

PINE NEEDLES TO HANDICRAFT

Forests for Livelihood



Jammu and Kashmir Forest Department
Government of Jammu and Kashmir

www.jkforest.gov.in

INTRODUCTION

Handicrafts have been the soul of Indian lifestyle for centuries. Proofs of handcrafted products dating back to Indus Valley Civilization corroborate the fact that these works of art were revered by the people to add colour and art to their lives. Handicrafts have been an immortal part of the Indian civilization and the concept of these artistic expressions have been spinning around religious believes, ideations, a craze amongst the royalty and for foreign trade purposes. What also worked wonders for the handicraft tradition in India was the amalgamation of different cultures that flourished under the craftsmen who welcomed new ideas and incorporated them to produce some of the finest products that the world has ever seen.

NAME OF THE PRODUCTS

"CHIR DASTKARI" means Chir needle based hand made handicrafts. It is an initiative to blend creativity to craft and meet the expectations of handicraft loving customers with eco-friendly products.

RAW MATERIAL - CHIR NEEDLES

In India, Chir Pine covers an area of 8,69,000 ha from Jammu and Kashmir, Haryana, Himanchal Pradesh, Uttar Pradesh, Uttarakhand, parts of Sikkim, West Bengal and Arunachal Pradesh inhabiting areas at 450 to 2300m altitude. In Jammu and Kashmir the area under Chir Pine Forest is 158,813 ha and occur at an altitude of 500-1500m all along Himalayas and extend from Basohli in East to Poonch in west and goes up to Chenab Valley. It occurs in Bhadarwah, Doda, Ramban, Reasi, Udhampur, Samba, Kathua, Poonch, Rajouri, Nowshera, Billawar and Jammu Forest Division.

Chir Pine trees due to their resin rich needle leaves and twigs are highly inflammable and prone to Forest fire. As per study conducted in Himachal Pradesh, 1.2 tonnes of Pine needle are shed per year per ha. In J & K it is estimated at about 2 lakh tonnes on annual basis in Pine forests, which add to the vulnerability of the forest floor to fire during summer. Fire incidence cause damage to vegetation cover; loss of natural regeneration; loss of wildlife habitat; change in micro-climate; loss of biodiversity; invasion of weeds which adversely effect on the local livelihood, besides release of Carbon dioxide, responsible for global warming.

CONTROL BURNING - A FOREST MANAGEMENT TOOL

As per the traditional forest management, Control burning of the chir pine needle is carried out just prior to summer months. However Control Burning leads to emission of CO₂, SO, NO and particulate matter (black carbon and soot) causing the Environmental pollution and may leads to loss of visibility and trouble to asthma patients and eye irritation.

The huge Pine needle biomass (organic resource) instead of control burning need to be utilized on sustainable basis. Various handicrafts, packing materials and home décor items can be made out of these chir pine needles. That will generate employment and income for the local people and involve their effective participation in Forest fire prevention and control. This however requires training and technical support to local communities.

PROCESSING OF CHIR PINE NEEDLES

First dry Chir needles are collected from forest floor and tied in bundles. After bundling of collected Chir pine needles, these bundles are thoroughly washed in washing powder so that dirt or any unwanted material get washed away. These bundles are then put in boiling water, with neem leaves and glycerin drops in it. The neem leaves protect the Chir pine needles from fungus and glycerin gives shine to these Chir pine needles. The bundles are kept in water for overnight, after which they are shade dried and ready to braid.



CHIR PINE NEEDLE HANDICRAFTS

Various handicraft items can be made from these Chir Pine needles like Roti box, Tray with wooden base, Tray without wooden base, Dining Mats, Ladies Purse etc. These Bio product are different from other handicraft items as they are distinctly ecofriendly and organic nature and no chemical is involved in the entire process. These products can last for 15-20 yrs and are quite durable.



WOMEN SHGS PLAY AN IMPORTANT ROLE

From rural areas, women's are especially showing interest and coming forward to learn the skill of Handicraft making and are playing important role in dispersing the idea of livelihood generation from chir pine needles among the villagers. Some women's are now trained enough to impart these Handicraft making training skill to the other villagers and emerging as the Master trainers. Women can play a vital role in this sustainable use of these Chir Pine needles into beautiful handicrafts. During the initial period in some hand holding is required to these Women SHGs for the advanced training and market linkages of these handicraft items.



POTENTIAL BUYERS

There is a substantial demand for Organic and Eco-friendly products from handmade craft loving customers, Government & Private organizations. There is a huge potential to Chir pine needle handicraft products as an alternate to Synthetic/Chinese products in the gifting segment, home décor segment products etc. Self help Groups are smart enough to customize designs based on the specific requirements.

USP OF CHIR PINE NEEDLE PRODUCTS

Our USP is utilizing the Chir pine needles and bring in new contemporary design concept in the craft segment. This will create employment, especially to women artisans, besides innovation focus in product and process. Our products are eco-friendly, organic and nontoxic. There are very few such products which is of export quality and can pass any international standard test quality.

INITIATIVE OF J&K FOREST DEPARTMENT

i) Organizing Awareness camp in different location of Nowshera Forest Division

The foremost thing in the Pilot Project was to motivate the local/ villagers to come forward in learning the skill of handicraft making and to make them aware that on one hand the project will generate the livelihood option in the village on the other hand it will reduced the forest fire incidence in the Nowshera Forest Division.



ii) Training Organised

Till Date 08 Trainings are already organized in the Rajouri/Nowshera/ Reasi and 08 self help Groups are made. Till now 228 women and 100 others have been trained in Handicraft making.

S.no	Location	Date	No of Participants
1	Rajouri	01.Sep.2021	40
2	Brevi	02.Nov.2021	45
3	Salheri	04 th .Dec.2021	70
4	Nowshera	12 th .Dec.2021	30
5	Kalakote	20 th . Dec.2021	25
6	Katra	05.Nov,2021	28
7	Katra	25. Nov.2021	30
8	Katra	27. Nov.2021	70
Total			338



iii) Display of Handicraft Product

These Chir needle handicraft products are gaining popularity in a span of short period. With the proper strategy of market linkage, within no time Nowshera, Rajouri, Reasi will become the hotspot for the supply of these Chir pine needle handicraft all across the country even the sale of these products into global market. More Groups of women's are coming forward to learn the skill of handicraft making.



Sh. Ashwini Kumar Choubey Hon'ble Minister of State for Consumer Affairs, Food and Public Distribution and Forest, Environment and Climate Change in presence of Dr. Mohit Gera IFS, PCCF & HoFF, J&K appreciated the work of women SHG.



Sh. Farooq Khan Hon'ble Advisor to Hon'ble Lt. Governor, J&K inspecting the Handicraft making stall and appreciated the innovative work of women SHG and J&K Forest Department.



Sh. Sanjeev Verma, IAS Commissioner Secretary Department of Forest, Ecology and Environment inspecting the products.



Sh. Ravinder Kumar Sinha V.C. SMVDU appreciated the work of women SHG.



Sh. K. Ramesh Kumar, IFS
CCF Jammu appreciated the work of Handicraft making.



Sh. Vikas Kundal, IAS
D.C Rajouri visiting the stall of women SHG.

PRODUCT CATALOG

S.No	Name of Item	Unique ID	Size	Rate
1	Roti Box without Lid	001	8 x 4	300 /-
2	Flower Vas	002	8 x 2	250 /-
3	Roti Box box with Lid	003	8 x 4	500 /-
4	Dining Table Mat (Set of 06)	006	1ft x 1.5ft	3200 /-
5	Dining table Mat(Set of 06)	007	1 x10 inch	2499 /-
6	Serving Tray without wooden base	008	8 x 6	500 /-
7	Serving tray with wooden base	009	12 x 16	500 /-
8	Serving Tray with wooden base	010	10 x 12	350 /-

WAY FORWARD

S.No	Activities to be undertaken	Tentative date	Remarks
1.	Skill Training in more villages/Panchayats and registering them as Self help group and Creation of Master trainer among them.	Jan/Feb 2022	
2,	Awareness creation to artisans about various schemes for making them self sustainable	Jan/Feb 2022	
3	Value addition in Handicrafts	Feb 2022	It would help the product to penetrate in market.
4.	Exhibitions of Handicraft Products at local/State level	Feb 2022	
5.	Exhibitions of Products at National level	Feb 2022	Participation in Surajkund Handicraft Mela Faribadab (Jammu & Kashmir is the theme for the year 2022)
6.	Exploring the online market for the Handicraft Products like Amazon, India Mart, Flipcart etc	Feb/March 2022	
7.	MOU with TRIFFED & other organisation	Feb/March 2022	
8.	Publicity of Handicrafts (Buyer Seller Meet)	April 2022	
9.	Window display of Handicraft Products	May 2022	Promotion activities in Airport/ Railway Station/Bus Stand to get the more orders
10	Export of Handicraft items to other States/Countries	June 2022	Exploring National & International Market

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