

ED, EPCH chairs Technical Session at “National Workshop on Promotion of Unique Textiles & Handicrafts through GI and Post GI Initiatives”

5th-6th May 2017; New Delhi



A glimpse of Chief Guest at the workshop, Hon'ble Minister of Textiles, Govt. of India, Smt. Smriti Zubin Irani; Minister of State for Textiles, Govt. of India, Mr. Ajay Tamta, the Guest of Honour; Smt. Rashmi Verma, the then Secretary, Ministry of Textiles; Smt. Pushpa Subrahmanyam, Addl. Secretary, Ministry of Textiles; Mr. Alok Kumar, the then DC (Handicrafts); and other dignitaries on the dais at the inaugural session of the workshop

Executive Director, EPCH, Mr. Rakesh Kumar, chaired the technical session at the National Workshop on Promotion of Unique Textiles & Handicrafts through GI and Post GI Initiatives, held from 5-6 May 2017 at Mavalankar Auditorium, Constitution Club of India, New Delhi. Hon'ble Minister of Textiles, Govt. of India, Smt. Smriti Zubin Irani was the Chief Guest and Minister of State for Textiles, Govt. of India, Mr. Ajay Tamta was the Guest of Honour.

The Minister highlighted the importance of building consumer awareness on Geographical Indication (GI), as this tag helps not only weavers and artisans, but also the consumers, as it is an assurance of getting the right product at the right price, directly from the weaver or artisan. Noting that many of the challenges in GI are faced after obtaining GI registration, the Minister called for the need to build a wider appreciation of the value of GI among all stakeholders, in order for better implementation of the legal provisions. She also announced that a GI help-desk would soon be set up in every Service Centre run by the Government for weavers and artisans. The Minister also launched a helpline for handicraft artisans (1800-2084-800) and released a Compendium of Indian Handicrafts & Handlooms covered under Geographical Indications (GI), compiled by NCDPD, on behalf of Ministry of Textiles. ■



Executive Director, EPCH, Mr. Rakesh Kumar, seen chairing the Technical Session on production and marketing of GI registered products at the workshop

