

Kangra Painting

Kangra art is the visual expression of a cultural movement with roots in a great spiritual upsurge. The principal centre of Kangra paintings was *Kangra Valley* where the artists worked under the patronage of the hill Rajas of *Guler*, *Kangra* and *Nurpur*. Bhakti cult was the driving force and the love story of Radha and Krishna was the main source of spiritual experience, which was also the base for the visual expression.



The sentiment of love remained the inspiration and the central theme of Kangra painting. The paintings were naturalistic and employed cool, fresh colors. The colors were extracted from minerals, vegetables and possessed enamel-like luster. **Kangra Painting** was registered under Geographical Indication of goods (Registration and Protection) Act, 1999 on 2nd April 2012 obtaining Geographical indication No. 381.



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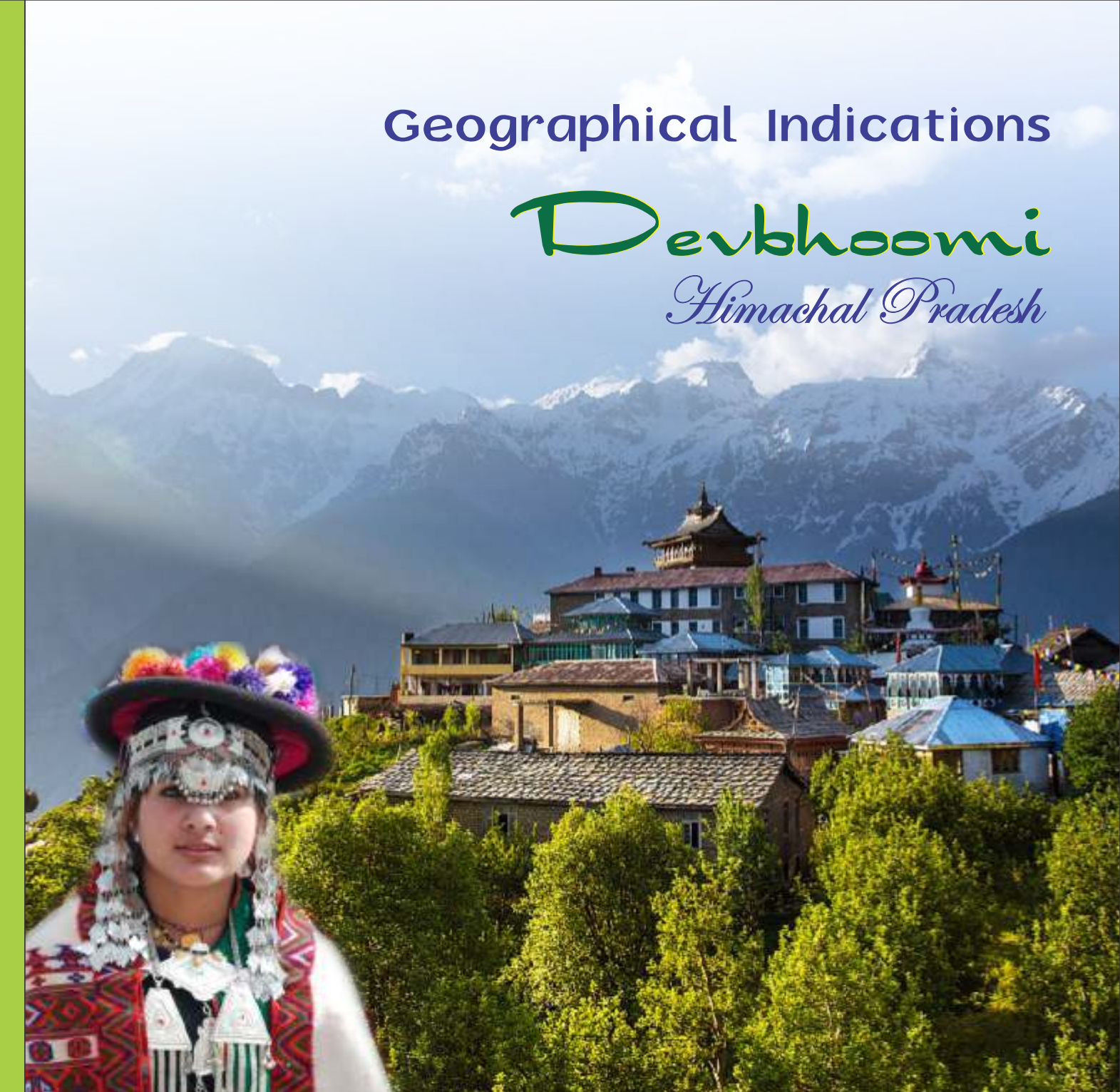
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Geographical Indications

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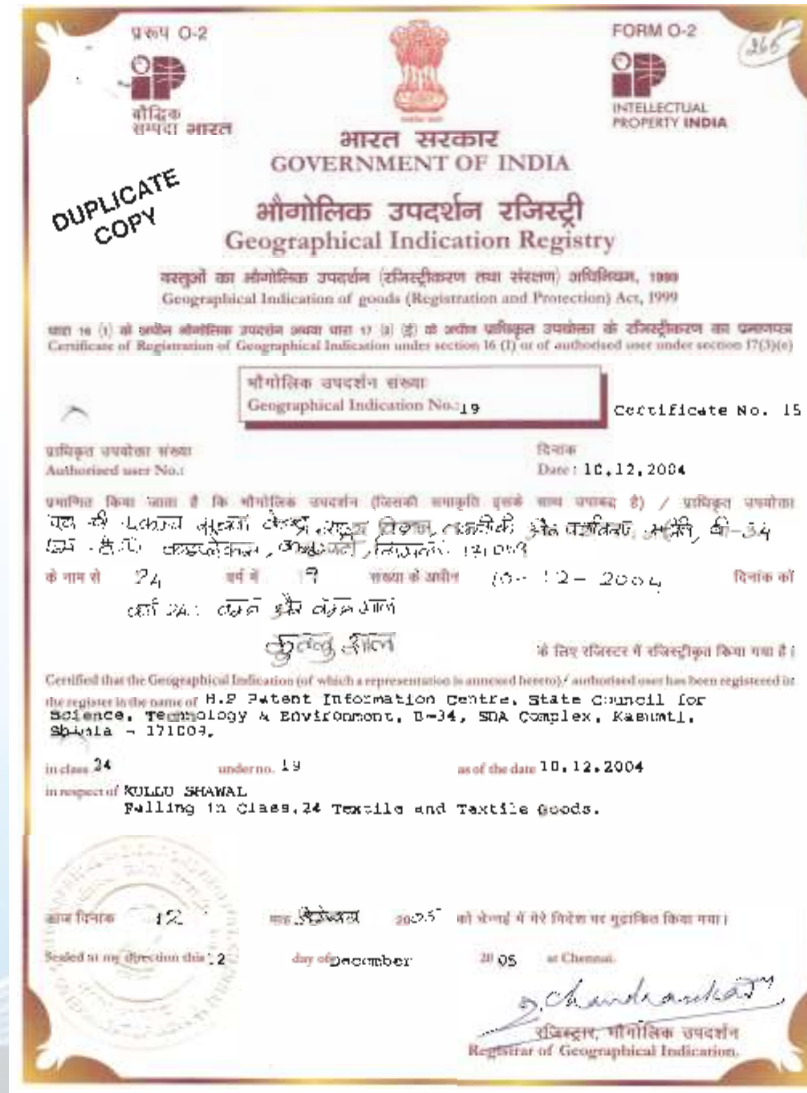
Himachal Pradesh



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H.P. became the 1st State to Formulate “Policy for the Registration and Protection of Geographical Indications of Goods in Himachal Pradesh”. H.P. Patent Information Centre (HPPIC) files application on behalf of any association of persons, producers, organization in the State of H.P



GI Registration Facilitated by HPPIC: Product Registered under GI Act from HP

Kullu Shawl

Kullu Shawls are originated in Kullu Valley particularly along the river valley of Beas situated at the Himachal Pradesh. The Kullu Shawl is well known for its unique texture, yarn and typical traditional design patterns. Kinds of materials used to manufacture the Shawls are local wool, Merino wool, Angora, Pashmina, synthetic yarn, Yalk wool, cotton and other handcrafted material.



A distinctive feature of Kullu shawls is the stripes or band running horizontally widthwise at the lateral ends. These bands, a few centimeters wide and varying from two to seven centimeters on each side, are decorated with a variety of patterns woven in brilliant colours like yellow, green, white of red on a black background or orange and green on a brown base. **Kullu Shawl** was registered under Geographical Indications of Goods (Registration and Protection) Act, 1999 on *10 December 2004* obtaining Geographical indication No. *19*.



Kangra Tea

The mention of quality of Kangra tea in the Gazetteer of Kangra district (1882-83) is like this *"The tea now made is probably superior to that produced in any other part of India. The demand for it has been steadily increasing and much is now bought up by natives for export via Peshawar to Kabul and Central Asia"*. The gold and silver medals won by the Kangra tea in London and Amsterdam markets in the late nineteenth century (1886 to 1895) bear testimony of its quality at international level. The Kangra valley during 1920's produced nearly half the green tea manufactured in India, and it was exported to Afghanistan and Iran.



Kangra tea is derived from the leaves, buds and tender stems of plants the botanical name of tea plants is *Camellia sinensis* or *Thea sinensis* grown in the southern slopes of Dhauladhar ranges of western Himalayas within the altitude range of 900m to 1400 m. **Kangra Tea** was registered under Geographical Indication of goods (Registration and Protection) Act, 1999 on *2nd April, 2012* obtaining Geographical indication No. *25*.



Chamba Rumal

The Rumal is a Persian word for handkerchief, a square piece of cloth, and the term Chamba Rumal is associated with for the embroidered work done on the hand spun 'khaddar' or a fine muslin cloth, which is in square and oblong format. **'Chamba Rumal'** is a pictorial craft that represents unique embroidery, which originated and flourished during 17th –18th centuries in Chamba town in the State of Himachal Pradesh. The Chamba Rumal derives its inspiration from Paintings in their general layout and themes; there is a predominance of figures of deities, especially of Vishnu in his different forms.



The “dorukha-tanka” the double satin stitch that is used in the Chamba Rumal embroidery is unique, which is not noticed in anywhere else in Indian embroidery tradition. **Chamba Rumal** was registered Geographical Indications of Goods (Registration and Protection) Act, 1999 on *22 January 2007* obtaining Geographical indication No. *79*.

The woolen art fabric of Kinnaur is very old and it flourished in the erstwhile state of Rampur Bushehar. Due to traditional designing on woolen shawls and caps the products are recognizably Kinnauri. It has been the nesting place of Hinduism and Budhism. Kinnauri Shawl is known as Chhali in local dialect. Its average size is 42”x96” and it can vary as per body structure of ladies and gents. Ladies wear chhali topuro (Shawl of designing pattern) whereas gents wear plain chhali.

The Kinnauri decorative designs are largely geometrical, executed in very soft and pleasing pastel shades. In Kinnauri Shawls, there is intricate use of the stylized Buddhist symbols and complex graphic patterns, consisting of hexagons (gyatongor tank) and square (palpe) etc. These devices are so profusely executed on brick red colour overwhelms the senses. The Buddhist symbols executed in the five primary colours – white, yellow, red, green and blue represent five elements viz., water, earth, fire, ether and air respectively, while all the five colours are used in the ornamentation, reds, yellows and blues usually dominate.



Kinnauri Shawl was registered under Geographical Indications of Goods (Registration and Protection) Act, 1999 on *4 December 2008*.