



Craft Council India, Chennai

PRESS RELEASE

UNESCO presents the 6th Annual Seal of Excellence for Handicrafts across Asia

Bangkok, 1st of October, 2006 – An international panel of judges and experts in design, marketing and handicraft production have gathered across four regions in Asia over the last few weeks to judge a record number of entries for the *2006 UNESCO Seal of Excellence* in Handicrafts (referred to as the SEAL.)

Today marks the announcement of SEAL awarded products across all the regions, which will be published on the UNESCO [Bangkok](#), [Beijing](#), [New Delhi](#) and [Almaty](#) websites respectively.

Established to encourage craft-workers to use traditional skills and materials, the SEAL looks to ensure the continuation of traditional knowledge and the preservation of cultural diversity in the region. Submissions are reviewed against six key criteria, incorporating excellence, innovation, authenticity, marketability, eco-friendliness and social responsibility.

By recognizing such attributes in craftsmanship, the programme aims to set quality standards, raise international awareness and strengthen market demand for Asian handicraft products.

The programme was established in Southeast Asia in 2001 by UNESCO and the ASEAN Handicraft Promotion and Development Association (AHPADA) and was expanded to Central Asia (Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan and Turkmenistan) and South Asia (Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka) in 2004.

UNESCO Beijing has also successfully launched the SEAL program in East Asia this year, with a strong number of entries from China, Democratic People's Republic of Korea, Japan, Mongolia and Republic of Korea.

The Seal of Excellence in South Asia

With 100 submissions received from South Asia this year, the judging panel spent one full day at the Rajiv Gandhi Handicrafts Bhavan in New Delhi examining a diverse range of craft, with entries ranging from tradition and contemporary woven textiles to natural fibres, ceramics, wood, stone, metal & paintings.

The 46 South Asian SEAL Awardees are listed below. Products will be displayed at the Central Cottage Industries Emporium, Janpath, New Delhi from 1st to 7th November 2006 alongside a selection of Seal winners from previous years. Central Cottage Industries Emporium has provided support to UNESCO and Crafts Council of India for the 2006 programme.

More information on the Seal of Excellence is available on the programme website: www.unescobkk.org/culture/craftseal

2006 UNESCO Seal of Excellence
South Asia SEAL Awarded Products

Total No. Entries	100
No. of Seal Winners	46
No. of Countries Participating:	4
	Bangladesh: 9 entries
	Bhutan: 1 entry
	Sri Lanka: 7 entries
	India: 83 entries

Category Break-up	Textile: 26 winners
	Natural Fibre: 5 winners
	Ceramics: 3 winners
	Wood: 6 winners
	Stone: 2 winners
	Metal: 3 winners
	Painting: 1 winner

Product

India
 Nooni Silk Border
 Eri Muga Mixed Stole
 Silk Tie & Dye Stole (Bandhini)
 Silk Wool Muffler
 Silk Wool Stole
 Applique & Tanka Quilt

 Nettle Fibre Stole with Beadwork
 Vegetable Dyed Handwoven Lambswool Shawl
 Ikat Weaving (Tie & Dye Wall Hanging 36"X48")
 Ajrakh (Up Vastra)
 Jamdani (Inlay) wall Hanging
 Telia Rumaal Scarf
 Sujani Wall Hanging
 Brocade Cushion Cover
 Dupatta/Scarf
 Cotton Shawl/Dupatta
 Woven Wool Shawl
 Eri Silk 'Aranai'
 Chikankari Bags
 Chikan Work - Cushion Cover & Small Table Sheet
 Reversible Silk 'n' Wool Stole
 Thulma Blanket Throw

Producer

Jamini Payeng
 Jamini Payeng
 Abdul Jabbar M Khatri
 Avani
 Avani
 Sadhana
 Panchachuli Women Weavers of Kumaon
 Panchachuli Women Weavers of Kumaon

 Surendra Meher
 Ismail Mohd. Khatri
 Gowabathini Ramanaiah
 Gajam Govardhana
 Sanju Devi
 MM Design by Mallika Mathur
 MM Design by Mallika Mathur
 Bailou Associates
 Shamji Vishram
 Malati Rani Narzary
 Narjis Abedi

 Serenity
 Suruchi Kabra
 Gunjan Singh

Reusable Bamboo Cutlery
Palm Leaf Turtle Box
Masland Mat
Patta Madai Box
Palm Leaf Basketry - Kottan
Glazed Terracota with Cane & Wood
Turned Wood Spice Jars
Burnt wood Coasters
Pencil Box, Pin Holder, Working Table Set
Teak & Handcut Paper Sanjhi handles
Wooden Carving Center Table
Paper Floor Covering & Cushions
Aditi - The Cosmic Mother
Coasters in Stone
Silver Filigree - Bowl & Plate
Lau Diya
Miniature Painting

Bangladesh
Silk Kantha Embroidered Stole
Silk & Cotton Scarf
Manipuri Long Scarf
Hand Bag
Terracota Curry Bowl
Terracota Fruit Bowl

Sri Lanka
Metal Carving Silver Plated Tray

Tridib Mahanta
Tapan Chakrabarty
Kalipada Sit
Industree Crafts Foundation
MRMRM Cultural Foundation
Bric & Brac
C V Raju
Raghuvansh Kumar
Mohd Matloob
Ethaan: The Craft Shop
Rehan Ahmed Sabri
Xylem Papercraft Pvt. Ltd.
K2K designs
Narendra Kumar Verma
Uttam Kar
Ayush Kasliwal Design Pvt. Ltd.
Tulsidas Nimbark

Aranya Crafts
Prabartana Ltd.
Shilleikon
Kumudini Handicraft
Aarong
Aarong

W G Jayaratne