

# Moment to rejoice for artisans, stakeholders: CEO ERA

Rising Kashmir

Srinagar has made it to the coveted list of United Nations Educational, Scientific & Cultural Organisation (UNESCO) in Arts and Crafts for the year 2021.

The Dossier for the UNESCO creative cities network list had been prepared under the Restoration & Strengthening of Livelihoods component of the World Bank-funded Jhelum Tawi Flood Recovery Project. The preparation of the Dossier was started under Jhelum Tawi Flood Recovery Project in the year 2018 and a consultancy namely (Intach- Drona JV) was hired for the purpose after undertaking the consultation process with all the concerned stakeholders like Srinagar Municipal Corporation, Department of Industries & Commerce, Department of Handicrafts, Artisans & Craftsmen, trade bodies etc

"It's a moment of immense satisfaction for the artisan community as the enlisting of Srinagar in UNESCO Creative Cities Network would bring Srinagar on the international platform and expand markets for our crafts," says Mehmooda, an artisan associated with crewel cluster at Noorbagh, Srinagar.

"The designation of Srinagar City in UNESCO Creative cities would give a big push to the marketing of Kashmir as a major tourist destination globally and it is expected that more and more tourists across would visit Kashmir in future and give a much-needed flip to the tourist industry in valley," said Ashiq Khurro associated with the tourist industry.

Dr Syed Abid Rasheed Shah, Chief Executive Officer JKERA/JTFRP

said that it is a moment of immense satisfaction for all of us that only three cities at the National level have made it to the UNESCO list and Srinagar is one of them". He said that "Lieutenant Governor, Shri Manoj Sinha has taken a personal interest in the matter and it's because of his guidance that this unique recognition has been achieved".

CEO ERA/JTFRP added that under the World Bank-funded, JTFRP efforts were being made vigorously since 2019 to bring our arts and crafts on the international platform so that our artisans and crafts get the credit and recognition. It has been a collective effort of the various departments with the Dept. of Industries & Commerce playing the major role along with Srinagar Municipal Corporation, and Jhelum Tawi Flood Recovery Project.

"It is very heartening for the entire World Bank team that Srinagar has been able to bag a position in the UNESCO Creative Cities Network list under the World Bank-funded Jhelum Tawi Flood Recovery Project," said Mr Deepak Singh, Deputy Team Leader World Bank for JTFRP.

Ittikhar Hakim, Director, Planning & Coordination JTFRP said that it is a moment of rejoicing for all the citizens of Srinagar City and stakehold-

ers particularly Artisans and distinction has been achieved due to the tireless efforts of all the stakeholders who continued their hard work despite not being able to get to the list in our first attempt in 2019. "We reworked on the Dossier this year and redrafted Dossier had been submitted by the Srinagar Municipal Corporation. Hard work and perseverance of all the stakeholders have been paid in the end with Srinagar finally making it to the coveted list," Ittikhar Hakim said.

Mehmood Ahmad Shah, Director Handicrafts & Handlooms, said, "The main aim of the initiative is to glorify all the Artisans and as part of the promotion of our arts and crafts we are adopting a multipronged brand strategy which includes an ideal market mix of Handmade with Art, Authenticity, Testing and G.I tagging of various crafts.

Salim Beigh, Convener, INTACH private limited a consultancy which has prepared a Dossier said "Every City has its uniqueness in the creative domain and UNESCO cities Network is an initiative to bring unique creative aspects on a global platform" He also said that under the Dossier we have made various commitments which are to be fulfilled and continuous assessment of these need to be followed up.







UNESCO tag for  
Srinagar

# Month-long commemorative events to be held: Srinagar Mayor

A moment to rejoice: Artisans, stakeholders

MUDASIR YAQOOB

Srinagar, Nov 9: Srinagar Mayor Junaid Azim Mattu on Tuesday said that Srinagar Municipal Corporation (SMC) will be organising month-long events to celebrate UNESCO tag to Srinagar under the Crafts and Folk Arts category, while other stakeholders and artisans said this recognition was a "moment to rejoice".

Addressing media persons at SMC headquarters, the Mayor who was flanked by SMC Commissioner



Athar Aamir Khan and Director Handicrafts Mahmood Shah, said that in a

major recognition of the crafts and arts of Jammu and Kashmir, Srinagar city

has been chosen under the UNESCO creative city network under the Crafts and Folk Arts Category.

He added that the inclusion of Srinagar in the creative city network for the arts and crafts has paved a way for the city to represent its handicrafts on the global platform through UNESCO.

"We have decided to organise month-long events to celebrate this historic development. During these celebrations, we are going to felicitate artisans in Srinagar." **» See Month-long... on Pg-08**

## Month-long commemorative...

nagar and also to make them understand the importance of this achievement," the Mayor said.

He added that events will also be held in educational institutions and other social places to make the people aware about this development.

Mattu said that serious efforts had been made by them to ensure that Srinagar achieves this milestone.

"We have achieved this milestone after a lot of hard work and dedication. We have been pursuing this since 2018 and finally after the hard work and serious efforts by SMC Commissioner and other officers concerned, we have finally achieved the milestone. It is the biggest day for the whole Srinagar," Mattu said.

Matu said "Srinagar expresses gratitude to UNESCO for including the city in the prestigious list of UNESCO Creative Cities Network".

The Mayor said Srinagar is world-over known for its long and illustrious tradition of the crafts and folk art. Crafts like Pashmina shawls, wood carving, paper mache, kani shawl, sozni, khatamband and hand knotted carpets are iconic crafts of the city.

"The inclusion of Srinagar City in UNESCO Creative Cities Network will help in further development and promotion of our arts and crafts," he added.

The Mayor of Srinagar congratulated the citizens of Srinagar city especially the professional craftsmen, artisan and artists whose hard-work has got its due and has been recognised, he said.

Mattu also lauded the role played by Principal Secretary R&B Shailendra Kumar, Principal Secretary Industries Ranjan Thakur, Commissioner, Srinagar Municipal Corporation Athar Aamir Khan, Director Industries and Commerce Mahmood Ahmad Shah, INTACH Kashmir led by Saleem Beg, Chief Town Planner Iftikhar Hakim, the teams at SMC, Srinagar Smart City Limited, J&K ERA and Handicrafts Department.

"We also express our gratitude to the Government of India and Indian National Commission for Cooperation with UNESCO for unwavering support and endorsement to the application filed by SMC for UCCN 2021 in May this year," Mattu said.

SMC Commissioner, Athar Aamir said that the SMC's proposal for UNESCO tag was endorsed after hectic efforts. "We are working together to achieve more milestones in the future," he said.

The SMC Commissioner added that this recognition will strengthen Kashmiri art and craft at international level.

Director Industries and Commerce Mahmood Ahmad Shah said Srinagar has made it to the elite list and inscription is the global recognition to the rich craft legacy of Srinagar.

Meanwhile, an official statement said the Dossier for the UNESCO creative cities network list had been prepared under the Restoration & Strengthening of Livelihoods component of the World Bank funded Jhelum Tawi Flood Recovery Project. The preparation of the Dossier was started under Jhelum Tawi Flood Recovery Project in the year 2018 and a consultancy namely (Intach- Drona JV) was hired for the purpose after undertaking the consultation process with all the concerned stakeholders like Srinagar Municipal Corporation, Department of Industries & Commerce, Department of Handicrafts, Artisans & Craftsmen, trade bodies etc.

"It's a moment of immense satisfaction for the artisan community as the enlisting of Srinagar in UNESCO Creative Cities Network would bring Srinagar on the international platform and expand markets for our crafts" says Mehmooda, an artisan associated with crewel cluster at Noorbagh, Srinagar.

"The designation of Srinagar City in UNESCO Creative cities would give a big push to marketing of Kashmir as a major tourist destination globally and it is expected that more and more tourists across would visit Kashmir in future and give a much needed flip to tourist industry in valley" said Ashiq Khurro associated with tourist industry.

Dr Syed Abid Rasheed Shah, Chief Executive Officer JKERA/JTFRP said that it is a moment of immense satisfaction for all of us that only three cities at National level have made it to the UNESCO list and Srinagar is one of them". He said that "Lieutenant Governor, Shri Manoj Sinha has taken a personal interest in the matter and it's because of his guidance that this unique recognition has been achieved".

CEO ERA/JTFRP added that under the World Bank funded, JTFRP efforts were being made vigorously since 2019 to bring our arts and crafts on the international platform so that our artisans and crafts get the credit and recognition. It has been a collective effort of the various departments with Dept. of Industries & Commerce playing the major role along with Srinagar Municipal Corporation, and Jhelum Tawi Flood Recovery Project.

"It is very heartening for the entire World Bank team that Srinagar has been able to bag a position in the UNESCO Creative Cities Network list under the World Bank funded Jhelum Tawi Flood Recovery Project" said Deepak Singh, Deputy Team Leader World Bank for JTFRP.

Iftikhar Hakim, Director, Planning & Coordination JTFRP said that it is a moment of rejoice for the all the citizens of Srinagar city and stakeholders particularly artisans and distinction has been achieved due to the tireless efforts of all the stakeholders who continued their hard work despite not being able to get to the list in our first attempt in 2019. "We reworked on the Dossier this year and redrafted Dossier had been submitted by the Srinagar Municipal Corporation. Hard work and perseverance of all the stakeholders has been paid in the end with the Srinagar finally making it to the coveted list" Iftikhar Hakim said.

Saleem Beg, Convenor, INTACH private limited a consultancy which has prepared a Dossier said "Every City has its uniqueness in creative domain and UNESCO cities Network is an initiative to bring unique creative aspects on a global platform". He also said that under the Dossier we have made various commitments which are to be fulfilled and continuous assessment of these need to be followed up.



## Srinagar UNESCO Tag

# Milestone achievement for Srinagar: Mayor

'Month-long celebrations to be held to showcase work of artisans, craftsmen'

IRFAN A MIR

Srinagar, Nov 09: Mayor, Srinagar Municipal Corporation (SMC) Junaid Azim Mattoo Tuesday expressed gratitude to UNESCO for including Srinagar in the prestigious list of UNESCO Creative Cities Network, adding the development is a "milestone" achievement for Srinagar.

"Srinagar is known the world over for its long and illustrious tradition of crafts and folk art. The Crafts like Pashmina Shawls, Wood Carving, Paper Mache, Kani Shawl, Sozni, Khatamband and Hand-Knotted Carpets are iconic crafts of the city and the inclusion of Srinagar city in UNESCO Creative Cities Network is a milestone achievement and will help in further development and promotion of our arts and crafts", the Mayor SMC Junaid Azim Mattoo said while addressing media personnel here.

On the occasion, Mayor SMC extended heartfelt congratulations to the citizens of Srinagar city especially the skilful craftsmen, artisans and artists whose hard work has got

its due admission and recognition.

The Mayor said the SMC along with other institutions of Jammu & Kashmir had put strenuous efforts to ensure this dream come true.

"We have achieved this milestone after a lot of hard work and dedication. We have been pursuing this since 2018 and after the hard work and serious efforts by the SMC Commissioner and other officers concerned, we have finally achieved the milestone", Mattu said.

He further acknowledged and appreciated the role played by Principal Secretary R&B Shailendra Kumar, Principal Secretary Industries Ranjan Thakur, Commissioner Srinagar Municipal Corporation Athar Aamir Khan, Director Handicrafts & Handloom Kashmir Mehmood Ahmad Shah, INTACH Kashmir led by Mohammad Saleem Beg, Chief Town Planner Iftikhar Hakim, the teams at, Srinagar Municipal Corporation, Srinagar Smart City Limited, J&K ERA and Handicrafts Department.

"We want to together cel-



brate and commemorate this historic milestone that Srinagar city has collectively attained this feat by having been subscribed as one of the creative cities in the Creative City Network by UNESCO in the category of folk, art and culture & craft", the Mayor SMC said.

He added, "This is an important day for Srinagar and I want to congratulate everybody particularly artisans, craftsmen of the city for this milestone achievement".

"Our inclusion in the CCN will further pave the way for international curation and evolution of our arts and crafts", the Mayor said. The Mayor further said that it is a big achievement

that will give impetus to our local artisans, craftsmen and we will persevere together and take initiatives to ensure that Kashmiri local arts and crafts that Srinagar is known for growing richer.

He announced that a month-long celebration will be held to educate and showcase the hard work and success of our artisans, craftsman focus and honour them for their achievements as this day particularly belongs to them.

Commissioner SMC Amir Athar Khan while speaking on the occasion said that Srinagar being selected in the Crafts and Folk art Category by UNESCO as one of the cities is a proud movement for one and all with

the joint efforts of various teams working in collaboration and it should take us further to prosperity, in a sustainable way which respects the arts, artisans, craftsman and culture of the city.

The Commissioner further said there will be events organized, showcased exhibitions that will highlight achievements for the artisans and craftsmen in month-long celebratory events.

"The Srinagar city also expresses its gratitude to the Government of India and Indian National Commission for Cooperation (INCCU) with UNESCO for unwavering support and endorsement to the application filed by Srinagar Municipal Corporation for UCCN 2021 in May this year", the Commissioner SMC said.

Besides, Director Handicrafts & Handloom Kashmir Mehmood Ahmad Shah, Chief Town Planner Iftikhar Hakeem and INTACH Kashmir Mohammad Saleem Beg were present at the occasion who spoke to the media in their departmental capacities.



# UNESCO recognition for Srinagar a proud moment: KCCI

GK NEWS NETWORK

**Srinagar, Nov 9:** Kashmir Chamber of Commerce and Industry has appreciated the United Nations Educational, Scientific and Cultural Organization (UNESCO) for choosing Srinagar among 49 Cities as part of the Creative City in the craft and folk art category.

As per the statement issued here, the KCCI said that UNESCO creative City network involves seven creative fields: crafts and Folk Art, Media, Film, Literature, Design, Gastronomy and Media Arts.

"Srinagar is the only city from India to make it to the list this year 2021. Kashmir Chamber of Commerce and Industry held various

meetings with Director Handicrafts, Kashmir and INTACH-Kashmir Chapter and has given active support and suggestions from time to time."

"Great recognition that our crafts are not only economic assets, but more widely contribute to a process of building and rebuilding community identities. The inclusion of Srinagar in the creative city network for the arts and crafts of UNESCO has paved a way for it to represent its handicrafts on the global stage through the international body," said President KCCI, Sheikh Ashiq in a statement.

"It is a proud moment for all of us and especially for artisans of our heritage crafts, but at least their work has finally got global recognition."

## TAAK welcomes Srinagar's UNESCO recognition

GK NEWS NETWORK

**Srinagar, Nov 9:** Travel Agents Association of Kashmir (TAAK) hailed the United Nations Educational, Scientific and Cultural Organization (UNESCO) for choosing Srinagar among 49 cities as part of the creative city network under the Crafts and Folk Arts category.

Describing it as a historic moment, President TAAK Farooq A Kuthoo said UNESCO listing will give Kashmir global recognition.

"It is a proud moment for all of us and this nomination is the global recognition

of the rich craft legacy of Srinagar. The historical crafts and arts of the Srinagar city are already famous and UNESCO's nomination would further give it a much-needed boost to not only crafts but also to the tourism sector."

TAAK President urged both the departments of Tourism and Handicrafts to work together and market Srinagar's rich art and craft at the global level.

"This opens the avenues for Srinagar for development of arts and crafts and exhibitions of arts and crafts at the international level," said Kuthoo.



# Srinagar gets UNESCO tag under Creative Cities Network

City chosen as 'City of Craft, Folk Art for UNESCO Creative Cities Network (UCCN) 2021'

## GK NEWS NETWORK

Srinagar, Nov 8: In a major recognition of the crafts and arts of Jammu and Kashmir, Srinagar City has been chosen under the UNESCO creative city network under the Crafts and Folk Arts Category.

The inclusion of Srinagar in the creative city network for the arts and crafts has paved a way for the city to represent its handicrafts on the global stage through UNESCO.

The UNESCO creative city network involves seven creative fields- arts and folk art, media, film, literature, design, gastronomy and media arts.

The dossier for nomination for Srinagar as Creative city was first filed by Srinagar in year 2019. However, only two cities

Hyderabad for Gastronomy and Mumbai for Film were chosen during that year. Prior to year 2019 only three Indian cities have been recognised as members of UCCN for creative cities

namely - Jaipur (Crafts and Folk Arts) in 2015, Varanasi (Creative city of Music) in 2015 and Chennai (Creative city of Music) in 2017. For the year 2020 UNESCO did not

» See Srinagar...on Pg-06

Narendra Modi  
@narendramodi

Delighted that beautiful Srinagar joins the UNESCO Creative Cities Network (UCCN) with a special mention for its craft and folk art. It is a fitting recognition for the vibrant cultural ethos of Srinagar. Congratulations to the people of Jammu and Kashmir.

Office of LG J&K  
@OfficeOfLGJandK

Grateful to Hon'ble PM @narendramodi for always giving special priority to J&K. Dossier of exceptionally rich art & craft legacy of Srinagar was meticulously prepared & submitted in June this year by @SMC\_Srinagar with help of Kashmir INTACH.

## Srinagar gets UNESCO..

call for applications for creative city network.

Chief Executive Officer, Jhelum Tawi Flood Recovery Project, JKERA, Dr Abid Rashid Shah, said that process of nomination of Srinagar under the UNESCO Creative City Network was undertaken and funded under the World Bank Funded Jhelum Tawi Flood Recovery Project. This is the recognition of the historical Crafts and Arts of the City.

"It is a proud moment for all of us," Dr Shah said.

"World Bank, JTFRP and Department of Industries did a remarkable job in projecting the city in this regard," he said.

Director, Technical, Planning and Coordination JTFRP, Iftikhaar Hakeem, said that credit must go to JTFRP, Department of Industries and line departments for taking up the task positively. He said consultants were hired and work was taken up in this regard to complete all the requirements.

"GREAT NEWS FOR SRINAGAR! #Srinagar has been inscribed as @UNESCO 'Creative City of Art and Craft'. The only city from India to make it to the list! Gratitude to @OfficeOfLGJandK, Ministry of Human Resource Dev, @AatharAamirKhan and INTACH Kashmir for super, focused efforts" the Srinagar Mayor Junaid Azim Mattu announced on twitter.

"This opens the avenues for Srinagar for development of arts and crafts and exhibitions of arts and crafts at international level," Mattu told *Greater Kashmir* while commenting on this big development.

"It is advantageous to our artisan and our rich heritage will get historical impetus because now Srinagar is one of the cities recognized by UNESCO as an art and craft city," he added.

"It is big day for Srinagar. Srinagar has come in international limelight because of this. Now, it is the only city in entire country which made it to it," he said while replying to a query. Mattu, who has been following UNESCO to convince it for inscribing Srinagar, said that it was second attempt this year.

"We had also applied last year but could not make it. I have been following it for the past two years now. This year, I could successfully convince UNESCO after fulfilling all mandatory criteria as required under rules," he said.

"What a proud moment for Srinagar! After sustained, collective efforts - Srinagar is now on the International Arts & Crafts Map and very prominently! Encouragement from the Hon'ble PM makes it even more special!" Mattu wrote on Twitter later in the day.



Srinagar, Wednesday November 10, 2021

## Enlisting of Srinagar in UNESCO Creative Cities Network

'Moment of Immense satisfaction for artisan community'

Srinagar made it to the coveted list of United Nations Educational, Scientific & Cultural Organisation (UNESCO) in Arts and Crafts for the year 2021.

The Dossier for the UNESCO creative cities network list had been prepared under the Restoration & Strengthening of Livelihoods component of the World Bank funded Jhelum Tawi Flood Recovery Project.

The preparation of the Dossier was started under Jhelum Tawi Flood Recovery Project in the year 2018 and a consultancy namely (Intach-Drona JV) was hired for the purpose after undertaking the consultation process with all the concerned stakeholders like Srinagar Municipal Corporation, Department of Industries & Commerce, Department of Handicrafts, Artisans & Craftsmen, trade bodies etc.

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"The designation of Srinagar City in UNESCO Creative cities would give a big push to marketing of Kashmir as a major tourist destination globally and it is expected that more and more tourists across would visit Kashmir in future and give a much needed flip to tourist industry in valley," said Ashiq Khurro associated with tourist industry.

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CEO ERA/JTFRP added that under the World Bank funded, JTFRP efforts were being

made vigorously since 2019 to bring our arts and crafts on the international platform so that our artisans and crafts get the credit and recognition. "It has been collective effort of the various departments with Dept of Industries & Commerce playing the major role along with Srinagar Municipal Corporation, and Jhelum Tawi Flood Recovery Project."

"It is very heartening for the entire World Bank team that Srinagar has been able to bag a position in the UNESCO Creative Cities Network list under the World Bank funded Jhelum Tawi Flood Recovery Project," said Deepak Singh, Deputy Team Leader World Bank for JTFRP.

Iftikhar Hakim, Director, Planning & Coordination JTFRP said that it is a moment of rejoice for the all the citizens of Srinagar City and stakeholders particularly Artisans and distinction has been achieved due to the tireless efforts of all the stakeholders who continued their hard work despite not being able to get to the list in our first attempt in 2019.

"We reworked on the Dossier this year and redrafted Dossier had been submitted by the Srinagar Municipal Corporation. Hard work and perseverance of all the stakeholders has been paid in the end with the Srinagar finally making it to the coveted list," he added.

Director Handicrafts & Handlooms, Mehmood Ahmad Shah, said: "Main aim of the initiative is to glorify all the Artisans and as part of the promotion of our arts and crafts we are adopting a multipronged brand strategy which includes an ideal market mix of Handmade with Art, Authenticity, Testing and G.I tagging of various crafts."

Salim Beigh, Convener, INTACH private limited a consultancy which has prepared a Dossier said: "Every City has its uniqueness in creative domain and UNESCO cities Network is an initiative to bring unique creative aspects on a global platform." He also said that under the Dossier we have made various commitments which are to be fulfilled and continuous assessment of these need to be followed up.



## Srinagar in UNESCO Creative Cities Network 'A moment to rejoice for artisans and stakeholders'

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OTHER STATES

## UNESCO picks Srinagar as 'creative city'

Peerzada Ashiq

SRINAGAR, NOVEMBER 08, 2021 22:49 IST

UPDATED: NOVEMBER 09, 2021 11:35 IST

It will enable the city to represent its handicrafts on global stage



The United Nations Educational, Scientific and Cultural Organization (UNESCO) has picked up Srinagar among 49 cities as part of the creative city network under the Crafts and Folk Arts category.

"It is a proud moment for all of us. The process of nomination of Srinagar under the UNESCO 'Creative City Network' was undertaken and funded under the World Bank-funded Jhelum Tawi Flood Recovery Project. This is the recognition of the historical crafts and arts of the city," said Chief Executive Officer, Jhelum Tawi Flood Recovery Project (JTFRP), Abid Rashid Shah.

The inclusion is likely to pave way for the city to represent its handicrafts on the global stage through UNESCO. "It's a major recognition for Jammu and Kashmir," Dr. Shah said.



The network involves folk art, media, film, literature, design, gastronomy and media arts. Srinagar was among one more city from India competing for the coveted recognition this year. The dossier for its nomination was filed first in 2019 and again in 2021.

Only Jaipur (Crafts and Folk Arts) in 2015, Varanasi and Chennai (Creative city of Music) in 2015 and 2017 respectively have so far been recognised as members of the UCCN for creative cities.

"Credit must go to the JTFRP and the Department of Industries and line departments for taking up the task positively. Consultants were hired and work was taken up to complete all the requirements," said Director, Technical, Planning and Coordination, JTFRP, Iftikhaar Hakeem.

Mahmood Ahmad Shah, Director, Industries, said Srinagar has made it to the elite list. "This nomination is the global recognition to the rich craft legacy of Srinagar," Mr. Shah said.

Prime Minister Narendra Modi, in a tweet, said, "Delighted that beautiful Srinagar joins the UNESCO Creative Cities Network (UCCN) with a special mention for its craft and folk art. It is a fitting recognition for the vibrant cultural ethos of Srinagar. Congratulations to the people of Jammu and Kashmir."

The Indian National Trust for Art and Cultural Heritage (INTACH), Kashmir chapter, was hired a consultancy to prepare a dossier on Srinagar. "The cultural heritage and current creative assets of the city will be the pillars to build a consistent action plan, which contributes to the sustainable urban development of the city in line with the UN Agenda for Sustainable Development. Our crafts are not only economic assets, but more widely contribute to a process of building and rebuilding community identities," Saleem Beg, head of the INTACH, said.

Mahmood Ahmad Shah, director, Industries, said Srinagar has made it to the elite list. "This nomination is the global recognition to the rich craft legacy of Srinagar," Mr. Shah said.