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Quality Manual
for
Enforcement of
Kashmir Pashmina GI



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Definitions

Certification - Verification that a particular good/ item has been found having the desired quality and standards set for genuine handmade 'Kashmir Pashmina'.

Discrepancy - Finding of any such reasons that suspects a given good/ item, of having features that are not included as specifications for genuine handmade 'Kashmir Pashmina'.

GI - Geographical Indication

GI Mark - Logo registered as Geographical Indication for 'Kashmir Pashmina'.

Inspection Body - One Official from Craft Development Institute (CDI), Srinagar, One Official from J&K Handicrafts & Handlooms Department (Quality Control Wing) along with one person nominated by the Registered Proprietors of Kashmir Pashmina meant for ensuring and supervising the correct and lawful use of the Kashmir Pashmina GI Mark.

Kashmir Pashmina - A title that has been registered as a Geographical Indication and is indicative of standards and attributes that are lawfully specified.

Label - A sticker of "Break to Remove" in character shall be used for the purpose.

Laboratory - Pashmina Testing & Quality Certification Centre, CDI Campus, Baghe Ali Mardan Khan, Nowshera, Srinagar/any other suitable place notified by CDI.

Labeling - The process of testing and certifying a particular good with the Kashmir Pashmina GI Mark.

Sample - All items in a lot shall be tested and certified with the Kani Shawl GI Mark.

Tahafuz - Registered Proprietors of the Kashmir Pashmina GI.

Testing - The technical process to identify all parameters and specifications set for the Kashmir Pashmina GI.

1 Introduction

The following is a Quality Manual for enforcing the 'Kashmir Pashmina' GI.

Kashmir Pashmina has been registered under the Geographical Indications (GI) of Goods Act of India, having GI No. 46, Certificate No. 97 in the Class of Goods 23, 24 and 25 as on 9th December 2005.

The GI Act has the provision for geographically specific handicrafts to be registered under the Act. The registration is an acknowledgement of the fact that a given handicraft is unique and is produced in a particular area, with traditional knowledge and skills that are special to a region.

The effect of the registration is that the craft in question is accorded legal protection in the market place. No manufacturer, other than those recognized by the registration may claim to produce that particular handicraft or sell it under the name recognized by the registration.

TAHAFUZ, a society of Kashmiri artisans, registered under the J&K Societies Act and bearing Registration No. 5611-S/ 2007, are the "Registered Proprietors" of Kashmir Pashmina.

This Quality Manual intends to detail out all necessary aspects in terms of standards and benchmarks, methods, procedures, etc. that shall provide the reference for ensuring proper enforcement, implementation and use of the Kashmir Pashmina GI after due testing and certification

2 Kashmir Pashmina GI Specifications

in a commercial context.

The “Kashmir Pashmina” is a registered GI (Geographical Indication), having No. 46 and Certificate No. 97 in the Classes of Goods 23; Yarns and Threads for Textile Use, 24; Textile and Textile Goods including Bed and Table Covers and 25; Clothing, as on 9th December 2005.

As a title “Kashmir Pashmina” can not be used other than those subscribing to the specification regarding raw material, production process and finished goods other than those registered as the “Kashmir Pashmina” GI.

The Specifications for “Kashmir Pashmina” as registered under the GI are:

- i. Made of 100% Pashm fibers having fineness of up to 16 Microns and obtained from the under fleece of the mountain goat ‘Capra Hircus’.
- ii. A Hand Woven fabric by the Artisans of Jammu & Kashmir.
- iii. Made using Hand Spun Yarn.

The GI registration mandates that only crafts produced in a particular region and sold only in a prescribed manner can be labeled as the authentic GI; all other forms are spurious and therefore an infringement of the GI rights of the community registered as the proprietor in the GI Registry. Legal action may be initiated against those not subscribing to the specified benchmarks or other conditions implied under the GI Act.

3 Testing of “Kashmir Pashmina”

The following parameters will be tested using the corresponding instruments and methodology to determine the specified quality standards prescribed for genuine handmade Kashmir Pashmina:

No.	Parameters to be Tested	Testing Instrument	Testing Methodology
01.	Origin of Fibre	Projection Microscope	By comparing the scale morphology of the fibre.
02.	Fineness of Fibre	Optical Fibre Diameter Analyzer (OFDA)	By testing the diameter of Kashmir Pashmina Fibre.
03.	Spinning Process	Twist Tester	By testing the twist direction of the Pashmina Yarn which in case of hand spun yarn is to be ‘S’ Twist and ‘Z’ Twist in case of Machine Spinning.
04.	Weaving Process	Pick Glass	By comparing the consistency/ variation levels of ends and picks in a given product or item.

The above parameters will be checked by Inspection body which would have following members:

1. CDI Representative.
2. Representative from J&K Handicrafts & Handlooms Department (Quality Control Wing).
3. Representative of TAHAFUZ.

4 Sampling for Testing & Certification

Certification of a given lot of goods shall be done based upon the testing of every piece of lot. Only a item out of selected samples, found not adhering to the given specifications will be rejected for certification and rest of the samples in a lot shall be labelled.

5 “Kashmir Pashmina” Label

The QR based Authentication Labels shall be used for Certification of genuine ‘Kashmir Pashmina’. Each label will have Covert (hidden; readable by using a QR Scanner) and Overt (visible) information as well as a unique number that shall be used to record the particulars of the party to whom it has been issued to. The label shall be of “break to remove” nature.

Specifications:

- a. Physical Appearance & Dimensions:
 - i. Shape - Rectangular
 - ii. Size - 20 mm x 35 mm
- b. Overt Text and Visual:
 - i. Kashmir Pashmina
 - ii. Registered GI Logo
 - iii. Unique Number
- c. Covert Text:
 - i. Registered GI
 - ii. Product code
 - iii. Material
 - iv. Design
 - v. Size
 - vi. Authorized user details
 - vii. Artisan Details
 - viii. Craft Description



The Kashmir Pashmina Labels shall be put over a given item only after satisfactory testing and verification of all necessary parameters.

Labels will only be put on a finished good.

6 Placement of Kashmir Pashmina Label

The Kashmir Pashmina Labels shall be put over a given item only after satisfactory testing and verification of all necessary parameters as stated above.

Labels will only be put on a finished good. The following guidelines shall be followed for the placement of a label over a given item:

a. For Fabric:

The Kashmir Pashmina Label shall be placed over a fabric as per the following guidelines:

- i. Gents Shawl
4.5 Inches from ends length-wise within an approx. item length of 106 Inches.
- ii. Ladies Shawl
4.5 Inches from ends length-wise within an approx. item length of 81 Inches.
- iii. Muffler
4.5 Inches from ends length-wise within an approx. item length of 72 Inches.
- iv. Stole
4.5 Inches from ends length-wise within an approx. item length of 81 Inches.
- v. Scarf
4.5 Inches from ends length-wise within an approx. item length of 45 Inches.

b. For Made-Ups and Accessories:

The Kashmir Pashmina Label shall only be placed over finished Made-Ups and Accessories, entirely having Kashmir Pashmina fabric as the true side of a given item. However, the location of the label may be decided considering the desirability of the Authorized User.

The Kashmir Pashmina Label shall not be put on such Made-Ups and Accessories that have any other material combination/s along with the Kashmir Pashmina fabric, over its true side.

The Kashmir Pashmina quality certification label can only be used after due testing of goods by appointed Laboratory.

7 Certification & Labeling

a. Pre-Requisite:

Any party wishing to avail Certification and Labeling of 'Kashmir Pashmina', needs to fulfill the following criteria:

i. To be Empaneled with TAHAFUZ

Empanelment with TAHAFUZ has been made mandatory to enable the effective monitoring of all aspiring users of Kashmir Pashmina authentication labels as well as generate and maintain a comprehensive data base of such users.

The empanelment with TAHAFUZ may be completed given the following:

- Empanelment Fee
To be notified by TAHAFUZ
- Affidavit
A self-certification by the producer, citing that his goods comply with GI Kashmir Pashmina Specifications.

ii. To be an Authorized User of 'Kashmir Pashmina' GI Mark

'Authorised User' is any person claiming to be the producer of the goods in respect of which a geographical indication has been registered. For becoming an authorized user the person has to apply in writing to the Registrar GI, in the prescribed manner and by paying the requisite fee.

Only an “Authorised User” is eligible to use the kashmir Pashmina GI Mark.

b. Certification & Labeling

- i. The Authorised User has to submit a detailed list of all items desired to be certified and labelled. All such items must have a personal identification code of the Authorized User, in order to avoid any possible misplacements.
- ii. Before labeling of any item, it’s authenticity will be certified through testing that will be carried out in two stages:
1st Stage: Pre-inspection of samples by the Inspection Body.
2nd Stage: Testing of samples in laboratory.

8 Certification & Labeling Cost

The Certification and Labelling Fee shall be decided jointly by Handicrafts & Handlooms Department, Kashmir, Craft Development Institute, Srinagar and TAHAFUZ as per the following break-up and shall be notified to public through regional newspapers. However, the Certification and Labelling Fee is subject to changes depending on external factors, from time to time.

Cost Break-Up

- i. Label (actual cost of the label)
- ii. Testing (testing procedures and facilities)
- iii. Certification (inspection and labeling)
- iv. Administration (logistics and management)
- v. Overheads (maintanance, insurance, promotion, etc.)

9 Inspection Body

As per the guidelines provided in the GI Act, the inspection body constituted by Handicrafts & Handlooms Department, Kashmir, Craft Development Institute, Srinagar and TAHAFUZ shall be responsible for the overall monitoring of the use of the Kashmir Pashmina GI mark with respect to maintaining the requisite quality, integrity and consistency of Kashmir Pashmina .

The inspection body shall be selected /decided by Handicrafts & Handlooms Department, Kashmir, Craft Development Institute, Srinagar and TAHAFUZ on an annual basis.

The details of members selected for the inspection body, shall be notified by Craft Development Institute, Srinagar and TAHAFUZ as required.

Given below are the roles and responsibilities envisaged for the inspection body:

- i. To formulate the best work co-ordinations between the inspection body and Pashmina Testing & Quality Certification Centre staff for smooth functioning of this facility.
- ii. To implement the steps, method/ procedures, standards, services, norms, rules and regulations developed by KHPPD as formal guidelines related to testing and certification of Kashmir Pashmina.
- iii. To scrutinize the credentials and other documents of the Authorised User on the presenting of stocks for Testing & Certifications like;
 - a. Details of stocks and quantity.
 - b. Personal user marking on each product.
 - c. Self-certification and other requisite documents.

- v. To oversee the process of Lab Testing & Certification and to keep vigil on any breach / infringement of guidelines during the testing and certification process being carried out under the Pashmina Testing and Quality Certification Centre.
- vi. To keep records of the details of Authorised Users, their stocks, outcomes of Testing & Certifications, and financial transactions for the future evaluation and management of the Kashmir Pashmina G.I.
- vii. To advise/ recommend on the necessary changes/ modifications/ amendments in the steps, method/ procedures, standards, services, norms, rules and regulations developed by KHPPD as formal guidelines related to testing and certification to enhance the performance of the whole mechanism.
- viii. To prioritize and maximise the use of resources, human and mechanical, to achieve peak results from the available resources.

In case of any dispute, an independent reputed testing and certifying

10 Arbitration

agency from the following would be consulted based upon the mutual consensus of both disputed parties. However, all expenses for the same shall be borne by the customer.

1. Discrepancies

11 Terms & Conditions

- 1.1 In case any discrepancies i.e (the quality of a given item does not match the specifications of Kashmir Pashmina), are found in a batch of goods of an Authorized User, empaneled with TAHAFUZ, for seeking the Kashmir Pashmina GI certification, the specific item will be rejected from getting the desired certification.
- 1.2 In case of finding a discrepancy for the second time in a batch of goods submitted by an Authorized User, empaneled with TAHAFUZ, for seeking the Kashmir Pashmina GI certification, the Self-Certification Affidavit of the Authorized User, shall become null and void and a fresh Affidavit will need to be submitted (only after a period of 21 days post rejection of a given batch of goods) including a clause that no further discrepancy shall be found in future.
- 1.3 In case of finding a discrepancy for the Third time in a batch of goods submitted by an Authorized User, empaneled with TAHAFUZ, for seeking the Kashmir Pashmina GI certification, the Empanelment of the Authorized User, with TAHAFUZ, shall be cancelled. In such a case, the Authorized User will need to re-apply for Empanelment with TAHAFUZ and the application shall only be entertained after a period of 40 days post rejection.
- 1.4 In case of finding a discrepancy for the Forth time in a batch of goods submitted by an Authorized User, empaneled with TAHAFUZ, for seeking the

Kashmir Pashmina GI certification, TAHAFUZ/CDI shall initiate proceedings with the GI Registry, to cancel the Authorized User registration of the defulting Authorized User.

2. Misuse

- 2.1 In case an Authorized User of Kashmir Pashmina GI, empaneled with TAHAFUZ, is found misusing the Kashmir Pashmina GI Label, in any form, tempering with or defacing the label, legal action shall be initiated against such a person/ agency, as per the provisions provided in the Chapter VIII namely Offences, Penalties and Procedures of the Geographical Indications of Goods (Registration and Protection) Act, 1999.

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