

Artisan / organization / SKU structure

Artisan Directory

Kani Shawl artisan from Jammu & Kashmir, recorded by Indian government sources; HSIMC operator confirms market-development collaboration.

1

Organizations & Websites

Separate company/site references from artisans and from authorized commercial partners.

Product / Reality SKU

Browse the item registry. New unique product URLs appear only after verified release.

0

Website References

Explore the independent Bhat Brothers website URL case.

HUMAN CRAFT x GLOBAL AI WORK · HSIMC

Traditional craft. Global understanding.

A craftsperson's work should be easy to discover, explain, verify and discuss—across language and borders.

Meet the maker in seconds. Follow the evidence when it matters. Continue with a supervised human-AI team.

ARTISAN COLLABORATION · HK / MAINLAND CHINA / UNITED STATES



India Handmade · MEGA SHOW Hong Kong 2026 · textile detail photographed by HSIMC; not individual item authentication

FOUR SIMPLE ENTRANCES

What are you here to do?

01

Discover the work

Meet the artisan and understand the difference between fibre, weaving and embroidery.



02

Understand the evidence

Go straight to the official records, GI registers and open verification questions.



03

Explore a market

See practical paths for Hong Kong, mainland China or New York / United States.



04

Start a conversation

Prepare an understandable, multilingual brief. Human approval remains part of every business decision.



One artisan. A world of possible conversations.

Khursheed Ahmad Khan · India Handmade · MEGA SHOW Hong Kong · booth 1B-F17. An Indian government artisan list records his Kani Shawl craft and NMC-2010 distinction. This is a named artisan record, not a blanket certificate for every shawl.

HSIMC's operator confirms authorization from the artisan to help develop the Hong Kong, mainland China and United States markets. The scope of each artwork, quotation and shipment is managed separately.



MEGA SHOW 2026 · India Handmade · 1B-F17

MATERIAL * TECHNIQUE * EMBROIDERY

Understand the craft in one glance

Pashmina

A regional fine-fibre tradition. A name or photograph does not establish the exact fibre percentage.

Kani

A distinct patterned weaving technique using small wooden bobbins; not the same as printed motifs.

Sozni

Fine Kashmiri embroidery worked with a needle on cloth; distinct from Kani weaving.

HSIMC · THREE REAL MARKET ROUTES

One work. Three market conversations.

Hong Kong

Explain its heritage to collectors, designers, premium gifting and boutique buyers.

Buyer language, experience, item evidence and commercial handoff.

Mainland China

Make origin and technique intelligible in Chinese for premium gifting, designers and cultural buyers.

Chinese physical labelling, fibre test evidence and applicable market requirements.

United States · New York

Reach fashion buyers, galleries, craft collectors and potential bespoke partners.

Verified fibre labels, origin, care, import screening and human-approved offers.

HSIMC's 249-area Runtime references help route contextual work. They do not imply 249 active sales offices, customs permissions or ready-to-ship inventory.

Need to go deeper? Open only what matters.

01 Who is the craftsperson?

The India Ministry of Textiles list for a 2019 artisan exhibition records Khursheed Ahmad Khan, Kani Shawl and NMC-2010 (National Merit Certificate). The exhibitor's 2026 poster says "National Awardee"; the exact formal award category should follow the primary record and certificate.
[India Ministry of Textiles · 2019 artisan list, entry 86 ↗](#)

02 Does a GI registration authenticate this item?

No. India registers Kani Shawl (GI 51) and Kashmir Pashmina (GI 46), but a register entry does not prove this particular work qualifies or that the seller is an authorized user. Each item's certificate and provenance should be checked.
[Intellectual Property India · Kani Shawl GI 51 ↗](#)

03 How can fibre claims be trusted?

Pashmina, Kani and Sozni name different things. For the United States, the FTC says that "100% Pashmina" is not an accepted fibre-content declaration. Real percentages, origin and care information must match the item and market.
[US FTC · Cashmere and pashmina labelling ↗](#)

04 What does scanning a label prove?

A QR/NFC URL helps people retrieve the work record. RFID UID/EPC requires separate binding and physical readback. A scan alone cannot prove authenticity, consent, ownership or execution authority.

We separate observed facts, official records, artisan statements, marketing authorization, product-level authentication and market compliance. HSIMC does not impersonate governmental or GI certifiers.

HSIMC · HUMAN REALITY INFRASTRUCTURE

From a physical craft to continuing work

01 Observe

Actual maker, photographs, source and permissions.

02 Address

A stable URL and six-language, machine-readable work record.

03 Connect

QR / NFC and separately registered RFID identity.

04 Continue

Cross-border enquiry, human-reviewed quotation and supervised follow-through.

Next: photograph → a unique work URL

Every distinct work or defined variant receives its own draft, image hash, six-language pages and QR. Unknown fibre, price, GI status or commercial terms remain pending until item-level evidence and approval exist.

[SKU schema JSON ↗](#)

0 verified individual work SKUs published · draft engine ready

INDEPENDENT WEBSITE · PUBLIC URL EXAMPLE

An existing website as a live URL reference

Bhat Brothers publicly presents Kashmir shawls, Kani and Sozni categories, weaving narratives and enquiry routes on its own website. Its public URL is an independent industry reference—not proof of a corporate relationship with Khursheed Ahmad Khan or an HSIMC mandate for Bhat Brothers.

EXISTING URL

[www.bhatbrothers.com](#)

→ HSIMC REFERENCE LAYER

[hsimc.tech/market/traditional-artisans/cases/bhat-brothers/](#)

INTENT → ADDRESSED WORK → HUMAN APPROVAL

Start with an intent, not a shopping cart

A designer, collector, distributor or institution can begin with a need. HSIMC helps structure a cross-cultural work brief; it does not send or accept a binding order automatically.

We record HSIMC's market-development authorization as operator-confirmed. This is not a public claim of exclusivity, government endorsement, certified authenticity or an automatic right to transact.

WORK BRIEF · EDIT & COPY

Hello HSIMC — I would like to discuss Kashmir craft. Market: [Hong Kong / Mainland China / US]. Interest: [collect / retail / gift / bespoke / wholesale]. Item reference: [URL or photo]. Quantity/timing: [if known]. Please arrange human-supervised follow-up and indicate what evidence is needed.

HUMAN READABLE + MACHINE READABLE

Documents for people and machines

Six-language A4 PDF, public records and bounded MCP-ready discovery. Public machine files expose references and evidence states, not private tag identifiers, unaudited prices or an active MCP server.

PDF / JSON ↓

AI context JSON ↓

Evidence JSON ↓

GENAI NATIVE DOCUMENT · URL → QR → COPY → PRINT → NFC

This URL is ready to move.



<https://hsimc.tech/market/traditional-artisans/>

Fast understanding first. Evidence and deeper reading one click away.

HSIMC · Human Reality → Addressable Work → New Reality [Reality-to-Work Market ↗](#) [MCP-ready contract ↗](#)

Tap is not consent. Route is not Authority. QR/NFC access is not product authentication.