



Vartalap Media Conference On The Theme "From Regional Identity To Global Opportunity" Held In Kolhapur By The Press Information Bureau, Western Zone

CEO, Kolhapur Zilla Parishad, Dr Jasmin Inaugurates Vartalap, Urges Media To Highlight Rural Livelihoods And Local Achievements

DD, DGIPR, Shri Praveen Take Says That Kolhapuri Artisanal And Sport Talent Can Go Global Through Digital Storytelling

GJEPC Highlights Global Export Roadmap Roadmap For Kolhapur's Metal Craft

Beyond The GI Tag: CIE Outlines Path To Global Competitiveness For Kolhapuri Leather

From Khelo India To Asmita: SAI Outlines Sporting Opportunities For Kolhapur's Youth

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The Press Information Bureau (PIB), Mumbai, organised a VARTALAP media conference on the theme "From Regional Identity to Global Opportunity" for journalists from Kolhapur district today at The Pavilion Hotel, Kolhapur. The conference aimed to strengthen the capacity of media professionals and create awareness about the initiatives and opportunities offered by three organisations: the Gems and Jewellery Export Promotion Council (GJEPC), the Council of Leather Exports (CLE) and the Sports Authority of India (SAI). Senior government officials, industry representatives and beneficiaries of Government of India schemes interacted with the media participants throughout the day.



Delivering the welcome address, Assistant Director (OT), Bharati J Krishnan, said, "PIB's Vartalap workshops are a bridge between the government and the media, especially in regional and semi-urban centres, where authentic information about central schemes reaches the journalists who are closest to the ground."



The conference was inaugurated by the Chief Guest, Chief Executive Officer (CEO) of Kolhapur Zilla Parishad, Dr Jasmin, who spoke about the important role local media plays in showcasing the district's rich culture, traditions and unique heritage to the world. She urged journalists to highlight rural livelihoods, innovative school models and local achievements, and said, "Local media serves as a trusted, fact-based bridge to the public."



Deputy Director at DGIPR Maharashtra, Shri Praveen Take, spoke about how modern media platforms could help take Kolhapur's unique identity, including the iconic Kolhapuri Chappal, to audiences across the world. He also highlighted the growing shift toward digital journalism and urged the gathered reporters to adopt techno-savvy tools and video storytelling in their work.



In the first session of the day, titled "Jewellery without Borders: Connecting Kolhapur's Metal Craft to Global Market," Senior Director of the Gems and Jewellery Export Promotion Council, Mithilesh Pandey, spoke about export opportunities for the region's metal craft sector. He outlined strategies to integrate Kolhapur's traditional craftsmanship into international trade networks, boost exports, and make use of Geographical Indication tags to authenticate the work of local artisans.



The session also featured beneficiaries associated with GJEPC, who shared their firsthand experiences of how support from the council had helped them scale up their businesses and reach global markets.



In the second session, titled "Unlocking Beyond the GI Tag: Building Global Competitiveness for Kolhapuri Leather," Regional Director (WR) of the Council for Leather Exports, Santosh Pandey, addressed key opportunities and challenges facing the local leather industry. He explained how CLE, together with schemes run by the Central and State Governments, provides support, infrastructure and financial benefits to help artisans scale up their operations.



The third session, titled "Champion in the Making: How SAI Can Support Kolhapur's Sporting Potential," was addressed by Assistant Director of the SAI Regional Centre, Mumbai, Ankit Patil. He outlined key initiatives of the Sports Authority of India, including the Khelo India scheme, State Centres of Excellence, Accredited Academies, the ASMITA Women's League, and the integration of Akharas to support tribal youth.



The session also featured national athletes trained under SAI, who spoke about how state-of-the-art facilities, talent identification drives and National Centres of Excellence had helped shape their sporting careers.



In the concluding session, Media and Communication Officer at PIB Mumbai, Nitin Fulluke, gave a presentation on PIB's organisational structure and its round-the-clock efforts to disseminate authentic information in multiple languages about the Government. The conference ended with an interactive feedback session, during which journalists shared their views and suggestions with PIB officials.





PIB Mumbai | Bharati J Krishnan/ Priti Malandkar

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