



# *Himalayan Conclave, Chamoli – 2018*

## **Conference Report**

# Vibrant Buyers Sellers Meet



EXPO

The district administration of Chamoli signed Memoranda of Understanding with various organisations during the summit



MOU SIGNING



26-27 OCTOBER 2018

Kaleshwar, Chamoli

# Himalayan Conclave, Chamoli – 2018

Being among the most dominating geographical features of the Indian sub-continent, Himalayas play a critical role in defining livelihoods, providing forest cover, and feeding perennial rivers. These rivers serve as the source of drinking water, irrigation and hydropower.

In brief, the Himalayan ecosystem impacts millions of lives in various dimensions throughout the year. However, this ecosystem is vulnerable to even slight changes in climate. And, this poses a formidable challenge to the very existence of people who depend on the world's youngest fold mountain range.

In this wake, sustainable economic activities assume significance to support livelihoods of the population dependent on the Himalayan biodiversity.

Underlining the strong need to adopt sustainable ways to provide livelihoods while conserving the ecological diversity of Himalayas, the Chamoli District Administration, Government of Uttarakhand, in association with Elets Technomedia Pvt Ltd, recently organised the 'Himalayan Conclave'.

Revolving around the theme – 'Where Livelihood Meets Sustainability'—in Chamoli, the Himalayan Conclave laid special focus on environmental issues, especially pertaining to Himalayan ecosystem and importance of disaster management, exploring tourism opportunities and promotion of unique Chamoli artefacts, handloom, handicrafts, agricultural and horticultural products through a dedicated workshop and buyers-sellers meet.

The two-day conclave was a congregation of stakeholders from government, international agencies, academia, experts and industry recently in October. With an aim to set the agenda for the future course of action, the conclave featured discussions and deliberations upon various aspects of environment and disaster management, tourism and Micro, Small & Medium Enterprises (MSME) sector.

The event included key themes of deliberations such as 'Ensuring Sustainable Environment for Livelihood in Himalayan Landscape', 'Ecological Balance and Early Warning System Through Innovation and Technology', 'Sustainable Tourism in Himalayan Ecosystem', and 'Reinventing Himalayan Artifacts, Handloom, Handicrafts, Agricultural and Horticultural Products in Globalised Economy'.

The conclave emerged to be a milestone in a sense due to setting the tone for devising innovative efforts to transform the Himalayan landscape in a sustainable manner not just in Chamoli, the abode of Gods reputed for its shrines and temples and birth place of 'Chipko Movement', but in other Himalayan districts as well.

It is hoped organising of The Himalayan Conclave, Chamoli, will go a long way to champion the cause of nature conservation and remodelling of humanity's interaction with it to achieve a harmony with the elements, essential for our existence. Here is a bird's view of the special conclave:

# Inaugural Session

## PROGRAMME CHAIR



**SWATI BHADAURIA**  
District Magistrate, Chamoli

Chamoli gives you a divine experience and brings you close to nature. It offers a lot in terms of ethnic woolen items. The 'Bichhu Booti' found here is used as a medicine to treat arthritis besides many other diseases. We have special varieties of offseason apple and guavas. A special variety of brown rice is also available here. We need to market our fascinating trekking routes. Same goes for 'home stay' facility which offers a unique experience to the tourists.

## KEYNOTE SPEAKER



**NITIN BHADAURIA**  
District Magistrate, Almora

The two main projects that are vital for promoting tourism in Chamoli include the Karanprayag Rail Project and all-weather road to help tourists reach Chamoli easily. The rich flora and fauna is another aspect, making Chamoli one of the top tourism destinations in the country. Local manufacturing sector is also very important for the region's development. Chamoli district administration can help its local manufacturers to connect with the global supply chain. We should try to get a fair price for these manufactures. A well developed tourism sector and handicraft packaging are also highly important for the district.

## CHIEF GUEST



In last four years, the Government of Telangana has planted over 100 crore saplings. For the last two years, we are geo-tagging the plants which are being planted. There are more than 3,000 nurseries in the Telangana villages. We are also doing satellite monitoring of areas which have become greener. We want to increase the State's forest cover from 24 to 33 percent.

### AJAY MISHRA

Special Chief Secretary, Department of Energy, Environment & Forest, Government of Telangana

## SPECIAL GUEST



Over the years, the green spread of Chamoli has reduced. The trees are felled but not enough are planted. I suggest every family celebration should include tree plantation, as the fruits of this campaign will be cherished by generations. Developing love for nature holds importance for promoting the district.

### SHALINI MISRA

General Administration Department, Government of Telangana

We are trying to promote jute bags as polythene bags are banned here. There are immense opportunities to promote tourism here. There are great opportunities to promote organic products of Chamoli.



### HANSA DUTT PANDE

Chief Development Officer  
Chamoli



GIZ is making people aware that there is an Act called Biological and Diversity Act 2002 which makes for the protection of biodiversity. It calls for the sustainable use of the natural resources. We are working in three States -- Uttarakhand, Maharashtra and Tamil Nadu.

### ANIL KUMAR JOSHI

Technical Expert  
Access and Benefit Sharing, GIZ

## Presentations on Various Initiatives by Chamoli District Administration for the Promotion of Handloom, Handicrafts, Herbs, Agricultural and Horticultural Produces



More than 500 artisans have been trained and 100 artisans are already working with us. There is huge opportunity for MSME sector here. There are 3,385 MSMEs in Chamoli. Investment worth Rs 89 crore has been already made here.

**DR M S SAJWAN**

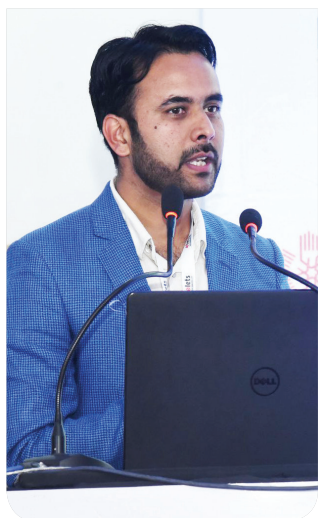
General Manager  
District Industries Centre, Chamoli



Chamoli is peaceful and enjoys a pollution-free environment. As a result, crops are not affected due to any reason here. Very less use of inorganic fertilisers is used by Chamoli farmers. There are less diseases and infection which reduces the cost of treating the crops.

**DR JITENDRA BHASKAR**

Agriculture Officer  
Chamoli



We are the largest producer of ginger and okra in the world. We are first in banana production. We started tissue culture plantation of banana in 5 hectare square a few months ago. We can premium market our mangoes since they are not seasonal and are available round-the-year. We have a varied ecozone which can harvest any kind of fruits and vegetables.

**NARENDRA YADAV**

Chief Horticulture Officer  
Chamoli



We provide new agro-techniques to the farmers. We also provide market share and prices to them. The subsidy is provided for farming. We also provide special processing machines to the farmer to extract oil from herbal grasses. We provide a subsidy for them. Badri Tulsi should be distilled and oil should be extracted from it and can be marketed separately.

**DR SUNIL SHAH**

Scientist, Centre for Aromatic Plants  
Dehradun

## Presentation: Empowering Women to Create the Next Innovation Horizon: New-Age Handloom Blends



We have made Self-Help Groups which comprises a large number of women. We are working with the authorities to weed out all the hardships which are there due to the mountainous region. Special training is imparted. New hybrid seeds are also provided to the farmers.

### PRATIM BHATT

Divisional Project Manager  
Chamoli

We are in the business of handloom apparel.

We try to create a platform between weavers and buyers, encourage women to take up new forms of weaving so that the finished product is much smoother in its feel. Our aim is to empower, educate and aware the women weavers of Chamoli. In the first phase, we want to educate and empower 10 women in this sector.



### RUMA SHROFF DATTA

Director-Merchandising  
Khadder



## Panel Discussion: Importance of Effective Design, Marketing & Packaging of Products: The Road Ahead



## DAY 2

### GUEST OF HONOUR

With a proper planning, the effects of disasters can be minimised. Himalayan Warning System should be developed in coordination with the weather department and the local administration.

**PADMA SHRI DR CHANDIPRASAD BHATT**  
Renowned Environmentalist



**BRIJENDRA PANDEY**  
District Tourism Development Officer  
Chamoli

Tourism should not only provide economic growth to Chamoli but should also protect the nature. We are trying to promote rural tourism. With it, we are trying to promote local dresses, home stays, culture, etc also. Our handicrafts and food items also attract tourists. We are also promoting new valleys on the same theme of Valley of Flowers.

The way the people of Uttarakhand used ground water, the expansion of population was not possible without it. The ancient buildings of Uttarakhand have been built to protect them from earthquakes. People decided to reside in mountainous regions so as to protect themselves. People developed drought-resistant crop varieties.



**DR PIYOOSH RAUTELA**  
Executive Director, Disaster Mitigation and  
Management Centre, Uttarakhand



We are constantly monitoring the glaciers in the region. The snow-covered areas are decreasing day-by-day. The reason behind this is the summers are expanding and winters are shrinking. The changing climate is also affecting the snowfall.

### DR D P DOBHAL

Scientist  
Wadia Institute, Dehradun

Franco India is a joint venture of India and France. We look forward to establishing an apple nursery in Uttarakhand. We look forward to getting support from local administration in terms of land. We will bring know-how, mechanisation and initial planting material including grafting, raise the nurseries etc.



### ASHUTOSH VERMA

Head, Franco India

Our basic aim is to promote handicrafts and handlooms.

We have 105 showrooms across the country where the local products are showcased. We outsource the products from tribals and entire income from selling these products also goes there. We had organised a Tribal Artisan Fair two years ago in Chamoli.



CLAL,  
Trifed





We are the oldest as well as the largest business-to-business marketplace in India. We have a client base of 25,000 in India and abroad. Chamoli has a huge heritage in terms of wooden handicrafts, fruits, woolen, etc. We can help in small medium enterprises on to the global level so that they can take their business online. To make the business global, our platform is the best.

### PRAKHAR NIGAM

Manager-CRM  
Trade India

Original items of the hilly areas should be promoted, instead of marketing them as something else. They should be branded with their popular names. But they were lost over a course of time. Students should be involved through essay competitions, debate competitions, etc. We can make a brochure out of it and attach a product to sell it.



### RAMESH RAMANANDHAM

Director  
RS Krafts



Auli is known for organising international level sports activities. We are not only promoting adventure tourism but also providing livelihood to people in the rural areas. The tradition and culture of Uttarakhand should be promoted in a big way. By improving the connectivity, tourism can be enhanced.

### VIVEK PANWAR

President  
Adventure Association, Joshimath



## Panel Discussion: Effective Disaster Management in Himalayan Region Through Innovation



We can develop a system through which prior warning of natural disasters can be given. We can use techniques used in earlier times with the help of latest technology.

**TRIPTI BHATT**

Superintendent of Police  
Chamoli



We have to deal with the difficult terrain of Himalayas. As we all know Himalayas are the youngest mountains and are still settling in also most of the district falls into zone 5 of earthquake. With IRS (Incident Response System) in place things are changing and we have improved ourselves with the changing needs of disaster management.

**MOHAN SINGH BARNIA**

Additional District Magistrate  
Chamoli



Proper coordination is required in case of any disaster. Ideas should be taken from all the departments so that best practices can be followed. All weather stations have been connected with 12 districts which provide up to date information.

**ROHIT MEENA**

Joint Magistrate, Tharali



We cannot stop natural disasters but we can arm ourselves with knowledge: so many lives wouldn't have to be lost if there was enough disaster preparedness.

**NAND KISHOR JOSHI**

District Disaster Management Officer (DDMO)  
Chamoli

## A fashion show displaying the local designs was also organised by the district administration of Chamoli



# Outcomes of Himalayan Conclave Buyers-Sellers Meet

Chamoli District Administration in conjunction with Elets Technomedia Pvt Ltd organised a Buyers-Sellers Meet concurrently with Himalayan Conclave on October 26-27, 2018 with an aim to put a spotlight on the exquisite art and craft and local agricultural products of the region, which abounds in natural resources. The unprecedented success of the conclave ensured opening of new avenues for the economic growth and development of Chamoli district, the second largest in Uttarakhand.

## Memoranda of Understanding Signed

The Buyers-Sellers Meet served as a vital platform facilitating business to business interactions between local sellers and buyers participating from different parts of the country. The expo showcasing local handicraft and agriculture produce elicited tremendous response resulting into a number of Memoranda of understanding to en-cash the treasures of Chamoli. Some of the agreements that were inked by District Administration Chamoli include:

1. An MoU worth Rs. 25 lakh with Tribal Co-operative Marketing Development Federation of India Limited (TRIFED) for marketing of wool items from the Himalayan district.
2. An MoU worth Rs 16 lakh with Rural India Craft, Mangrauli, Dehradun for nettle yarn.
3. An MoU worth Rs 7 lakh with Mandakini Mahila Bunkar Samiti from Guptkashi, Rudraprayag for raw wool
4. An MoU worth Rs 5 lakh with Pooja Silk House from Champa, Chhattisgarh for nettle fiber
5. An MoU worth Rs 10 lakh with Kalpul Industry from Kaleshwar for the supply of raw wool
6. An MoU worth Rs 2 lakh with Govardhan Studios for tables, etc.

In total, MoUs worth Rs 65 lakh were signed during the meet.

In addition to the above, Franco India Limited, a French company, inked a deal with the local administration for the establishment of a high-tech nursery. It will allow production of more developed varieties of apples, walnut and crops through the tissue culture technique. Officials of Franco India Limited also completed a survey for the establishment of the nursery, a report on which has been submitted to the Department of Horticulture and Food Processing, Chaubatia, Ranikhet. Senior officials are expected to arrive to a decision on this soon. Indian FMCG major Patanjali signed a Memorandum of Understanding with the district administration for the production of Amla juice and puree.

## Huge Participation from Chamoli

- 25 local exhibitors from District Industry Centre Chamoli took part in the expo. On the other hand, Khadder has offered to help Chamoli District Administration in the Skill Development aspect of the local weavers.
- More than 150 farmers participated in the buyers-sellers meet at Kaleshwar, Chamoli.
- As many as 20 stalls were set up from the agriculture, horticulture and industrial sectors, among others. More than 150 farmers from the horticulture department also participated in the meet.
- In the direct interaction between farmers and buyers, the former were made aware about the market requirements of their produce. The small farmers were encouraged to adopt the cluster model in order to produce those varieties of crops that fulfill the quality and market requirements. Cluster groups were also constituted during the meet.

The buyers-sellers meet also witnessed participation from livelihood groups.