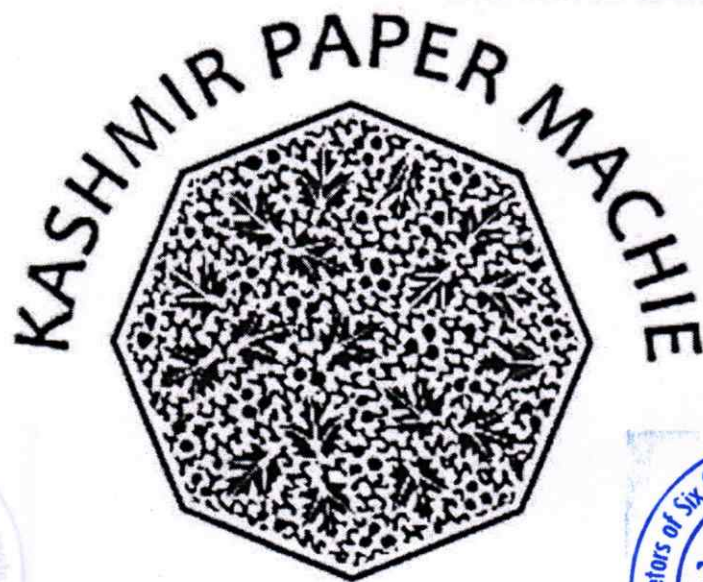


Quality Manual for Enforcement of Kashmir Paper Machie GI



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Definitions

Certification - Verification that a particular good/ item has been found having the desired quality and standards set for genuine handmade 'Kashmir Paper Machie'.

Discrepancy - Finding of any such reasons that suspects a given good/ item, of having features that are not included as specifications for genuine handmade 'Kashmir Paper Machie'.

GI - Geographical Indication

GI Mark - Logo registered as Geographical Indication for 'Kashmir Paper Machie'.

Inspection Body - One Official from Craft Development Institute, Srinagar, one Official from J&K Handicrafts & Handlooms Department (Quality Control Wing) along with one person nominated by the Registered Proprietors of Kashmir Paper Machie, meant for ensuring and supervising the correct and lawful use of the Kashmir Paper Machie' GI Mark.

Kashmir Paper Machie - A title that has been registered as a Geographical Indication and is indicative of standards and attributes that are lawfully specified.

Label - A sticker of "Break to Remove" in character shall be used for the purpose.

Laboratory - Pashmina Testing & Quality Certification Centre, CDI Campus, Baghe Ali Mardan Khan, Nowshera, Srinagar/any other suitable place notified by CDI.

Labeling - The process of testing and certifying a particular good with the Kashmir Paper Machie GI Mark.

Sample - All items in a lot shall be tested and certified with the Kashmir Paper Machie' GI Mark.

Tahafuz - Registered Proprietors of the Kashmir Paper Machie' GI.

Testing - The technical process to identify all parameters and specifications set for the Kashmir Paper Machie GI.



02

Introduction

The following is a Quality Manual for enforcing the 'Kashmir Paper Machie' GI.

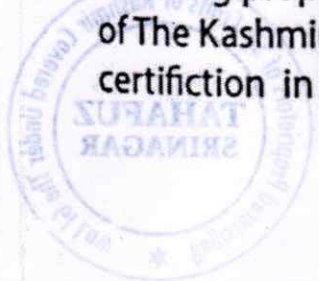
Kashmir Paper Machie has been registered under the Geographical Indications (GI) of Goods Act of India, having GI No. 181, Certificate No. 161 in the Class of Goods 16 and 20 as on 17th July 2009.

The GI Act has the provision for geographically specific handicrafts to be registered under the Act. The registration is an acknowledgement of the fact that a given handicraft is unique and is produced in a particular area, with traditional knowledge and skills that are special to a region.

The effect of the registration is that the craft in question is accorded legal protection in the market place. No manufacturer, other than those recognized by the registration may claim to produce that particular handicraft or sell it under the name recognized by the registration.

TAHAFUZ, a society of Kashmiri artisans, registered under the J&K Societies Act and bearing Registration No. 5611-S/2007, are the "Registered Proprietors" of Kashmir Paper Machie.

This Quality Manual intends to detail out all necessary aspects in terms of standards and benchmarks, methods, procedures, etc. that shall provide the reference for ensuring proper enforcement, implementation and use of The Kashmir Paper Machie GI after due testing and certification in a commercial context



03



2

Kashmir Paper Machie GI Specifications

The "Kashmir Paper Machie" is a registered GI (Geographical Indication), having No. 181 and Certificate No. 161 in the Classes of Goods 16; in respect of hand tool and implements including wooden mallets and chisels, 20; in respect of furniture like table desk, dining tables, dressers, side tables, cabinets, wardrobes (door panels), chairs sofas, stools, beds, folding screens, book racks, mirror frames, dry fruit bowls, trays, lamps, candle stands, incense burners, snuff boxes, jewelry boxes, including boxes for holding bracelets, powder, shoes, rings, perfumes, handkerchiefs, cigarettes cases, mirror case, pen case, book case. Watch box, wooden knives, spoons, forks, sculptures, models of house boats, Goods of utilitarian nature and decorative nature that are made of walnut and embellished with hand carving, mirrors, picture frames, goods(not included in other classes) of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother of pearl, meerschaum and substitute for all these materials, or of plastics, made from paper and paper pulp as on 17th July 2009.

As a title "Kashmir Paper Machie" cannot be used other than those subscribing to the specification regarding raw material, production process and finished goods other than those registered as the "Kashmir Paper Machie" GI. The Specifications for "Kashmir Paper Machie" as registered under the GI are:

1. The basic object is made up of paper pulp, paper board or light wood.



- 2.The basic object is coated with 2 layers of Gacch.
- 3.Is smoothened till the surface is even and smooth.
- 4.Has fine hand painting done by traditional naqashi from Kashmir.
- 5.Has painting depicting traditional designs and motifs of Kashmir.
- 6.Can have metallic gold or silver applied using traditional methods.
- 7.Has hand painting that is flat or with an embossed effect.

The GI registration mandates that only crafts produced in a particular region and sold only in a prescribed manner can be labeled as the authentic GI; all other forms are spurious and therefore an infringement of the GI rights of the community registered as the proprietor in the GI Registry. Legal action may be initiated against those not subscribing to the specified benchmarks or other conditions implied under the GI Act.



05



3

Testing of "Kashmir Paper Machie

The following parameters will be evaluated to determine the specified quality standards prescribed for genuine handmade Kashmir Paper Machie:-

- 1.The basic object is made up of paper pulp, paper board or light wood.
- 2.The basic object is coated with 2 layers of Gacch.
- 3.Is smoothened till the surface is even and smooth.
- 4.Has fine hand painting done by traditional naqashi from Kashmir.
- 5.Has painting depicting traditional designs and motifs of Kashmir.
- 6.Can have metallic gold or silver applied using traditional methods.
- 7.Has hand painting that is flat or with an embossed effect.

The above parameters will be checked by Inspection body which would have following members: -

1. CDI Representative
2. Representative from J&K Handicrafts & Handlooms Department(Quality Control Wing)
3. Representative of TAHAFUZ



06



"Kashmir Paper Machie" Label

The QR code based Authentication Labels shall be used for Certification of genuine 'Kashmir Paper Machie'. Each label will have Covert (hidden; readable by using a QR scanner) and Overt (visible) Information as well as a unique number that shall be used to record the particulars of the party to whom it has been issued to. The label shall be of "break to remove" nature.

Specifications:

- a. Physical Appearance & Dimensions:
 - i. Shape - Rectangular
 - ii. Size - 30 mm x 15 mm
- b. Overt Text and Visual:
 - i. Kashmir Paper Machie
 - ii. Registered GI Logo
 - iii. Unique Number
- c. Covert Text:
 - i. Registered GI
 - ii. Product code
 - iii. Material
 - iv. Design
 - v. Size
 - vi. Authorised user details
 - vii. Artisan Details
 - viii. Craft Description

The Kashmir Paper Machie Labels shall be put over a given item only after satisfactory testing and verification of all necessary parameters. Labels will only be put on a finished good.



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5 Certification & Labeling

a. Pre-Requisite:

Any party wishing to avail Certification and Labeling of 'Kashmir Paper Machie', needs to fulfill the following criteria:

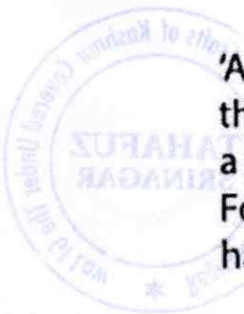
i. To be Empaneled with TAHAFUZ

Empanelment with TAHAFUZ has been made mandatory to enable the effective monitoring of all aspiring users of Kashmir Paper Machie authentication labels as well as generate and maintain a comprehensive data base of such users. The empanelment with TAHAFUZ may be completed given the following:

- Empanelment Fee
To be notified by TAHAFUZ.
- Affidavit
A self-certification by the producer, citing that his goods comply with GI Kashmir Paper Machie Specifications.

ii. To be an Authorized User of 'Kashmir Paper Machie' GI Mark

'Authorised User' is any person claiming to be the producer of the goods in respect of which a geographical indication has been registered. For becoming an authorized user the person has to apply in writing to the Registrar GI, in the



prescribed manner and by paying the requisite fee.

Only an "Authorised User" is eligible to use the kashmir Paper Machie GI Mark.

b. Certification & Labeling

- i. The Authorised User has to submit a detailed list of all items desired to be certified and labelled. All such items must have a personal identification code of the Authorized User, in order to avoid any possible misplacements.
- ii. Before labeling of any item, it's authenticity will be certified through testing.



6 Certification & Labeling Cost

The Certification and Labeling Fee shall be decided jointly by Handicrafts & Handlooms Department, Kashmir, Craft Development Institute, Srinagar and TAHAFUZ as per the following break-up and shall be notified to public through regional newspapers. However, the Certification and Labeling Fee is subject to changes depending on external factors, from time to time.

Cost Break-Up

- i. Label (actual cost of the label)
- ii. Testing (testing procedures and facilities)
- iii. Certification (inspection and labeling)
- iv. Administration (logistics and management)
- v. Overheads (maintanance, insurance, promotion, etc.)



A handwritten signature in blue ink, appearing to be "Rajesh".



A handwritten signature in blue ink, appearing to be "Ajay".

Inspection Body

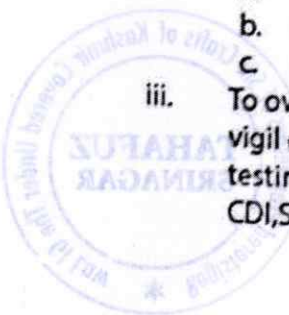
As per the guidelines provided in the GI Act, the inspection body constituted by Handicrafts & Handlooms Department, Kashmir, Craft Development Institute, Srinagar and TAHAFUZ shall be responsible for the overall monitoring of the use of the Kashmir Paper Machie GI mark with respect to maintaining the requisite quality, integrity and consistency of Kashmir Paper Machie.

The inspection body shall be selected /decided by Handicrafts & Handlooms Department, Kashmir, Craft Development Institute and TAHAFUZ on an annual basis.

The details of members selected for the inspection body, shall be notified by Craft Development Institute, Srinagar and TAHAFUZ as required.

Given below are the roles and responsibilities envisaged for the inspection body:

- i. To implement the steps, method/ procedures, standards, services, norms, rules and regulations developed by CDI as formal guidelines related to testing and certification of Kashmir Paper Machie.
- ii. To scrutinize the credentials and other documents of the Authorised User on the presenting of stocks for Testing & Certifications like;
 - a. Details of stocks and quantity.
 - b. Personal user marking on each product.
 - c. Self-certification and other requisite documents.
- iii. To oversee the process of Testing & Certification and to keep vigil on any breach / infringement of guidelines during the testing and certification process being carried out under CDI, Srinagar



- iv. To keep records of the details of Authorised Users, their stocks, outcomes of Testing & Certifications, and financial transactions for the future evaluation and management of the Kashmir Paper Machie G.I.
- v. To advise/ recommend on the necessary changes/ modifications/ amendments in the steps, method/ procedures, standards, services, norms, rules and regulations developed by CDI as formal guidelines related to testing and certification to enhance the performance of the whole mechanism.
- vi. To prioritize and maximise the use of resources, human and mechanical, to achieve peak results from the available resources.



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Arbitration

In case of any dispute, an independent reputed testing and certifying agency would be consulted based upon the mutual consensus of both disputed parties. However, all expenses for the same shall be borne by the customer.



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A handwritten signature in blue ink, appearing to be "S. H. S." or similar, written over a faint horizontal line.

9 Terms and Conditions

1. Discrepancies

- 1.1 In case any discrepancies i.e (the quality of a given item does not match the specifications of Kashmir Paper Machie), are found in a batch of goods of an Authorized User, empaneled with TAHAFUZ, for seeking the Kashmir Paper Machie GI certification, the specific item will be rejected from getting the desired certification.
- 1.2 In case of finding a discrepancy for the second time in a batch of goods submitted by an Authorized User, empaneled with TAHAFUZ, for seeking the Kashmir Paper Machie GI certification, the Self-Certification Affidavit of the Authorized User, shall become null and void and a fresh Affidavit will need to be submitted (only after a period of 21 days post rejection of a given batch of goods) including a clause that no further discrepancy shall be found in future.
- 1.3 In case of finding a discrepancy for the Third time in a batch of goods submitted by an Authorized User, empaneled with TAHAFUZ, for seeking the Kashmir Paper Machie GI certification, the Empanelment of the Authorized User, with TAHAFUZ, shall be cancelled. In such a case, the Authorized User will need to re-apply for Empanelment with TAHAFUZ and the application shall only be entertained after a period of 40 days post rejection.



- 1.4 In case of finding a discrepancy for the Forth time in a batch of goods submitted by an Authorized User, empaneled with TAHAFUZ, for seeking the Kashmir Paper Machie GI certification, TAHAFUZ/CDI shall initiate proceedings with the GI Registry, to cancel the Authorized User registration of the defaulting Authorized User.

2. Misuse

- 2.1 In case an Authorized User of Kashmir Paper Machie GI, empaneled with TAHAFUZ, is found misusing the Kashmir Paper Machie GI Label, in any form, tempering with or defacing the label, legal action shall be initiated against such a person/ agency, as per the provisions provided in the Chapter VIII namely Offences, Penalties and Procedures of the Geographical Indications of Goods (Registration and Protection) Act, 1999.



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