

**16<sup>th</sup> May 2019.**

Centre for studies in Museology in collaboration with Department of Students' Welfare observed "International Museum day" on the theme "Rural Craft of Jammu: Cultural Hub for Livelihood". The programme consisted of training session cum workshop under the able guidance of the trainees of the Centre adept at the Rural crafts of Jammu. Prof. Manoj Dhar, Vice Chancellor, University of Jammu stressed the need for preserving and promoting the glorious heritage more so to bequeath rich values for the posterity. He said connect with roots is imperative for taking forward this cultural legacy which is essential for the growth and development. On the importance of skill development in the present day competitive world, the Vice Chancellor said that Sky is the limit for enterprising youth for generating employability by establishing their own ventures after gaining necessary expertise in their chosen fields. This will not only help in tackling the burgeoning unemployment problem among educated youth but also create avenues for skilled and unskilled workforce to earn their livelihood. "While various schemes are in vogue under the skill development programme, the initiatives have to come from the youth themselves who have to be innovative and enterprising", Prof. Dhar said adding that on completion of the training they will be awarded certificates enabling them to derive dividends of various schemes for setting up income generating units. The Vice-Chancellor was impressed by the creativity of the students and encouraged the department to conduct a workshop for a longer duration so that its outreach among the students is substantial. He also advised to the Centre to collaborate with Skill development and Entrepreneurship Centre of the University for honing the skills of the students. He suggested a proper commercialization and marketing route for this creative skill for the economic development of the region. "These crafts can be used as mementoes, souvenirs for remembrance for tourists visiting the region", he said. Speaking on the occasion, Shri Ravinder Singh, former secretary Khadi and village Industries J & K said that the current generation has been cut off and disconnected from culture and heritage. He said that by resurrecting this lost culture one can create a new field of

cultural entrepreneurship. He talked about incentives and subsidies available for setting up enterprises in Khadi, village and small scale industries. He suggested inclusive development by developing clusters of artisans working in this field. The programme was flagged off under the supervision of Prof. Poonam Chaudhary by lighting of the lamp and Saraswati vandana and by giving mementoes prepared by the trainees of the Centre to Vice-Chancellor, Resource person and associate Dean, Students Welfare. Earlier, Prof. Poonam Chaudhary in her welcome address briefed the audience about the activities of the Centre and reasons for choosing the theme of the workshop. She said that the theme was chosen to align with the University's mandate of skill development and entrepreneurship and how innovation can help the students to make a transition from 'Job seeker to Job Provider'. She proposed that the handicrafts of the region "should be made aesthetically so beautiful through creativity that they become popular not only in the region but become a booming trade through channelized and proper marketing and commercialization." Rural crafts of Jammu that remained the focus were table mat and coasters, Chabbdi making, Earrings and Binnas, Pakkhis and Crochet work. The workshop was conducted by the students of the Jammu University and its affiliated colleges and Cluster University. The trainers and scholars were Monika Chaudhary, Poonam Sharma, Sandhya, Dorjey Yuron, Varun Nadh, Poonam Bral, Tanya Paul, Rashi, Sheena Maini, Mamta Sharma, Meena Sharma and Rudrika. The target group of the outreach programme was the employable youth. These students were the target group keeping in view the employable age of these students. Dr. Garima Gupta, Asstt. Professor, Dept. of English conducted the programme and underlined the importance of intangible heritage for social, cultural and economic relevance. Trainees and participants appreciated the programme and despite their examination schedule helped make a programme a success. Dr. Malay Dey, Assistant. Professor, Centre for studies in Museology presented formal vote of thanks.