

# GI tag for Kashmir Tweed soon: Dir H&H



Director Handicrafts and Handlooms Kashmir, Mahmood Ahmed Shah inspecting working of wool cluster setup.

## STATE TIMES NEWS

SRINAGAR: Director Handicrafts and Handlooms Kashmir, Mahmood Ahmed Shah on Thursday took stock of the working of the wool cluster setup under the World Bank funded Jehlum Tawi Flood Recovery Project.

During his visit, the Director was briefed about the current activities being undertaken in the cluster. He was informed that the producer company setup in the cluster recently participated in the Dastakar exhibition held in New Delhi

wherein products of the cluster were appreciated and the company carried on a good business. While appreciating the work being done in the cluster, Dir stressed upon exploring the opportunities of linking the cluster with various marketing platforms especially with e-commerce.

Director assured the artisans that necessary steps will be undertaken so that the said facility is established at the earliest. To create a brand of the Kashmir Tweed, Dir Informed that the department is making

efforts to register the craft under the Geographic Indications Act of India. In this regard the said application stands prepared and the same is being sent to the GI registrar office located at Chennai for acceptance.

Later, the Director also went to the artisan workplaces which had been identified as part of the craft safari being conducted

by the Department in Bandipora.

It is to inform that the Department of H&H Kashmir has started the craft safari program after the inclusion of the Srinagar city in the UNESCO creative city network for creating awareness about the crafts practiced in the Kashmir region and to link tourists and buyers directly with the artisans.

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No: BOPEE/Exam-21/2022  
Dated: 28.12.2022  
Sd/-  
(Dr. Sunil Gupta)  
Controller of Examinations  
J&K BOPEE

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