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## **Shielding The Craft Legacy of Gujarat : The GI Tag Felicitation**

Ahmedabad, Entrepreneurship Development Institute of India (EDII), Ahmedabad is happy to announce a significant milestone in the preservation and promotion of Gujarat's rich heritage crafts. The Commissioner of Cottage & Rural Industries, Govt. of Gujarat, in collaboration with the Entrepreneurship Development Institute of India (EDII), facilitated the Geographical Indication (GI) tagging of four traditional crafts from Gujarat.

The recent GI tagging, marks a momentous occasion for Gujarat's artisanal community. The recognized crafts, sanctioned by the Geographical Indications Registry Office under the DPIIT-Ministry of Commerce and Industry, Government of India, include Gujarat Soof Embroidery, Ahmedabad Sodagari Block Print, Surat Sadeli Craft and Bharuch Sujani Weaving

As a key knowledge

partner of the Government of Gujarat's Hastkala Setu Yojana, EDII has played a pivotal role in supporting craft-preneurs engaged in these crafts. From assisting in the formation of co-operatives to facilitating post-GI tagging interventions, EDII remains steadfast in its commitment to preserving and promoting Gujarat's cultural heritage.

The Felicitation and award of certificates to artisans, was ensured in an elaborate ceremony at EDII Ahmedabad campus. Present on the occasion were Chief Guest: Shri Pravin Solanki, Commissioner & Secretary, Cottage and Rural Industries, Govt. of Gujarat; Guest of Honour: Shri B K Singhal, Chief General Manager/OIC, NABARD and Distinguished Guest: Shri Kartikeya V. Sarabhai, Founder Director, Centre for Environmental Education (CEE). Also present were Dr. Sunil Shukla, Director General – EDII and

Dr. Satya Ranjan Acharya, Project Director, Hastkala Setu.

Shri Pravin Solanki said, "The State gets its identity from its craft legacy. Gujarat is home to unique crafts, and it is our responsibility to nurture these. And, so, with the support of EDII, the Gujarat Government is committed to preserving the rich craft heritage and providing recognition to artisans. While skill training is helping artisans make a mark, I am happy that we have secured GI tag, establishing the uniqueness of these crafts."

Shri B K Singhal opined, "Traditional art and craftsmanship is our heritage, and needs to be nurtured and recognized. I am happy that 4 more unique crafts have been granted GI tag under the aegis of EDII. The project Hastkala and the GI tagging is a testimony to the fact that Gujarat's traditional art has a strong mar-

ket and preference.

Shri Kartikeya V. Sarabhai expressed, "India is rich in the diversity of its craft traditions preserved over generations by artisans. Each tradition closely relates to the natural environment within which these crafts have evolved. These are the pride of our nation and a testament to India's unbroken tradition of several thousand years.

Elaborating on EDII's role as an implementing agency of the Project, Dr. Sunil Shukla said, "EDII is handholding entrepreneurs, under the Hast Kala Yojana Project, to enhance their skills & knowledge, give them newer markets and promote ease of reaching out to customers. Today, they are making innovative, marketable products with high demand, and are gaining visibility. GI tagging is a great step towards giving recognition to their unique crafts"