

Minister for Environment inaugurates Pashmina Certification Centre Facility jointly set up by EPCH and WII



Shri Bhupender Yadav, Hon'ble Union Cabinet Minister for Environment, Forest & Climate Change and Labour & Employment inaugurating the Pashmina Certification Centre at Dehradun in presence of Shri Ashwini Kumar Choubey, Hon'ble Minister of State for Environment, Forest & Climate Change and Shri Ramesh Pokhriyal Nishank, Former Cabinet Minister along with Shri Chandra Prakash Goyal, Director General of Forest & Special Secretary, MoEF&CC and Mr. Raj Kumar Malhotra, the then Chairman, EPCH.



Dehradun, Uttarakhand; 19th May, 2023 - In order to facilitate development, promotion and marketing of Pashmina products, EPCH, in collaboration with Wildlife Institute of India (WII) has set up a Pashmina Certification Centre. This is a dedicated facility for Pashmina test/certification at Dehradun to provide authentic and accredited certification services to the Pashmina exporters in a time-bound manner and to enable them to meet the compliances in domestic and international market.

This facility was inaugurated by Shri Bhupender Yadav, Hon'ble Union Cabinet Minister for Environment, Forest & Climate Change and Labour & Employment, in the presence of Shri Ashwini Kumar Choubey, Hon'ble Minister of State for Environment, Forest & Climate

Change and Shri Ramesh Pokhriyal Nishank, Former Cabinet Minister. Also present on the occasion were Mr. Chandra Prakash Goyal, Director General of Forest & Special Secretary, MoEF&CC; Mr. Raj Kumar Malhotra, the then Chairman, EPCH; Mr. Satya Prakash Yadav, ADG, MoEF&CC; Mr. Bivash Ranjan, ADG (WL), MoEF&CC; Mr. Virendra R. Tiwari, Director, WII; Mr. A. S. Rawat, Director



Unveiling of the logo by Shri Bhupender Yadav, Hon'ble Union Cabinet Minister for Environment, Forest & Climate Change and Labour & Employment along with Shri Ashwini Kumar Choubey, Hon'ble Minister of State for Environment, Forest & Climate Change; Shri Ramesh Pokhriyal Nishank, Former Cabinet Minister; Shri Chandra Prakash Goyal, Director General of Forest & Special Secretary, MoEF&CC; Shri Raj Kumar Malhotra, the then Chairman, EPCH; Shri Virendra R. Tiwari, Director, WII; and Mr. R. K. Verma, Executive Director, EPCH, at Pashmina Certification Centre, Dehradun.

General, Indian Council of Forestry Research and Education (ICFRE); Mr. R. K. Verma, Executive Director, EPCH; Dr. Ruchi Badola, Scientist-G, Dean & Registrar, WII; Dr. S.K. Gupta, Scientist-F & Nodal Officer, Wildlife Forensic and Conservation Genetics (WFCG) Cell, WII; Mr. Rajesh Rawat, Addl. Executive Director, EPCH and member exporters from the region.

Speaking on the occasion, Mr. Raj Kumar Malhotra, the then Chairman, EPCH said, "Pashmina is an important segment of the handicrafts sector and we are committed towards promoting and supporting it. The Pashmina Certification Centre is a significant step towards ensuring that Pashmina products are of the highest international

quality and standards. This centre will play a crucial role in promoting the Pashmina industry in India and globally."

Mr. R. K. Verma, Executive Director, EPCH informed that the Pashmina Certification Centre is a crucial initiative to promote Pashmina and ensure that consumers receive high-quality and authentic products. "We are grateful to WII for their partnership and support in setting up this centre. This centre will benefit the entire Pashmina value chain, including artisans, manufacturers, and exporters. The centre is equipped with modern testing equipments," he added. ■