



GULFAM HANDICRAFTS
PRODUCER COMPANY
LIMITED BATERGAM
KUPWARA J&K

PRESERVING THE HERITAGE OF
KASHMIRI HANDICRAFTS —



Ari Crewel Work of Kupwara: A Detailed Description

Ari Crewel Work is a traditional form of Kashmiri embroidery that holds a significant place in the cultural and artistic heritage of Kupwara, a district in Jammu and Kashmir. This intricate needlework is distinguished by its floral patterns, vibrant colors, and the use of the specialized "Ari" hook, which lends the craft its name. Artisans in Kupwara have honed their skills over generations, making the district a hub for this exquisite craft.

Key Features of Ari Crewel Work

- **Technique and Tools**

Ari Crewel embroidery is done using a pen-like needle, called an Ari hook, which creates chain stitches.

The artisans use this hook to loop wool or silk thread onto fabric, forming elaborate patterns.

The process requires immense precision and skill, as each stitch is intricately crafted to maintain uniformity and design flow.



- Designs and Patterns

Inspired by the natural beauty of Kashmir, designs often feature motifs of flowers, leaves, and vines, such as the chinar leaf, lotus, and almond blossoms.

Patterns are bold and flowing, making them distinct from other forms of embroidery.

Artisans from Kupwara are known for blending modern aesthetics with traditional designs, appealing to both local and global markets.

- Materials Used

The base fabric is typically cotton, linen, or jute for crewel work. High-quality handwoven fabrics from the region are preferred for durability.

Threads are primarily woolen, though silk and cotton threads are also used for finer details.

Artisans sometimes dye their threads using natural colors, adding authenticity to the craft.

- Applications

Ari Crewel embroidery is primarily used in home furnishings such as curtains, upholstery, cushions, and wall hangings.

It is also seen in shawls, stoles, pherans, and other traditional Kashmiri attire.

The work's versatility allows it to be adapted for contemporary uses, including designer garments and accessories.

- Artisans and Community

Kupwara is home to numerous artisan families who have inherited and preserved the art of Ari Crewel embroidery.

Our producer company has initiated programs to promote and support artisans in Kupwara by providing training, financial aid and market exposure.

Artisans are encouraged to participate in national and international craft exhibitions to showcase their work.

Efforts are being made to obtain Geographical Indication (GI) tags for Kashmiri crewel embroidery to safeguard its authenticity and boost its market value.



DISTRIBUTION OF TOOLKITS TO HANDICRAFT ARTISANS OF DISTRICT KUPWARA



**TWO DESIGN AND TECHNICAL DEVELOPMENT WORKSHOP
VENUE: KUPWARA**



THEMATIC EXHIBITION AT KUPWARA



ENTREPRENEURSHIP DEVELOPMENT PROGRAMME AT MEELYAL & NEERUNBUTH



Product: Bag
Dimension:18x20 inches
Craft: Aari Emb
Price: 350
Prototype No: TCICS-1

Product: Cushion
Dimension:16x16 inches
Craft: Aari Emb
Price: 450
Prototype No: TCICS-2



Product: Cushion
Dimension:18x18 inches
Craft: Aari Emb
Price: 550
Prototype No: TCICS-3



Product: Wall Hanging
Dimension: 30x32 inches
Craft: Aari Emb
Price: 1250
Prototype No: TCICS-4

Product: Wall Hanging
Dimension: 30x32 inches
Craft: Aari Emb
Price: 1350
Prototype No: TCICS-5



Product: Cushion
Dimension: 16x16 inches
Craft: Aari Emb
Price: 450
Prototype No: TCICS-6



Product: Wall Hanging
Dimension: 30x32 inches
Craft: Aari Emb
Price: 1150
Prototype No: TCICS-7

Product: Wall Hanging
Dimension: 30x32 inches
Craft: Aari Emb
Price: 1450
Prototype No: TCICS-8



Product: Wall Hanging
Dimension: 30x32 inches
Craft: Aari Emb
Price: 1250
Prototype No: TCICS-9



Product: Bag
Dimension: 18x20 inches
Craft: Aari Emb
Price: 400
Prototype No: TCICS-10

Product: Bag
Dimension: 18x20 inches
Craft: Aari Emb
Price: 450
Prototype No: TCICS-11



Product: Stole
Dimension: 30x85 inches
Craft: Aari Emb
Price: 3200
Prototype No: TCICS-12



Product: Stole
Dimension: 30x85 inches
Craft: Aari Emb
Price: 3500
Prototype No: TCICS-13

Product: Shawl
Dimension: 40x90 inches
Craft: Aari Emb
Price: 4200
Prototype No: TCICS-14



Product: Shawl
Dimension: 40x89 inches
Craft: Aari Emb
Price: 3850
Prototype No: TCICS-15



Product: Stole
Dimension: 30x85 inches
Craft: Aari Emb
Price: 3350
Prototype No: TCICS-16

Product: Suit
Dimension: 5 meters
Craft: Aari Emb
Price: 1650
Prototype No: TCICS-17

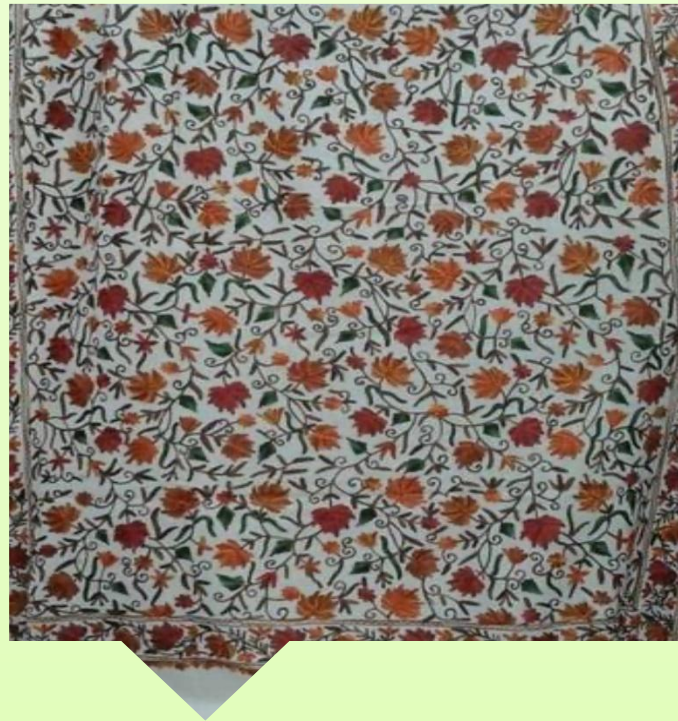


Product: Shawl
Dimension: 40x89 inches
Craft: Aari Emb
Price: 3950
Prototype No: TCICS-18



Product: Shawl
Dimension: 40x90 inches
Craft: Aari Emb
Price: 4200
Prototype No: TCICS-19

Product: Shawl
Dimension: 40x92 inches
Craft: Aari Emb
Price: 4450
Prototype No: TCICS-20



Product: Wall Hanging
Dimension: 40x38 inches
Craft: Aari Emb
Price: 1750
Prototype No: TCICS-21



HAND EMBROIDERED CREWEL CURTAINS



OTHER CREWEL PRODUCTS LIKE SLING, BAGS, POUCHES, TABLE COVERS ETC

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