



Craft
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Institute

Aaghaaz

Inspiring Change

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Newsletter

APRIL
2016

01

Kashmir Handicrafts and Legal Protection

Kashmir is known globally for handicrafts. The State has a history of rich crafts being practised since centuries. These crafts are known for their intricacy and exclusivity and are very important because of their contribution to the state economy. The contribution of these crafts to economy is approximately 3,000 crores. Though there are about 16 crafts being practiced presently, however, crafts like Pashmina, Kani, Sozni, Carpets, Walnut wood, Paper-machie, Crewel and Chain-stitch occupy an important place due to their contribution to economy and towards generating employment opportunities.

Handicraft industry provides employment opportunities to approximately 3 lac people associated with it directly or indirectly after agriculture, however it has not been able to reach the deserved heights due to various factors. Globally, there is huge demand for the regional handicrafts of Kashmir. However, competition from imitations and look alikes of other countries has marginalised the share of Kashmir handicrafts. Thus, the need is to safeguard the inherited originality of the regional handicrafts through a mechanism that will ensure protection of distinct identity of the handicrafts of Kashmir.

The regional handicraft industry could not suitably compete with the mechanically developed products in the international market. Therefore, need of the hour is to rebuild the image of Kashmir handicrafts with a focus on authenticity and consequently target the appropriate market segment. The desire for authenticity now occupies a central position in contemporary culture. Whether in search for selfhood, leisure experience, or in material purchases, there is a need to search for the real and the genuine.

The commercial sustainability of traditional practices and produce in the world, has been protected by founding of mechanism such as the GI act under the Trade Related Aspects of Intellectual Property Rights (TRIPS) agreement of World Trade Organization (WTO). It has proved to be an effective method of protecting similar traditional crafts. So many places in the world have been able to protect their traditional knowledge through geographical indications (GI) and are getting premiums for their products. Examples include Scotch whisky, Persian Carpets, Darjeeling Tea, Basmati rice etc. This protection has helped in discouraging production and marketing of fake products and imitations in the name of original goods.

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In order to safeguard the interests of the stakeholders of the regional handicraft industry, Craft Development Institute, CDI Srinagar facilitated formation of "Tahafuz", a society of handicraft artisans and practitioners to register following six (06) regional crafts under GI:

- Kashmir Pashmina
- Sozini Embroidery
- Kani Shawl
- Khatamband
- Walnut wood carving
- Paper Machie

Differentiation between original handicrafts and fake is quite challenging and can't be done manually in most of the cases. As part of enforcement and using the GI Registration received for above mentioned Kashmir Handicrafts' for commercial benefits, a Pashmina Testing & quality Certification Centre (PTQCC) has been established, under the aegis of CDI. The Centre is addressing the current need of testing genuine Kashmir Pashmina and Hallmarking of the same, in order to compete in the international market. The centre has been set-up with a funding received under the ASIDE (Assistance to States for Infrastructure Development of Exports) Scheme, Ministry of Commerce, Govt. of India. The testing and hallmarking of Kashmir Pashmina is already taking place at the centre for last one year and is expected to start in other five crafts this year only.

To avail service of GI certification and labelling each practitioner has to apply in GI Registry, Chennai (India) to become authorised user of above mentioned Kashmir handicrafts. Only authorised users of Kashmir handicrafts are eligible to avail labelling service. The GI registry after following codal procedures provide user certificates to users either as artisans, artisan manufacturers or traders.

For the quality certification of registered handicraft goods, an effective mechanism has been devised to distinguish the genuine products from fakes through using the Nano-Technology Enabled Fusion Labels.

Each label will have Covert (hidden; readable by using a Ultra Violet based instrument) 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. Further, each SFAL will carry invisible nano particles known as Microtaggant (only visible by using an Infra Red based instrument) having a unique code formulated specifically for registered Kashmir handicrafts.

YASEER A. MIR
Faculty Member, CDI

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“Simplicity and productivity are not in conflict. Simplicity leads through into productivity. Where there seems to be a conflict some design effort is needed.”

EDWARD DE BONO

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KASHMIR PASHMINA

The “Kashmir Pashmina” is a registered GI (Geographical Indication), having GI No. 46 and Certificate No. 97 in the Classes of Goods 23; Yarns and Threads for Textile Use, 24; Textile and Textile Goods including Bed and Table Covers and 25; Clothing, as on 9th December 2005.

As a title “Kashmir Pashmina” can not be used other than those subscribing to the specification regarding raw material, production process and finished goods other than those registered as the “Kashmir Pashmina” GI.



(Photo Credits: CDI Resource Centre)

The Specifications for “Kashmir Pashmina” as registered under the GI are:

- i. Made of 100% Pashm fibers having fineness of up to 16 Microns and obtained from the under fleece of the mountain goat ‘Capra Hircus’.
- ii. A Hand Woven fabric by the Artisans of Jammu & Kashmir.
- iii. Made using Hand Spun Yarn.

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.

MYTH Pashmina is a fabric that passes ring test, Cheap woolen fabrics too pass through ring. Thus, ring test is not a parameter for a fabric to be called as genuine pashmina.

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ELEGANT AND COLOURFUL LEGACY OF INDIAN HANDLOOMS

Handloom fabrics and handloom weavers form an integral part of the rich culture, heritage and tradition in India. Apart from providing one of the basic needs to human beings, it provides sizable contributions to exports and GDP. The industry provides direct and indirect employment to lakhs of people in the rural and urban areas. Handloom is one of the largest employment providers after agriculture in India. This sector provides employment to 43.31 lakh persons engaged on about 23.77 lakh handlooms, of which 10% are from schedule tribes and 45% belongs to the other backward classes. Production in the handloom sector recorded a figure of 7,116 million sq.meters in year 2013-14. During 2014-15, production is reported to be 3,547 million sq.meters (April-sep-2014).

Handloom sector contributes nearly 15% of the cloth production in India. 95% of the world's hand woven fabric comes from India. The industry has sustained by transferring skill from one generation to another. The strength of the sector lies in its uniqueness of products, openness to innovations and the wealth of tradition.

However, handloom industry needs to reorient itself for meeting the challenges being posed by rapid economic, social, & technological changes. Efforts are required to produce defect free high quality handloom fabrics as per contemporary consumer preferences. The need is to ensure reasonable and fair wages to artisans so that younger generation is attracted towards this trade. With a view to promote this industry on a sustainable basis, it is deemed necessary to produce quality fabrics with new designs for winning the trust and confidence of customers.

“Indian Handloom Brand” is an endorsement to quality of the handloom products in terms of raw material, processing, embellishments, weaving designs and other parameters besides social and environmental compliances for earning the trust of the consumers.

Prime Minister Narendra Modi launched the Indian Handloom Brand at Chennai recently on the occasion of National Handloom Day celebrations. The initiative aims to focus on :

- Production of high quality, defect free hand woven authentic “Niche Products”.
- Zero Defects
- Authentic Traditional Design
- Zero Impact on Environment
- Social Compliance

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The initiative is expected to having following merits:

- Customers will be assured of the quality of the products as per specifications.
- Bulk buyers and exporters will be able to source quality fabrics as per their designs produced on time.
- Establishment of a distinct market image and positioning for authentic hand-woven fabrics of India.
- Direct market access to weavers and thus better wages.
- Empowerment of women and Underprivileged segments.

Products identified to be covered under the initiative are:

SARI

- Cotton:- Jamddani, Tang ail, Shantipiri etc.
- SILK:- Baluchari, Mugasilk, Sulkuth silk, Khandua, Butidar, Ashawali silk, cutwork.
- Cotton silk sari:- Chanderi, Maheshwari, Kota Doria.

SCARF /SHAWL/ CHADAR

- Kani shawl, kinnori shawl, kulu shawl.

JAVAID A.DAR
Student
MCME Sem-III

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MCME ADMISSIONS 2016

Admission process for Master's in Craft Management & Entrepreneurship (MCME) for the academic session 2016 has been started by University of Kashmir . The course is conducted at the Craft Development Institute, Srinagar.

MCME is a 2-year professional course meant for training individuals who wish to set-up their own enterprises or build a career in the handicraft sector.

The course is first of its kind and combines inputs of Design, Management & Technology applied in the area of handicraft. Graduates of the course can find opportunities as Entrepreneurs, Managers, Merchandizers or Trainers in the craft industry and related organizations.

Eligibility Criteria

A minimum of 3 years bachelor's degree (10+2+3) or equivalent in any discipline, which is recognized by the University of Kashmir with 50% marks in aggregate under open merit and 45% marks in aggregate in case of reserved category.

Management Aptitude Test (MAT)

This test is meant to evaluate Language Comprehension Mathematical Skills, Analytical Skills, Reasoning and Awareness about Indian and global environment, of a candidate. The management aptitude test shall have a weightage of 60%.

Design Aptitude Test (DAT)

Candidates who qualify MAT will need to appear in DAT in order to evaluate their Visual Perception Ability, Drawing Skills, Creative Ability, and Problem Solving Capability. The design aptitude test shall have a weightage of 40%.

Intake Capacity

30 Seats

Fee Structure

Rs.30,000 (Rupees Thirty Thousand) per year

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KASHMIR SOZANI

(Photo Credits: CDI Resource Centre)

Sozani artisan (Sozankar) developing a beautiful motif through sozani embroidery on a shawl. Basically the word Sozani is a Persian derivative. The word “Sozani” means needle and “Sozankari” the needle work. The person who performs is called “Sozankar”.

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