

Ponduru Khadi receives GI Tag; KVIC to felicitate Artisans and expand Global Outreach

GI Tag for Ponduru Khadi to boost Global Recognition and Market Access

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In a statement released to the media on Friday, Shri Manoj Kumar, Chairman of the Khadi and Village Industries Commission (KVIC), Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, expressed his gratitude to Prime Minister Shri Narendra Modi for the grant of the GI tag to Ponduru Khadi. He stated that KVIC is continuously striving to provide national and global recognition to India's traditional Khadi products and expressed satisfaction over this significant achievement.



Ponduru Khadi of Andhra Pradesh has been granted the Geographical Indication (GI) tag, with the registration awarded in favour of the Khadi and Village Industries Commission (KVIC) by the Geographical Indications Registry. The GI recognition provides legal protection to this rare hand-woven fabric and safeguards its authenticity.

Shri Manoj Kumar said that the grant of the GI tag to Ponduru Khadi is a matter of pride for the entire Khadi sector. He noted that the recognition not only protects the authenticity of this unique fabric but also honours the contribution of artisans who have preserved this traditional craft for generations. He reiterated that this achievement reflects the guidance of Prime Minister Shri Narendra Modi and his sustained efforts to promote Khadi globally. He added that initiatives such as *Vocal for Local* and *Aatmanirbhar Bharat* have infused renewed energy, dignity, and recognition for traditional artisans across the country.



Elaborating on the uniqueness of the fabric, the KVIC Chairman explained that Ponduru Khadi is a traditional hand-woven cotton fabric produced in Ponduru village of Srikakulam district in Andhra Pradesh, locally known as *Patnulu*. The fabric is made using Hill cotton, Punasa cotton, and Red cotton grown in the same region. The entire process of cleaning, spinning, and weaving is carried out manually, preserving centuries-old artisanal skills. One of its most distinctive features is the use of the jawbone of the Valuga fish for cleaning cotton, a practice not found anywhere else in the world. He further added that Ponduru Khadi is known for its exceptionally high yarn count of around 100–120, reflecting its superior fineness and quality.

On the occasion, Shri Manoj Kumar said that the GI tag would provide Ponduru Khadi recognition at both national and international levels, leading to increased income for artisans and the creation of new employment opportunities. He noted that Ponduru Khadi is deeply associated with Mahatma Gandhi's Swadeshi ideology and said that under the leadership of Prime Minister Shri Narendra Modi, Khadi has emerged as a fashion statement and a strong symbol of *Aatmanirbhar Bharat*, reflecting ideological continuity from the Gandhian era to the present. He further stated that following the GI registration, Ponduru Khadi will now enjoy legal protection against counterfeit products, ensuring authenticity for consumers and fair value for the labour and skill of artisans.

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