمبند

KHATAMBAND



Willow Wicker

*Creative and delicately crafted
masterpieces of art*



History goes to say that during 19th century, a load full of seeds and some fine artisans were transported from Europe by Maharaja Hari Singh during his reign to establish an organized Willow industry in Kashmir. where the local craftsmen breathed their creative spirit into the craft, creating products of unmatched beauty & craftsmanship.

Willow Wicker commonly refers to year-old flexible willow branches or twigs that are used in weaving baskets, furniture, boxes. The craft of willow wicker weaving, (locally referred to as Kaeni Kaem), now a part of the cultural heritage of Jammu & Kashmir.

Artisans Associated with Craft: 1964



Willow Bats

The weapon of champions!

Cricket bat willow trees are grown in Kashmir, right from the saffron fields of Pampore up to Sangam Bridge, the Jammu- Srinagar Highway is dotted with shops selling willow bats. Heaps of willow clefts kept for seasoning on rooftops or in open on roadside can be seen on this highway. This area is known as bat hub of Kashmir valley

Made in Kashmir cricket bats are known to be the best of all cricket bats in Asia. This wood has strength to dominate every cricket pitch

Price Range (INR 5,000/- to INR 20,000/-)





Handloom Tweed

Virgin wool with intricate designs

Jammu and Kashmir Tweed is a virgin wool product made from 100 % wool and is manufactured on handloom. It is available in variety of textures and designs such as checkered, plain, striped, herring bone, matte, hopsack, hondse tooth, etc.

Tweed made in Kashmir is manually as well as mechanized weaved making it a much stronger and a finer fabric.

The fabric is then tailored into long winter coats, blazer jackets, suits, waist coats, trousers, jackets, caps and even wedding suits.





Chainstitch Embroidery

Jewel of the western style interiors



Chain stitch or crewel, as the name suggests is the continued stitch done with a hooked awl, on the Hessian or hand woven cloth. Chain stitch embroidered rugs are used as wall hangings for interiors and floor coverings. The Chain stitch embroidery could be done with various yarns including wool, staple, or silk, depending upon the desired quality.

The chainstitch and crewel embroidery employs the use of an Ari, a small hooked awl. The Ari is inserted through the cloth in form of a loop and is then pulled up through the surface of the cloth to form a stitch.

In the beginning of this century, Chain Stitch rugs & curtains came into vogue. They were the best possible substitutes for carpets & coordinated well with the western style interiors.

Artisans Associated with Craft: 11192



Namdha & Gabba

The common man's carpets.

Namdha is widely acclaimed to have been introduced in India during the reign of Akbar, the Great Mughal King, In Kashmir however the history of the felt is not very old. It has come to Kashmir about 100 years ago from Yarkand. Namdha is the combination of wool and cotton shaped on Kashmiri mating (vago) of different sizes. It is an excellent and an inexpensive winter flooring of Kashmir.



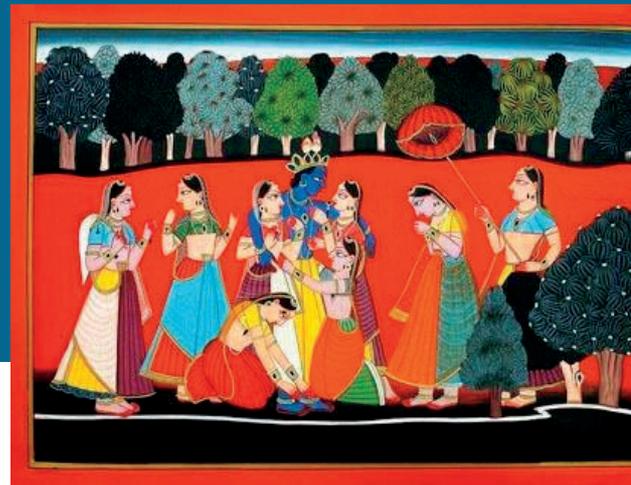
Gabba making is a household craft mostly practiced in Anantnag district of Kashmir valley. The Gabbas are used as floor spreads and as colourful mattresses. The Gabbas are made of used Lois or blankets. Gabbas are usually of two types; embroidered and applied. The generally used motifs in Gabba designs are floral, geometric, wild-life, birds, vine. Mostly primary colour shades are used to give a bright and brilliant look to the Gabbas.

Artisans Associated with Craft: 1829



Basohli Art Paintings

Poems in colors.



Basohli is a town located in the foothills of Shivalik mountains in Kathua District of Jammu Division. In the late 17th century, Basohli emerged as a great centre of painting. According to well known Dr. Herman Goltz, "Basohli painting are among the great achievements of Indians". Their central inspiration is Vashnavism, the themes have been taken from the epics and the puranas.

The different themes of the paintings are religious (Gita Govinda and Ramayana), secular, historical, contemporary and literary. Besides the paintings bring out extreme emotion combined with a lyrical sense of Basohli landscape. Basohli paintings are said to have been described as Poems in colours. The paintings are marked by strikingly blazing colours bold lines, rich symbols and peculiar features giving an accumulative impact of highly sensuous environs.

Artisans Associated with Craft: 140



Basohli Pashmina

Epitome of luxury fashion

The cottage industry of Basohli procures pashmina from higher terrains of Ladakh and makes authentic pashmina shawls through traditional methods, where everything from cleaning, carding, starching to spinning and weaving is done by people and not by machines.

Basohli has hundreds of pashmina units which are involved in preparing traditional pashmina shawls since a long time. Generic cashmere ranges from 12 to 21 microns in diameter whereas pashmina refers only to those fibers that range from 12 to 16 microns.

Artisans Associated with Craft: 875





Bamboo Craft

Sustainable lifestyle

From the past several years, bamboo is closely interwoven with the life of people of Jammu Division, mostly in two Districts of Kathua and Samba in several ways. It is used for the production of everyday utilities such as basket, chair, table, brush, almirah, bed and decorative items. The people also earn their livelihood by selling a number of bamboo artifacts.

The Shivalik range of hills along the Jammu-Pathankot highway in Kathua & Samba have a good concentration of bamboo plants and have immense potential for generating income and employment in these district, therefore department has initiated the process for setting up of three (03) CFCs in these districts i.e. two in District Kathua and one in District Samba and the work of which is under progress.

Artisans Associated with Craft: 1840





PhoolKari

Symbols of life.

Phoolkari craft is a traditional craft which is practiced mostly in districts like Jammu, Udhampur, Kathua etc. Phoolkari embroidery was an essential part of the bride's dress till only a few decades back. The present day designs, however, are limited to flowers alone and include a variety of other patterns. A variety of Phoolkari items like handkerchiefs, table covers, sofa and cushion covers, bedspreads and wall hangings are now being produced on large scale that testifies to the increasing popularity of the craft among the local population.

There are 23 trainings centers in which 460 trainees are undergoing training in different districts of Jammu Division. 3652 artisans have been registered in the craft so far under this craft have been registered with the department.

Artisans Associated with Craft: 3652





For queries related to **Investments, Policy Support, Exports and Trade.**

Please feel free to connect with JKTPO.



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