



**Craft
Development
Institute**
SRINAGAR

*Established by the Office of
DC-(H), Ministry of Textiles,
Govt. of India*

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Aaghaaz
Inspiring
CHANGE

Actualizing the GI Registration of Kashmir Pashmina

The registration of 'KASHMIR PASHMINA', as a traditional craft practice and intellectual property of Kashmir artisans, has been successfully made under the Geographical Indications of Goods Act of India. 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.

However, further efforts are needed if the said registration is to find real meaning, specially in a commercial environment, where the economic benefits of this initiative could be appropriately harnessed. The route suggested in this regard lies in having a proper certification system of the prescribed quality and subsequent brand building of the same. The underlying idea is that the producer acquires a stamp of authentication from an authority credited under the national law and thus the standard mark on the product provides assurance to the buyer in respect of the product.

With reference to the above, CDI is presently working towards setting-up of a Pashmina Testing & Research Centre at Srinagar. The Centre would address the current need of testing Pashmina for the commercial use of the given GI and subsequently grow to undertake other pressing activities of research and development such as product improvement, CAD facilities, organizing supply-chain as well as creation of a comprehensive information and knowledge resource for the concerned industry. This assignment is being carried out with the

THINK A WHILE

THE MIND MAP LAWS

The word "law" may make you feel slightly uncomfortable, but it is not meant to restrict your thought pattern. The laws are to be used as a structure around which to base your ideas. Think of them as a safety net, something to fall back on when you need help. There are two areas of Mind Map law the first showing the basic technique and the second layout.

TECHNIQUES

The more emphasis placed on a word or image, the more likely you are to remember it. Images and colors stimulate the mind and trigger associations. You should use at least three colors in your central image colors stimulate the brain, because the last thing you want when trying to revise is for your brain to switch off! Using 3D is an easy way to make a work or image stand out and whenever possible you should use words or images, which refer to the five senses of sight, sound, smell, taste and touch. These techniques will all help your recall ability. Don't be afraid to use funny images, the more bizarre and colorful image, the easier it will be to remember.

To be continued...

References: www.mind-map.com
www.braindance.com

technical assistance of the Textiles Committee, Mumbai, an autonomous body under the Ministry of Textiles, Govt. of India, undertaking the R&D needs of the textile industry.

It may be pertinent to mention here that very little classified information is presently available regarding Pashmina, in terms of scientific data that may be used to distinguish it from other similar fibers. Such an information base is necessary to evolve a comprehensive characterization of the Pashmina raw material and outline the exact protocols for testing and validation of the same. Based over the recommendations of the Textile Committee, The Bombay Textile Research Association (BTRA) has been requested to undertake the said task that will tentatively to take about 6 months of study of raw material samples collected from a number of sources.

The next crucial work with regards to quality certification of the concerned craft, as per the specifications of the GI registration, is to visualize an effective mechanism to distinguish the genuine products from the fake and in a manner that is conducive to the unorganized character of the industry. This requirement has led to the identification of an interesting system called the Radio Frequency Identification (RFID), a new global standards system that enables immediate and automatic identification and tracking of an item through the whole Supply Chain globally. In applied terms the suggested technology means that each product item shall carry a permanently fixed RFID tag, approx. 3 cm x 2 cm and wafer-thin in thickness, coded with information about the manufacturing source as well as product specifications. The tag could be read by a RFID reader anywhere in the world and send the information to a centralized station meant for validating the same.

Presently, the above mentioned technology is managed by GS1 in India, a leading global organization, promoted by the Ministry of Commerce, Govt. of India, dedicated to the design and implementation of global standards and solutions to improve the efficiency and demand chains globally and across sectors.

As part of the actualization process of the registration of Kashmir Pashmina, under the GI Act, the above stage is extremely critical, complicated as well as sensitive and due deliberation, care and financial support is necessary in the larger interest of the Pashmina craft and the overall handicraft industry of Kashmir.

News-in-Brief

CDI organized the short-term vacation training for the students of the CM&EL programme after the completion of their fourth trimester. They were placed in various reputed organizations like Karika, Creatnet and Fabindia for a month.

The objective is to let the students gain some practical exposure and experience in the craft sector.

Pattern making, cutting & Stitching Programme

After the successful completion of the three months training of the first batch of Pattern making, Cutting and stitching programme of ladies garments. The trainers & trainees have been selected for the second batch of Pattern making, cutting & stitching and is going to start from 9th February 2009.

The main objective of this programme is to further upgrade the skills of artisans associated with sozani, crewel and ari crafts.

Three months short-term Design Innovation Programme for Naqash

was organized by the Craft Development Institute, Srinagar from 15th September, sponsored by the DCH, Ministry of Textiles, Govt. of India, New Delhi got successfully completed on 27th of Jan09.

The objective of the programme was to upgrade the skills of Naqash by divulging them to the use of new appropriate techniques (like learning new computer software's Corel draw & Adobe Photoshop), and basics of design in order to meet present day market requirements also to enhance their communication skills.



1. Students of Pattern Making, Cutting and Stitching Programme learning pattern making

2. Students of Pattern Making, Cutting and Stitching Programme getting inputs on measuring units.

3. "Naqash Skill Up gradation Program", Naqash keenly working on the "line explorations" exercise.

4. Color compositions, done by naqash to learn and apply the elements and principles of design.

5. Exercise attempted by naqash in to learn creative use of lines.

6. One of the color compositions made by naqash by using different leaves, taking direct inspiration from nature.

Spotlight



LEATHER GOODS & ACCESSORIES

February 22-24, 2008
Netaji Subhash Indoor
Stadium, KOLKATTA

Indian House ware & Gifts Fair Spring 09 (IHGF)

The 27th Indian House ware & Gifts Fair Spring 09 (IHGF) is starting from 1st march, 2009 to 3rd march, 2009 for three days at praghati maidan, New Delhi. The fair is designed to serve international buyers with section-wise display of complete range of House ware, Gifts, Decorative items, Furniture, Furnishings, Tableware Garden Articles, House ware and Fashion Accessories, Home Textiles, Kitchenware, Floor Coverings, Carpets etc. with the ever largest participation of exporters & manufacturers from all over India.

The collection of products at the fair will reflect a rich legacy of traditional Indian workmanship blended into a wealth of new products and innovative designs.

DASTKAR - BASANT BAZZAR

Dastkar a society for craft and craft people is organizing an exhibition cum sale "Basant Bazzar" at Indra Gandhi National Centre for Arts (IGNCA), off Janpath, (Near Hotel Le Meridian), New Delhi from 27th February to 8th March 2009. The exhibition will feature handicraft products from all over India.

INTERNATIONAL LEATHER GOODS FAIR, KOLKATA

ITPO (India Trade Promotion Organization) is organizing a fair from 20-22 February 2009 at Netaji Indoor Stadium, Kolkata.

The fair will highlight all kinds of leather goods like handbags, purses, wallets, sports goods, leather upholstery, industrial leather goods, finished leather and lining leather, components & accessories of leather goods and leather goods machinery. The fair is open to public.

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