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Quality Manual for Enforcement of Kashmir Sozani GI



Contents

	Page
	02
1	03
2	04
3	05
4	06
5	07
6	08
7	10
8	12
9	13
10	15
11	16

Definitions

Certification – Verification that a particular good/ item has been found having the desired quality and standards set for genuine handmade ‘Kashmir Sozani’.

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 Sozani’.

GI – Geographical Indication

GI Mark – Logo registered as Geographical Indication for ‘Kashmir Sozani’.

Inspection Body – Official from Craft development Institute, Srinagar, one Official from J&K Handicrafts department (Quality Control Wing) along with a group of persons, constituted by the Registered Proprietors of ‘Kashmir Sozani’, meant for ensuring and supervising the correct and lawful use of the Kashmir Sozani GI Mark.

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

Label – Secure Fusion Authentication Label (SFAL) carrying the Kashmir Sozani GI Mark.

Laboratory – Pashmina Testing & Quality Certification Centre, CDI Campus, Baghe Ali Mardan Khan, Nowshera, Srinagar

Labeling – The process of testing and certifying a particular good with the Kashmir Sozani GI Mark

Sample – All items in a lot shall be tested and certified with the Kashmir Sozani GI Mark.

Tahafuz – Registered Proprietors of the Kashmir Sozani GI.

Testing – The technical process to identify all parameters and specifications set for the Kashmir Sozani GI.

1 Introduction

The following is a **Quality Manual** for enforcing the ‘Kashmir Sozani’ GI.

Kashmir Sozani has been registered under the Geographical Indications (GI) of Goods Act of India, having GI No. 48, Certificate No. 98 in the Class of Goods 26 as of the date 19th January 2006.

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 Pashmina.

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 Sozani GI after due testing and certification in a commercial context.

2 Kashmir Sozani GI Specifications

The “Kashmir Sozani” is a registered GI (Geographical Indication), having No. 48 and Certificate No. 98 in the Classes of Goods 26 in respect of Sozani embroidery performed on different Apparels fabrics as on 19th January 2006.

As a title “Kashmir Sozani” can not be used other than those subscribing to the specification regarding process and finished goods other than those registred as the “Kashmir Sozani” GI.

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

- (i) Fine Needlework on various fabrics, done by a Sozankar employing predominantly the Sozani Stitch, Darn Stitch and Stem Stitch using silk and viscose yarns. Buttonhole stitch, Herring bone stitch, Chain stitch, Satin Stitch and Knot stitches are also used, though in limited proportions.
- (ii) The Sozani stitch is a fine couching stitch with a reinforcing stitch laid over a basic stitch.
- (iii) The Sozani stitch can be simple, continuous line or a diamond shaped outline used for petals and flowers. It can also be used in filling up of a motif. It always has a reinforcing stitch.
- (iv) The Sozani stitch lends a delicacy to the overall embroidery and uniformity on both sides of the fabric.
- (v) The sozani stitch lends a delicacy to the overall embroidery and uniformity on both sides of the

fabric.

(vi) The most dominant motif in Sozani Embroidery is the 'buti', which is a floral or Almond motif with a bent tip.

(vii) Sozani Embroidery has a rich colour spectrum and exquisite depicting natural flora and fauna of the Kashmir Valley. Popular motifs include the Chinar leaf and Cypress tree, Almond, Grapes, Pomegranate and Cotton seeds, and flowers like the Iris, Narcissus, Lotus, Daffodil, Pansy, Lily and Rose; Geometrical themes like octagonal phanus, Dantavot and Ag

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.

3 Testing of “Kashmir Sozani”

The following parameters will be tested using the corresponding instruments and methodology to determine the specified quality standards prescribed for genuine handmade Kashmir Sozani:

No.	Parameter to be Tested	Testing Instrument	Testing Methodology
01.	Type of Stitch		
02.	Process of Stitching		
03.	Number of stitches per square inch		

The above tests shall be carried out by a Pashmina Testing and Quality Certification Centre, Set up by CDI, Srinagar.

4 Sampling for Testing & Certification

Certification of a given lot of goods shall be done based upon the testing of every piece of lot.

only a item out of selected samples, found not adhering to the given specifications will be rejected for certification and rest of the samples in a lot shall be labelled.

5 “Kashmir Sozani” Label

The Secure Fusion Authentication Labels (SFAL) shall be used for Certification of genuine ‘Kashmir Sozani’. 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 Kashmir Sozani.

Specifications:

a. Physical Appearance & Dimensions:

- i. Shape - Circular with Serated Edges
- ii. Size - Diameter: 2.5 centimeters

b. Overt Text and Visual:

- i. Kashmir Sozani
- ii. Registered GI Logo
- iii. Certified Genuine
- iv. Unique Number



c. Covert Text:

- i. Registered GI
- ii. 100% Hand Embroidered



d. Care & Handling:

- i. The Label can be flat ironed from the reverse side only, upto a maximum temperature of 60 Degrees Centigrade. The SFAL

can not be ironed using calendering rollers.

ii. The Label is not resistant to dyeing.

The Kashmir Sozani Labels shall be put over a given item only after satisfactory testing and verification of all necessary parameters as stated above.

Labels will only be put on a finished good. The following guidelines shall be followed for the placement of a label over a given item:

6 Placement of Kashmir Sozani Label

a. For Fabric:

The Kashmir Sozani Label shall be placed over a fabric as per the following guidelines:

- i. Gents Shawl
4.5 Inches from ends length-wise within an approx. item length of 106 Inches.
- ii. Ladies Shawl
4.5 Inches from ends length-wise within an approx. item length of 81 Inches.
- iii. Muffler
4.5 Inches from ends length-wise within an approx. item length of 72 Inches.
- iv. Stole
4.5 Inches from ends length-wise within an approx. item length of 81 Inches.
- v. Scarf
4.5 Inches from ends length-wise within an approx. item length of 45 Inches.

b. For Made-Ups and Accessories:

The Kashmir Sozani Label shall only be placed over finished Made-Ups and Accessories, entirely having Kashmir Sozani embroidery over it. However, the location of the label may be decided considering the desirability of the Authorized User.

The Kashmir Sozani Label shall not be put on such Made-Ups and Accesories that have any other embroidery over it's true side.

The Kashmir Sozani quality certification label can only be used after due testing of goods by appointed Laboratory.

7 Certification & Labeling

a. Pre-Requisite:

Any party wishing to avail Certification and Labeling of 'Kashmir Sozani', 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 Sozani 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

Artisan (self manufacturer) – capacity of 100 products per annum – Empanelment Fee: Rs. 200

Kharkhana owner – capacity of 100–500 products per annum – Empanelment Fee: Rs. 500

Manufacturer/Exporter – capacity above 1000 products per annum – Empanelment Fee: Rs. 1000

– Affidavit

A self-certification by the producer, citing that his goods comply with GI Kashmir Sozani Specifications.

ii. To be an Authorized User of 'Kashmir Sozani' 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 Sozani 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 that will be carried out in two stages:

1st Stage: Selection of samples by the Inspection Body

2nd Stage: Testing of samples in laboratory

iii. Minimum Quantity

There will be no ceiling on quantity of samples to be brought by artisans, manufacturers and traders.

8 Certification & Labeling Cost

The Certification and Labeling Fee shall be decided jointly by CDI, 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 SFAL)
- ii. Testing (testing procedures and facilities)
- iii. Certification (inspection and labeling)
- iv. Administration (logistics and management)
- v. Overheads (maintanance, insurance, promotion, etc.)

9 Inspection Body

As per the guidelines provided in the GI Act, the inspection body constituted jointly by CDI, Srinagar and TAHAFUZ shall be responsible for the overall monitoring of the use of the Kashmir Sozani GI mark with respect to maintaining the requisite quality, integrity and consistency of Kashmir Sozani.

The inspection body shall be selected /decided jointly by CDI, Srinagar and TAHAFUZ on an annual basis.

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

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

- i. To formulate the best work co-ordinations between the inspection body and Pashmina Testing & Quality Certification Centre staff for smooth functioning of this facility.
- ii. To implement the steps, method/ procedures, standards, services, norms, rules and regulations developed as formal guidelines related to testing and certification of Kashmir Sozani.
- iii. 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.
- iv. To oversee the process of Lab Testing & Certification and to keep vigil on any breach / infringement of guidelines during the testing and certification process being carried out under the Pashmina Testing and Quality Certification Centre.
- v. 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 Sozani G.I.

- vi. To advise/ recommend on the necessary changes/ modifications/ amendments in the steps, method/ procedures, standards, services, norms, rules and regulations developed as formal guidelines related to testing and certification to enhance the performance of the whole mechanism.
- vii. To prioritize and maximise the use of resources, human and mechanical, to achieve peak results from the available resources.

10 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.

11 Terms & Conditions

1. Discrepancies

- 1.1 In case any discrepancies i.e (the quality of a given item does not match the specifications of Kashmir Sozani), are found in a batch of goods of an Authorized User, empaneled with TAHAFUZ, for seeking the Kashmir Sozani GI certification, the specific good 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 Sozani 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 Sozani 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 Sozani GI certification, TAHAFUZ shall initiate proceedings with the GI Registry, to cancel the Authorized User registration of the defulting Authorized User.

2. Misuse

2.1 In case an Authorized User of Kashmir Sozani GI, empaneled with TAHAFUZ, is found misusing the Kashmir Sozani 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.