

GI tag for moonj craft may boost its export



Moonj is the outer layer of the grass which is peeled to weave various products

Rajeev.Mani@timesofindia.com

Prayagraj: The famed Moonj craft of Sangam city has received a Geographical Indication (GI) tag opening new ways of its export. Moonj products of Prayagraj now stand a better chance of rise in export.

“We have received the GI tag for Moonj which will prove to be an additional advantage to the One District One Product (ODOP) initiative for this product which has already improved the lives of over 500 women engaged in making Moonj products,” said chief development officer (CDO), Prayagraj Gau-

rav Kumar.

Moonj is a kind of wild grass found in abundance near Yamuna and in Prayagraj. Moonj is the outer layer of the grass which is peeled to weave various products. This craft, mostly practised by women, has been in the city from past 60 to 70 years. The grass is cut during the winter and the peel of the stalks is left in dew for days to lighten its colour.

Moonj is dyed in bright colours and binding is done with plastic strips, tinsel or cloth, said Fatima Bibi, a resident of Mahewa village of Prayagraj, making Moonj products for a decade now.