

Dear Brij Ballabh Udaiwal ,

Thank you for submitting “**Sanganeri Hand Block Printed Dupatta**” to the 2014 WCC Award for Excellence for Handicrafts in South Asia.

We at WCCI are delighted to inform you that amongst the 253 products submitted from across **World Crafts Council Asia Pacific Region** , the evaluation panel of 7 international experts has chosen your product for the **Award OF Excellence for 2014**.

The application was assessed with four key criteria; excellence, authenticity, innovation and marketability with two pre-conditions for environment and social responsibility. The panel acknowledged your handicraft product to conform to all the rigorous standards and also noted that it was well finished and marketable.

Congratulations! And we hope this Programme brings you more marketing opportunities.

We encourage you to regularly check the WCC APR website for future workshops and exhibitions options. A catalogue of awarded products will soon be available on the same website to allow interested people to contact you directly. Please find the link below :

[www.wccapr.org](http://www.wccapr.org)

A formal letter from **DEKRANAS** in Indonesia will follow, in the meanwhile please find attached a PDF of

- all awarded products for 2014 and
- the press releases for the event

Best Regards

Manjari Nirula

Vice –President