

Proceedings of Half Day Workshop on
“Chamba Rumal, Geographical Indication (GI)”

Funded by: MSME. Govt. of India

Venue: Bachat Bhawan , Chamba

Date: 19.4.2017

Organized by State Council for Science, Technology & Environment, H.P

The State Council for Science, Technology & Environment(SCSTE), Shimla organized a One Day Awareness Workshop on **“Chamba Rumal: Geographical Indication”** for Micro, Small and Medium Enterprises (MSMEs) for the Chamba Rumal artisans at Bachat Bhawan, Chamba on 19th March,2017. Additional District Magistrate, Distt. Chamba, Sh.Shubh Karan Singh was the Chief Guest on the occasion while Padamshree Vijay Sharma, Chamba Rumal expert was the guest of honour. Other dignitaries present on the occasion included Sh. Kunal Satyarthi, IFS, Joint Member Secretary, SCSTE, Sh. Omkar Singh , Manager, District Industries Centre and National Awardees- Kamla Nayeer, Lalita Vakil.

On behalf of host organization Dr. Aparna Sharma, Senior Scientific Officer, Sh. Shashi Dhar Sharma, SSA, Ms. Ritika Kanwar, Scientist B and Mr. Ankush Prakash Sharma, Project Scientist were present during the workshop.

Inaugural Session:

Dr.Aparna Sharma, Senior Scientific Officer, SCSTE Shimla welcomed all the dignitaries, resource persons, Chamba Rumal artisans and the print and electronic media at the workshop on behalf of the State Council for Science, Technology & Environment, H.P. She elaborated on the GIs registered by the Council. Kullu shawl was the first GI to be registered in 2004, Kangra Tea (2005), Chamba Rumal (2007), Kinnauri Shawl (2008) and Kangra Paintings (2012) are other GIs registered by HPPIC. The applications for Chulli Oil and Kala Zeera are in the final stages of processing with the GI Registry Office.



Welcome address by Dr. Aparna Sharma,
Senior Scientific Officer State Council for
Science, Technology & Environment



Briefing about Chamba Rumal by Shri Kunal Satyarthi, Joint Member Secretary, SCSTE

Shri Kunal Satyarthi, Joint Member Secretary explained the differences between Geographical Indication and Patents. He requested all the Chamba Rumal artisans, present during the workshop, to register for the Authorized Usership as per Geographical Indications (Registration and Protection) Act, 1999. He explained the legal protection available as per GI Act, 1999 to the producers of Chamba Rumal to prevent unauthorized production and use of brand name of Chamba Rumal by any unauthorised producer outside the geographical regions of Chamba. Further, he informed that the GI is registered for ten years initially and can be renewed thereafter. Renewal of Chamba Rumal GI is now due in 2017. So it is imperative that the number of GI Authorized users increase.

Shri. Shubh Karan Singh, ADM in his inaugural address appreciated the role of SCSTE in organizing this Awareness Workshop on Geographical Indications. He said that the main objective of organizing such workshops was making people aware of registering and protecting their GIs. He stressed upon the need to register for Authorized Usership for Chamba Rumal under Geographical Indications (GIs). He highlighted the potential of Chamba Rumal as GI in improving the livelihood of Chamba Rumal artisans.



Inaugural Address by Shri .Shubh Karan Singh, ADM, Chamba

Padamshree Vijay Sharma, Chamba Rumal expert elaborated on the history of Chamba Rumal. He highlighted the tradition when gifting embroidered rumals at a girl's wedding was customary in the hills and valleys of Himachal Pradesh. He further elaborated on the styles and varieties of the Chamba Rumal, wherein, Chamba Rumals are typically made in square or rectangular fabric of varying sizes

and embroidery mainly revolved around deities, such as Shiva, Ganesha, Durga, Vishnu, Parvati. The majority of themes consists of the cheerful antics of Lord Krishna with Radha, Raas Leela in various poses with Radha while the gopis (devotees) dance around them.

He gave the pictorial presentation on the patterns and motifs of Chamba Rumal. The motifs are collectively bought from the life history of Lord Krishna, Ramayana, Mahabharata or motifs of animals, trees, birds etc. He gave the basic description of Chamba Rumal. The material used consist of muslin, malmal, khaddar (a coarse fabric) and silk threads without knots; and using a double satin stitch for the embroidery, both faces of the cloth are concurrently stitched by a forward and backward technique to maintain uniformity of design on both faces of the rumal.



Chamba Rumal theme: Lord Ganesha



Chamba Rumal Theme: Kaliya Daman

Sh. Manuj Sharma , President, SEWA Himalayas, Chamba talked on Status of Chamba Rumal. He highlighted the issues being faced by Chamba Rumal Weavers. At present thousands of people are trained as Chamba Rumal artisans but not more than hundred are involved in its production. Further, he expressed his interest on behalf of Chamba Rumal artisans in promotion of Chamba Rumal through in-flight advertising, State tourism magazines, interState Volvo buses



Address by Sh. Manuj Sharma ,
President, SEWA Himalayas, Chamba

and other possible means. He suggested resolving the issue by encouraging the stakeholders, artisans, promoters to make a road map so as to develop an ecosystem for its promotion and sustainability.



Participants (Chamba Ruml artisans)



R to L- Sh. Omkar Singh, Padamshree Vijay Sharma, Sh. Kunal Satyarthi, Sh. Shubh Karan Singh, Dr. Aparna Sharma, Sh. Shashi Dhar

Sh. Shashi Dhar, Senior Scientific Assistant, SCSTE, elaborated upon filing procedures of the GI authorized usership forms. He provided the participants with the GI Form 3 and affidavit format for the registration process as a result of which eighteen applications were filed by the Chamba Ruml artisans for the authorized usership.

Workshop Outcome:

Following participants filed application for obtaining the GI authorized usership for Chamba Ruml :

S.No.	Name of applicant for Authorised usership	Fee of Rs 600/- vide Draft No.	Name of GI (GI No.)	Address
1.	Mrs. Lalita Vakil	034540,CBI Chamba, dated 20-04-17	Chamba Ruml (24)	Mrs. Lalita Vakil w/o Sh. Manmohan Singh Vakil R/o Mohalla Chauntra Tehsil & Distt. Chamba, H.P

2.	Mrs. Indu Sharma	034544,CBI Chamba, dated 20-04-17	Chamba Rumal (24)	Mrs. Indu Sharma w/o Sh Parishit Sharma R/o Mohalla Chauntra Tehsil & Distt. Chamba, H.P
3.	Mrs Anita Sharma	034539,CBI Chamba,dated 20-04-2017	Chamba Rumal (24)	Mrs. Anita Kumari w/o Sh Lal Chand R/o Village Bhariyanu PO Pukhri Distt. Chamba, H.P
4.	Nisha	985190,SBI Chamba,dated 20-04-2017	Chamba Rumal (24)	Mrs. Nisha w/o Tilak Raj R/o Village Dhaloga PO Sandhi Tehsil Distt. Chamba, H.P
5.	Mrs Tulsi	985186,SBI Chamba,dated 20-04-2017	Chamba Rumal (24)	Mrs Tulsi w/o Shri Bal Bahadur R/o Village Baloo PO Sarol Tehsil and Distt. Chamba,H.P
6.	Miss Manju	985185,S.B.I Chamba,dated 20-04-2017	Chamba Rumal (24)	Miss Manju D/o Shri Bal Bahadur R/o Village Baloo PO Sultanpur Tehsil and Distt. Chamba,H.P
7.	Mrs Madhu Kumari	985187, S.B.I Chamba,dated 20-04-2017	Chamba Rumal (24)	Mrs Madhu Kumari W/o Shri Ravi Kumar R/o Khilod PO Bhalei Tehsil Salooni and Distt. Chamba,H.P
8.	Mrs Ichhiya Devi	985188, S.B.I Chamba, dated 20-04-2017	Chamba Rumal (24)	Mrs Ichhiya Devi W/o Shri Pawan Kumar R/o PO Bhadela Tehsil Salooni and Distt. Chamba,H.P
9.	Miss Rajni	985189, S.B.I Chamba,dated 20-04-2017	Chamba Rumal (24)	Miss Rajni D/o Shri Dev Raj R/o Village Gholti PO Sarol Tehsil and Distt. Chamba,H.P
10.	Mrs Kamla Chadda	034543,CBI Chamba,dated 20-04-2017	Chamba Rumal (24)	Mrs Kamla Chadda W/o Shri Om Prakash Chadda R/o Mohalla Surara, PO Tehsil and Distt. Chamba,H.P
11.	Mr Yogesh Bagalwan	792073,PNB Chamba,dated 20-04-2017	Chamba Rumal (24)	Mr Yogesh Bagalwan S/o Shri T.S Prasad Office at Shop No.2 Rajeev Gandhi Complex Chamba Tehsil and Distt. Chamba,H.P
12.	Mrs Subha Kumari	034545, CBI Chamba,dated 21-04-2017	Chamba Rumal (24)	Mrs Subha Kumari w/o Shri Vinod Kumar R/o Mohalla Charpat Tehsil and Distt. Chamba,H.P
13.	Miss Ritu Devi	985210, S.B.I Chamba,dated 21-04-2017	Chamba Rumal (24)	Miss Ritu Devi D/o Ram Ditta R/o Mohalla Bangotu Tehsil and Distt. Chamba,H.P

14.	Kumari Lata	985209, S.B.I Chamba,dated 21-04-2017	Chamba Rumal (24)	Kumari Lata D/o Shri Puran Chand R/o Mohalla Chameshani, Tehsil and Distt. Chamba,H.P
15.	Mrs Sunita Devi	985211, S.B.I Chamba,dated 21-04-2017	Chamba Rumal (24)	Mrs Sunita Devi W/o Shri Mahinder Singh R/o Village Kundli P.O Sunara Tehsil and Distt. Chamba,H.P
16.	Mrs Masto Devi	985194 ,S.B.I Chamba,dated 20-04-2017	Chamba Rumal (24)	Mrs Masto Devi W/o Shri Rajinder Kumar R/o Village Sidhpura P.O Sarol Tehsil and Distt. Chamba,H.P
17.	Mrs Jyoti Bala	985192,S.B.I Chamba,dated 20-04-2017	Chamba Rumal (24)	Mrs Jyoti Bala W/o Shri Ravi Kumar R/o Village Sidhpura P.O Sarol Tehsil and Distt. Chamba,H.P
18.	Mrs Radha	985193,S.B.I Chamba,dated 20-04-2017	Chamba Rumal (24)	Mrs Radha W/o Shri Aman Sheikh R/o Village Rajpura Tehsil and Distt. Chamba,H.P

Future Proposal/Recommendation of the workshop:

Following recommendations were made during the workshop:

1. Increase the number of registered GI users for Chamba Rumal. [Action : DIC Chamba, HPPIC]
2. Increase the awareness amongst Chamba Rumal artisans regarding GI by organizing more Awareness Workshops. [Action: HPPIC, SEWA HIMALAYAS, Department of language, art and culture]
3. Facilitate more training centres for Chamba Rumal artisans.[Action:Department of language, art and culture]
4. To increase the market for Chamba Rumal artisans.[Action: DIC, HPPIC]

चंबा रूमाल पर कलाकारों ने रखी राय

शहर में कार्यशाला, उपायुक्त ने की कार्यक्रम की अध्यक्षता

■ स्टाफ रिपोर्टर, चंबा

राज्य विज्ञान प्रौद्योगिकी एवं पर्यावरण परिषद हिमाचल प्रदेश की ओर से चंबा रूमाल भौगोलिक संकेतक पर चंबा में एकदिवसीय कार्यशाला का आयोजन किया गया। मंगलवार को बचत भवन में उपायुक्त चंबा की अध्यक्षता में आयोजित की गई कार्यशाला में कलाकारों अपनी राय दी। इसके साथ ही कार्यशाला में चंबा रूमाल के शिल्पकारों व कलाकारों को जीआई यूजरशिप को लेकर जागरूक किया गया। प्रौद्योगिकी परिषद की ओर से आयोजित की गई कार्यशाला में जिन शिल्पकारों व कलाकारों ने

आवेदन किया है, वह ही अपने हाथों से निर्मित चंबा रूमाल व अन्य वस्तुओं को बेच सकता है। इसके साथ ही रजिस्ट्रेशन करवाने वाले लोगों को ही भारत सरकार के भौगोलिक संकेतक अधिनियम 1999 के अंतर्गत प्राप्त प्रावधानों का लाभ मिल पाएगा। एसईडब्ल्यू के अध्यक्ष मनुज ने बताया कि मंगलवार आयोजित की गई कार्यशाला में युवाओं की चंबा रूमाल के प्रति घटती रुचि के साथ चंबा रूमाल के व्यापार को लेकर प्रतिनिधियों व कलाकारों से राय ली गई। उन्होंने कहा कि स्टेट कार्सिल फोर साईस टेक्नोलॉजी एंड एन्वायरनमेंट के प्रयास से चंबा रूमाल को भारत

सरकार के चेन्नई स्थित भौगोलिक संकेतक पंजीयक कार्यालय द्वारा वर्ष 2007 में जीआई संख्या 79 के अधीन पंजीकृत करवाया गया है। इस वर्ष इसके नवीनीकरण के लिए आवेदन करना है। इसे लेकर भी कार्यशाला में विचार-विमर्श किया गया। इस मौके पर महाप्रबंधक जिला उद्योग केंद्र चंबा पदमश्री विजय शर्मा, निदेशक मनुज शर्मा चंबा रूमाल के शिल्पकारों के साथ मुख्य तौर पर उपस्थित रहे। इसके अलावा राज्य विज्ञान प्रौद्योगिकी एवं पर्यावरण परिषद के संयुक्त सदस्य सचिव कुणाल सत्यार्थी कार्यशाला के दौरान विशेष रूप में मौजूद रहे।

■ कार्यालय से

सूचना एवं विशेष प्रचार सरस्वती म्यू कलाकारों ने चौभिया व प और नुकड़ न प्रदेश सरकार योजनाओं सरस्वती म कलाकारों ने बताया कि सुरक्षा पेंशन साढ़े छह सौ हजार रुपए के से अधिक के

चम्बा रूमाल भौगोलिक सांकेतिक पर कार्यशाला आयोजित



कार्यशाला का शुभारंभ करते उपायुक्त चम्बा।

चम्बा (महेन्द्र) : राज्य विज्ञान, प्रौद्योगिकी एवं पर्यावरण परिषद हिमाचल प्रदेश द्वारा बुधवार को चम्बा रूमाल भौगोलिक संकेतक पर बचत भवन चम्बा में कार्यशाला का आयोजन किया गया। कार्यशाला का शुभारंभ उपायुक्त चम्बा सुदेश मोख्ता ने किया। इस अवसर पर परिषद के संयुक्त सदस्य सचिव कुणाल सत्यार्थी ने बताया कि परिषद के अंतर्गत कार्य कर रहे हिमाचल प्रदेश एकरव सूचना केन्द्र की पहल पर चम्बा रूमाल को भारत सरकार के चेन्नई स्थित भौगोलिक संकेतक पंजीयक कार्यशाला द्वारा वर्ष 2007 में पंजीकृत करवाया गया है। वर्ष 2017 में इसके नवीनीकरण के लिए आवेदन किया जाना है। उन्होंने कहा कि चम्बा के युवाओं की चम्बा रूमाल के पारम्परिक कला के प्रति घटती रुचि चिंता का विषय है। कार्यशाला के दौरान सभी चम्बा रूमाल के प्रतिनिधियों से इसकी यूजरशिप ग्रहण करने के लिए आग्रह किया गया। ताकि वह सभी भारत सरकार के भौगोलिक संकेतक अधिनियम 1999 के अंतर्गत प्राप्त प्रावधानों का इस्तेमाल करते हुए अधिक से अधिक आर्थिक लाभ ले सकें। इस अवसर पर महाप्रबंधक जिला उद्योग केंद्र चम्बा पदम श्री विजय शर्मा, सेवा हिमालयास के निदेशक मनुज शर्मा सहित चम्बा रूमाल के शिल्पकार उपस्थित रहे।

चम्बा रूमाल के शिल्पकारों के चालान

List of Participants:

S.no	Name	Contact
1.	Reeta Devi	982226407
2.	Vandana Sharma	8894087558
3.	Sangita	9816531425
4.	Madhu Bala	9805697410
5.	Pooja	9625053624
6.	Jainab	9805335510
7.	Amney	9816752863
8.	Reena Devi	8628067142
9.	Nisha	9805592747
10.	Manita	9625203926
11.	Kajal	980547238
12.	Anjana	9857509435
13.	Tulsi	9805726792
14.	Madhu	8679211620
15.	Masto Devi	9418398619
16.	Ichhya Devi	9817723124
17.	Nisha	8262996913
18.	Radha	9625316572
19.	Manisha	7838505367
20.	Manju	9459893873
21.	Bindu Sharma	9459015412
22.	Bharte	8262810561
23.	Hem lata	9805520272
24.	Indu Sharma	9418990953
25.	Anita	9816892016
26.	Rekha	9805696576
27.	Kamla	9418223545
28.	Vinesh Kumari	9418186877
29.	Swaraj Begum	9817151791
30.	Lalita Vakil	9418166800
31.	Sumita Kumari	9816770454
32.	Manika Devi	9816757241
33.	Tilak Raj Sandil	9816049953
34.	Ajit Kumar	9816783616
35.	Prikshit Sharma	9418223713
36.	Hakam Singh	9418052580
37.	Vijay Sharma	9418052580
38.	Ramesh Jasrotia	9805510100
39.	Kamla Chadda	9418836576
40.	Ritu Devi	98052134906
41.	Lata	9418681275

42.	Neelam Kumari	9805358676
43.	Sheetal	8988020891
44.	Arpana Kumari	8988020595
45.	Modern Store	9418064527
46.	Yogesh Bagalwan	9816977776
47.	Basant	9882358632
48.	Uma Devi	8894696283
49.	Arti Jamwal	9817507497
50.	Pallavi Gautam	9736824535
51.	Lokesh Nath	9805172001
52.	Dharam Chand Sharma	8894250379
53.	Dr. Mohinder Slariya	9418041374
54.	Nitul	8894887157
55.	Anamika Nayar	9418223545
56.	Kishore Gupta	9418606061