

Vedikly Sourcing Report

Where Our Sacred Products Come From — A Region-by-Region Guide

Haridwar — Uttarakhand, India

■ Gateway of the Gods

Haridwar means "gateway to God" — and quite literally, it is here that the Ganga leaves the Himalayas and enters the plains of North India for the first time. At the heart of the city sits Har Ki Pauri, a ghat so revered that its very name translates to "the footsteps of the divine." Hindu tradition holds that both Lord Vishnu and Lord Shiva blessed this spot in the Vedic age, and that a few drops of the nectar of immortality — churned up during the great Samudra Manthan — fell here, at what is now called Brahmakund.

Every evening at Har Ki Pauri, the Ganga Aarti unfolds exactly as it has for generations: priests in saffron robes lift great brass lamps in rhythmic unison, bells ring out, and hundreds of floating diyas drift downstream in the dusk. Every twelve years, this same ghat becomes the epicentre of the Kumbh Mela, the largest peaceful religious gathering on Earth, when millions arrive for a single ritual bath believed to wash away lifetimes of karma.

1st c. BC

Har Ki Pauri built

12 yrs

Kumbh Mela cycle

Brahmakund

Most sacred ghat

Daily

Ganga Aarti at dusk

Geo-tagged products sourced here:

- 5 Mukhi Rudraksha Mala — ■2,499–■3,999
 - Haridwar Gangajal — ■599–■999
 - Navgraha Yantra Set — ■1,499–■2,499
 - Havan Samagri — ■299–■499
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Varanasi — Uttar Pradesh, India — also known as Kashi

■ The City of Light

Mark Twain once wrote that Varanasi is "older than history, older than tradition, older even than legend." Also known as Kashi — "the city of light" — it is widely considered one of the oldest continuously inhabited cities on Earth, with roots reaching back more than 3,000 years to the Vedic period. Hindu tradition holds that Lord Shiva himself founded the city as his eternal abode, and that anyone who dies within its boundaries attains moksha, liberation from the cycle of rebirth.

The city's identity is inseparable from its nearly 90 ghats along the Ganga, each with its own centuries of ritual behind it, and from the golden-spired Kashi Vishwanath Temple — one of the twelve Jyotirlingas, the

most sacred abodes of Shiva anywhere in India. Beyond religion, Kashi has long been a center of learning, music, and craft: it's here that the Buddha delivered his first sermon nearby at Sarnath, and where Varanasi's famous silk weavers have practiced their art for generations.

3,000+ yrs

~90

12 Jyotirlingas

1916

Continuously inhabited Sacred ghats on the GangaKashi Vishwanath is Banaras Hindu University founded

Geo-tagged products sourced here:

- Panchmukhi Hanuman Yantra — █999—█1,499
- Agarwood Oud Dhoop Sticks — █449—█699

Vrindavan — Mathura District, Uttar Pradesh, India

█ Krishna's Sacred Forest

The name Vrindavan comes from two Sanskrit words — "Vrinda," the holy Tulsi plant, and "vana," forest — meaning "the forest of Tulsi." Tradition holds that this gentle stretch of land on the banks of the Yamuna, just north of Mathura, is where Lord Krishna spent his entire childhood: playing his flute among the gopis, lifting Govardhan Hill to shelter villagers from Indra's storm, and performing the Ras Leela that devotional poets have written about for a thousand years.

Today, Vrindavan is home to an estimated 5,500 temples dedicated to Krishna and his consort Radha, making it one of the most temple-dense towns anywhere in the world. The Bhakti movement of the 16th century, led by Chaitanya Mahaprabhu and the Goswamis, transformed Vrindavan into a living center of devotion that continues uninterrupted today — its ashrams, chanting halls, and Tulsi groves as active now as they were five centuries ago.

~5,500

16th c.

Braj Bhoomi

Yamuna

Temples in Vrindavan Bhakti movement flourishedKrishna pilgrimage circuitRiver that borders the town

Geo-tagged products sourced here:

- Tulsi Seeds & Dried Leaves — █149—█249
- Wooden Chanting Beads — █399—█699

Kashmir — Pampore Valley, Jammu & Kashmir, India

❄█ Valley of Red Gold

Every October, the fields around Pampore — a small town roughly 14 kilometres from Srinagar — turn a hazy purple as thousands of *Crocus sativus* flowers bloom at once. This is Kashmir's Saffron Town, home to more than 20,000 families whose livelihoods depend on a flower that yields perhaps the most labour-intensive spice on Earth: each blossom must be hand-picked at dawn, and its three delicate

crimson stigmas separated by hand, just to produce a single gram of saffron.

Legend traces Kashmiri saffron's arrival to the 12th century, when two travelling Sufi saints are said to have gifted a saffron bulb to a local chieftain after he nursed them back to health. Whatever its true origin, the saffron that has grown in this valley ever since is recognised as among the finest in the world — prized for a colour, aroma, and potency that growers elsewhere have struggled to replicate, commanding prices that can reach into the lakhs per kilogram.

12th c.

20,000+

150

Grade A-1

Saffron cultivation began Families growing saffron Flowers per gram of saffron Vedikly's lab-tested threads

Geo-tagged products sourced here:

- Kashmiri Mongra Saffron — ■1,299—■2,499
- Kashmiri Rogan Josh Masala — ■299—■449

Ujjain — Madhya Pradesh, India

■ City Where Time Began

Ujjain — known in ancient times as Avantika — is one of the seven Moksha-puris of Hinduism, cities believed to grant liberation to those who visit them. Standing on the banks of the sacred Kshipra River, its history stretches back to the Vedic period, and it served as a capital under rulers from the legendary King Vikramaditya to the Gupta, Paramara, and Maratha dynasties — a city that has shaped Indian politics, trade, astronomy, and scholarship for over two thousand years.

At its spiritual heart stands the Mahakaleshwar Temple, home to one of the twelve Jyotirlingas — self-manifested "lingams of light" considered the most sacred forms of Shiva in existence. Legend holds that Shiva agreed to remain here forever as Mahakal after the devotion of a king named Chandrasena, and today the temple's Bhasma Aarti — performed with sacred ash before dawn — remains a ritual found nowhere else in India.

7

12 Jyotirlingas

Kshipra River

Every 12 yrs

Sacred Moksha-puris of Hinduism Mahakaleshwar is one The city's sacred waterway Simhashta Kumbh Mela

Catalogue for this region is expanding — check vedikly.com for updates.

Sikkim — High Himalayas, India

■ Land of Monasteries

Tucked into the Eastern Himalayas beneath Kanchenjunga — the world's third-highest peak — Sikkim is home to nearly 250 Buddhist monasteries, most belonging to the Nyingma and Kagyu schools of Tibetan Buddhism. The largest, Rumtek Monastery, was built in strict accordance with its sister monastery in Tibet and today serves as the seat of the Karmapa lineage — its golden stupas and vivid murals a living record

of a tradition that has endured in these mountains for centuries.

Sikkim's culture is a genuine blend of three communities — the indigenous Lepcha, the Bhutia, and Nepali settlers — who share a deep reverence for the mountains, rivers, and forests around them as sacred. Prayer flags in five colours, representing earth, water, fire, air, and sky, flutter over nearly every village, monastery, and mountain pass in the state.

~250

Buddhist monasteries

3rd highest

Kanchenjunga peak

#1 producer

Large cardamom in India

3 communities

Lepcha, Bhutia & Nepali heritage

Catalogue for this region is expanding — check vedikly.com for updates.

Vedikly — Since 2019. We work directly with farmers, temples, and artisan cooperatives across India's most spiritually significant regions. No middlemen. Every batch traceable to source.

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