

Nine Kashmiri women felicitated by EDC KU

Srinagar, March 31: Nine Kashmiri women were felicitated on Saturday, in a function held at Entrepreneurship Development Cell (EDC), University of Kashmir (KU), for having successfully presented their artifacts at Lakme Fashion Week-2019 in Mumbai.

The Kashmiri women trained at 'Usha Garment Design and Production Centre (UGPC)', Zakura Campus, University of Kashmir, had designed and developed the artifacts and clothes under the supervision of ace designer Mr. Rohit Bal.

USHA International Pvt. Ltd. has recently set up the 'Usha Garment Design and Production Centre (UGPC)' at Zakura campus of the University with an objective to tap into the massive talent pool among the women in Kashmir,.

The UGPC established in collaboration with Entrepreneurship Development Cell (EDC) and Department of Social Work, KU, trained 17 Kashmiri women in the art of stitching/sewing to produce artifacts and garments to be launched at Lakme Fashion Week 2019, at Mumbai.

Ace designer, Mr. Rohit Bal supervised the production of artifacts by Kashmiri women trainees at UGPC, University of Kashmir. Subsequently, the artifacts of nine of the women were shortlisted to be displayed at Lakme Fashion Week-2019 in Mumbai where all the nineopulent artifacts passed the critical eye test and made it to the customers' wardrobes. The artifacts were priced roughly between Rs.12000 to Rs.32000 and as such made humble earnings for the women.

While felicitating the skilled women, Registrar University of Kashmir Dr. Nissar Ahmad Mir, said that the art of sewing and stitching paves way for a dignified earning for women. He said that the effort of EDC and Social Work Deptt. with an extraordinary support of Usha International will not only boost the confidence of the women but will mitigate the scarcity of professional tailors and fashion designers in Kashmir.

Dr. Priya Somya, Executive Director Usha International, gave a detailed sequence of events right from identifying the women and taking them to Mumbai for showcasing their artifacts. She said that Usha International will continue to organize such training for years to come.

The Registrar gave away the cheques (ranging from Rs. 12000 to Rs. 32000) and a certificate to the successful women artists whose garments were appreciated at Lakme Fashion week in Mumbai. These included Umeela, Sameena, Farha, Mateesa, Firdousa, Nusrat, Zia, Sheeba and Aliya.

Prof. G.M. Bhat Director Institute of Technology and advisor EDC while earlier welcoming the guests and participants in the event said that EDC and Deptt. of Social Work in collaboration with Usha International have displayed an exemplary and successful effort today while training the women with international skills. He said that our fashion designers should preserve our cultural identity while infusing innovation and creativity in the artifacts.

Several other faculty members who spoke at the occasion included Dr. Adil and Dr. ShaziaManzoor of Deptt. of Social Work, KU.