



Ponduru Khadi

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Context

- **PondurKhadi**, a handspun and handwoven cotton fabric from **Pondurvillage, Srikakulam district, Andhra Pradesh**, has recently been granted a **Geographical Indication (GI) tag**.
- Recognised for its unique production technique and cultural heritage, it represents India's **living craft traditions**.

About PondurKhadi

1 Material & Production

- o Made from **short-staple, hill variety pest-resistant cotton**, allowing for **chemical-free cultivation**.
- o Hand-spun using **single-spindle charkhas**, retaining traditional spinning methods.
- o Handwoven on **pit looms**, ensuring artisanal quality and unique texture.

2 Historical & Cultural Significance

- o Praised by **Mahatma Gandhi** in *Young India*, symbolising the **Swadeshi and self-reliance movement**.
- o Embodies **sustainable and indigenous textile practices**.
- o Supports local livelihoods and preserves centuries-old **artisan knowledge**.

3 Policy Linkages: Nominated under the **One District One Product (ODOP)** scheme, promoting **cluster-based artisanal development**.