

**FORM GI - 1****THE GEOGRAPHICAL INDICATIONS OF GOODS  
(REGISTRATION AND PROTECTION) ACT, 1999**

Received Rs. 5000 in cash/ Cheque/DD/MO on 22.9.08 vide entry no. 0347 in the register of valuables	Cashier	DD.O.
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22/09/08

**(Filed in triplicate alongwith the Statement of Case accompanied by five additional representations of the Geographical Indication)**

**Section 11 (1), rule 23 (2)**

Fee Rs. 5,000/- (as per entry no. 1-A of the First Schedule)

1. Application is hereby jointly/ collectively made by the following associations namely;
- Rajoli Handloom Weavers Co-operative Productions Sales Society Ltd.,
  - Priyadarshini Handloom Mahila Society,
  - Gadwal Handloom Weavers Co-operative Society, and
  - Rajeshwari Mixed Fabrics Handloom Weavers Co-operative Society Ltd,

all being societies registered under the Cooperative Act, for registration of the accompanying Geographical Indication in Part A of the Register of Geographical Indications. The following particulars are furnished in this regards;

**A & B) NAME AND ADDRESS OF APPLICANT/ASSOCIATION:**

- The Rajoli Handloom Weavers Co-operative Productions Sales Society Ltd.,  
Regn: No.20374,  
Post – Rajoli ,Weddepally Mandal,  
Mahabubnagar District,  
Andhra pradesh-509126
- Priyadarshini Handloom Mahila Society,  
Sheralwidi, 4-4-57/2,  
Kotachandra, Kala,  
Gadwal 509 126,
- Gadwal Handloom Weavers Co-operative Society,  
Regd No. 20437, Post –GADWAL-509125  
MahabubNagar Dist ,
- Sri Raja Rajeshwari Mixed Fabrics Handloom Weavers Co-operative Society Ltd,  
Bhavani Nagar,  
Gadwal 509 126.

**C) LIST OF ASSOCIATION OF PERSONS/ PRODUCERS/ ORGANISATION/  
AUTHORITY:**

The list of members attached to each of the four applicant associations mentioned above are furnished under Annexures A, B, C & D respectively.

**D) TYPE OF GOODS:**

Gadwal Sarees are sarees alongwith attached blouse worn by women. It is one of the traditional dresses of the Indian womenfolk. These are textile and textile goods falling in class 24 and are not included under any other class.

**E) SPECIFICATION:**

As furnished in the accompanying Statement of Case.

**F) NAME OF THE GEOGRAPHICAL INDICATION:****GADWAL SAREES****G) DESCRIPTION OF GOODS:**

Gadwal Sarees are sarees alongwith attached blouses that are woven mostly by the women folk of India, especially during traditional festivals, marriages, auspicious functions and other traditional celebrations. These sarees are made from pure silk, pure cotton or pure tussar or a combination of two of these along with zari work.

These sarees are hand woven. No machine or power loom is used in the production process. The length of the saree varies from 5 to 6.5 Meters in length. The width of the sarees varies from 45 to 50 inches. The weight of the saree depends upon the silk, cotton or tussar used along with the amount of zari work done. However the weight of each saree is not less than 350 grams. No upper limit can be fixed, as the same is a variable component, varying depending upon the quantity of raw material used and the nature of design done.

Each gadwall consists of three parts namely;

- a) Body of the saree,
- b) Border, and
- c) Pallu.

Gadwal sarees are often regarded as Pooja Sarees by local women who wear them for religious festivals and for traditional functions and occasions.

The body of the saree has many designs woven into it. The designs, their orientation and layout are given by the master weaver, who in turn conceives the design based on the market requirement. These sarees have a rich brocaded gold border. The pallu also has elaborate designs. The border and pallu have rich and more zari work when compared to the body.

These sarees were originally woven for the royal family and the family of the nobles. Its use gradually spread to the entire women folk of the region. The border and body of the saree are woven in traditional dramatic colors i.e. the color are mostly bright and/ or dark vibrant colors. The saree gives a shiny appearance. However the correct choice of color, design and intricacy of the work are given by the master weaver based upon the market requirement.

The design woven contains flora and/or fauna in it. However the volume and use of the Floral designs are more when compared to the design of Fauna. Floral designs include leaves, flowers & plants. The designs of fauna that are woven have more swans and peacocks and less of elephants, deer, parrots and ducks. The flora and fauna relate to the flora and fauna of the geographical region.

Gadwal Sarees are traditional and very unique. They are very unique because there is no other saree weaving anywhere in the world which is similar to the weaving of Gadwal Sarees.

#### **H) GEOGRAPHICAL AREA OF PRODUCTION AND MAP:**

Gadwal sarees are produced in many small and large villages, towns and in particular the township of Gadwal, which is one of the Taluk Headquarters in the District of Mehabubnagar in the state of Andhra Pradesh, in India. Gadwal is situated about 200 Kilometers from Hyderabad City, it is well connected by road and by rail. It is very near to the banks of the Krishna River.

Therefore the area of production in relation to this Geographical Indication Application, is the entire district of Mehabubnagar in the state of Andhra Pradesh, in India, lying within Latitudes 16.13° North to 16° North and Longitudes 77.48° East to 80° East .

#### **I) PROOF OF ORIGIN: (more material needed)**

The origin of Gadwal Sarees can be traced backed to about 200 years ago. At that point of time the present township of Gadwal was the capital of a small Kingdom, locally called as a "Samasthanam". The Maharani of the said Kingdom namely 'Adhi Lakshmi Devamma' promoted the craft with help of a few weavers who had come to Gadwal from various costal areas. Initially Gadwal Sarees were called as 'Mathiampeta'. As the entire industry was centered in and around the present day township of Gadwal, as time went by the sarees produced here came to be called as "Gadwal Sarees".

As the craft developed, it spread to many villages and towns in and around Gadwal, which now comprise the entire district of Mehabubnagar. There is also a Government Degree College in Gadwal named after Maharani Adhi Lakshmi Devamma the initially promoter of the craft. The existence of this college proves the existence of Maharani Adhi Lakshmi Devamma at the relevant point of time. This college is one of the institutions accredited by NAAC i.e. the National Assessment and Accreditation Council which is an autonomous institution established by the University Grants Commission.

#### **J) METHOD OF PRODUCTION:**

The production of Gadwal Sarees is very unique and traditional. The entire production process consisting of the following steps;

##### **Raw materials and their procurement:**

The raw material used in the production of Gadwal Sarees is silk, cotton or tussar or a combination of any one of them with the other, along with zari. The use of cotton, silk and/or tussar in each of the saree in the weft and warp, threads of the loom for the body, border or pallu are as furnished in the tabulation below;

VARIETY	BODY		PALLU		BORDER	
	Weft	Warp	Weft	Warp	Weft	Warp
1	Cotton	Cotton	Silk	Silk	Silk	Silk
2	Silk (Kora unbleached silk is used)	Cotton	Silk	Silk	Silk	Silk
3	Silk (Kora unbleached silk is used)	Tussar	Silk (check whether bleached or unbleached silk)	Silk	Silk	Silk

Raw Silk is specifically obtained from Bangalore. This is because Bangalore in Karnataka is the main silk production center in the country and quality silk is obtained from here.

Cotton is obtained from Vijayawada or Chirala in Andhra Pradesh. This is because there are large numbers of spinning mills located in these areas and as such good quality cotton can be obtained from these places.

In India zari is made only in Surat, which is very famous for zari making. Therefore good quality zari for making Gadwal Sarees is obtained from Surat.

#### **Degumming of silk :**

Degumming is a process of removal of gum from the raw silk purchased from the market. After degumming the raw silk loses 25% of its weight and becomes light and as such ideal and suitable for saree weaving. In this process the raw silk is soaked in 1: 20 ratio. The weight of the silk we take 1 ratio is 2% soda ash and soap 4%. In that silk will be thoroughly cooked in this mixture to do the degumming.

Cotton is purchased in bales. The bales are actually quantity. The bales contain bundle and laddis. (Knots). For one sarees two knots is used.

#### **Zari making :**

Zari which is obtained from Surat is made by a process as detailed hereunder;

- Fine copper wire of hairline thickness is coated with liquid silver, which is obtained from the market. 20 GMS OF SILVER IN 1 KG of copper wire.
- Pure silk thread of 14 Diener (Count for silk) thickness as required according to the design conceived is dried in red or yellow color dye. No other color is used,
- then, the fine copper wire and silk thread are twisted together,
- Gold powder obtained from the market is coated on the copper wire and silk thread so twisted,

The resultant product is called Zari.

The loom is set according to the size of the saree that has to be woven. The size of the pallu ranges from 20 to 40 inches. Similarly the size of the border varies from 3 and half inches to 10 inches. The pallu or border depending on the size and design can be classified into four categories namely small, medium, large and special. The following tabulation illustrates this aspect;

	<b>SMALL</b>	<b>MEDIUM</b>	<b>LARGE</b>	<b>SPECIAL</b>
PALLU	21 TO 28 Inches	29 to 31 Inches	31- 38 Inches	Motifs and designs are different
BORDER	42-60 kolkis	60-80 kolkis	80- 120 kolkis	More than this

'Kolki' is the local and technical term for four silk threads twisted together. According to the design to be woven and the intricacy involved, the number of Kolkis are decided upon. Based on the number of kolkies the size of the border is classified as small, medium, etc., i.e. for a fine design, half kolki is used and for a rough design one kolki is used.

#### **Dying :**

The dyes used to dye the raw material are vegetable/ chemical dyes. Different colors of dye are used depending on the design conceived for weaving. Soda ash is used in only in degumming.

Acetic acid is used as a dye fixing agent. It is used in a very little quantity, for example 25ml for one kilogram of silk. After treatment with acetic acid the dye fixes effectively on the raw material.

#### **Weaving :**

##### **Jacquard, Dobby, Kocchu and Jalli :**

Only hand looms are used for weaving Gadwal Sarees. These looms may or may not be filled with a Jacquard or doobby.

Jacquard is one hand made machine that is used for bigger design. 120 pins for 120 threads 240, 256, 480 pins used in jacquard.

Dobby is a mechanism fitted to the loom for weaving designs with zari.

Kocchu and Jalli were used in the earlier systems of weaving to weave the design. Now the Kocchu is replaced by doobby and Jacquard. Whereas the jalli is now replaced only by the jacquard.



**Preparation of the weft and warp threads in the loom:****Pantae** (telugu word)

The silk, cotton or tussar threads is wound around a conical shape wooden structure called the pantae.

P-1



P-2



P-3





P-4

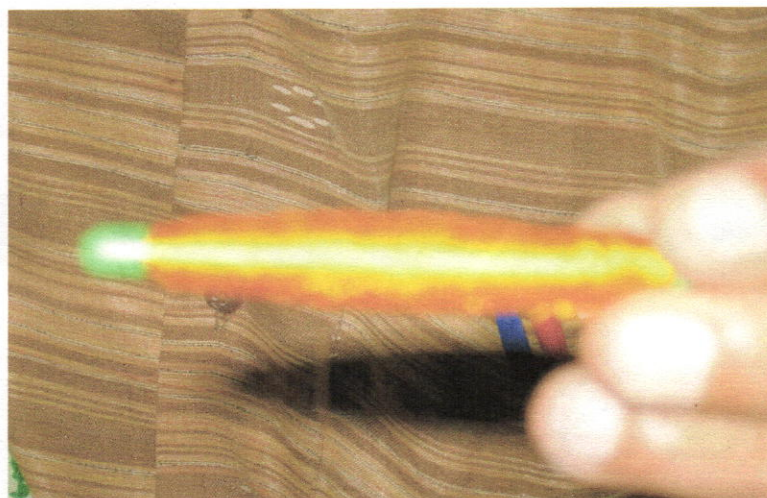


P-5

**Ratae:**

From the pantae the thread is woven onto the spindle using ratae. A photograph of the spindle is at P-6. A photograph of the thread from the pantae being woven into the spindle using the ratae is at P-7.

P-6





P-7



### Lade Kommu : (shuttle)

The spindle with the thread wound around is then placed inside a special wooden device called ladi kommu . A picture of the Ladi Kommu without the spindle is furnished at P-8. And the picture of a spindle being placed inside a ladi kommu is depicted at P-9.

P-8



P-9





The Lati Komme along with the spindle is then placed in the loom for weaving. Even before this the loom is made ready by placing the weft/ warp threads is placed. This is illustrated at P-10. A picture of the jacquard is furnished at P-11 and a handloom ready for weaving is shown at P-12.

**P-10**



**P-11**



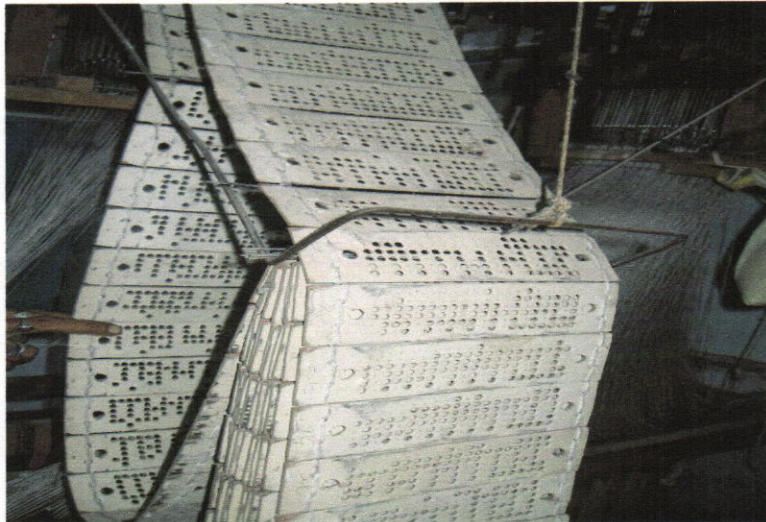
**P-12**





The design in the saree is woven by looking at the instruction in the Punch card(1 wept) , which is fitted on the loom in such a position so as to enable the weaver to read the instruction and then weave the saree accordingly. The punch card is shown at P-12 & 13. It is always the master weaver who gives the design and specification for weaving each saree. The master weaver conceives the design and plots it by way of weaving instruction on the punch card. as shown in the photograph below. All these designs are transferred from the computer to the punching machine. Computer-punching machine-jacquard-loom-finally the design is on the saree.

P -13



#### **Vertical and Horizontal Joining :**

The unique feature in the weaving of Gadwal sarees is the joints. There are two joints in each Gadwal Saree. One is called the vertical joint or vertical interlocking which joints the body of the saree with the border. The second joint is the horizontal joint or horizontal interlocking which joints the body of the saree with the pallu.

**Body + Border = Vertical Joint or Vertical Interlocking**

It is the horizontal joint which makes Gadwal Sarees very unique. This type of joining is not found anywhere in any other weaving technique the world over.

**Body + Pallu = Horizontal Joint or Horizontal Interlocking  
(very unique to gadwal sarees)**

The vertical interlocking is done while weaving on the loom and there is nothing special about it. But the horizontal interlocking is done thread by thread using the thumb and index finger of the right or left hand. In this process the weaver takes a little gum with his index finger, rubs it on his thumb also, then takes a thread from the body of the saree and



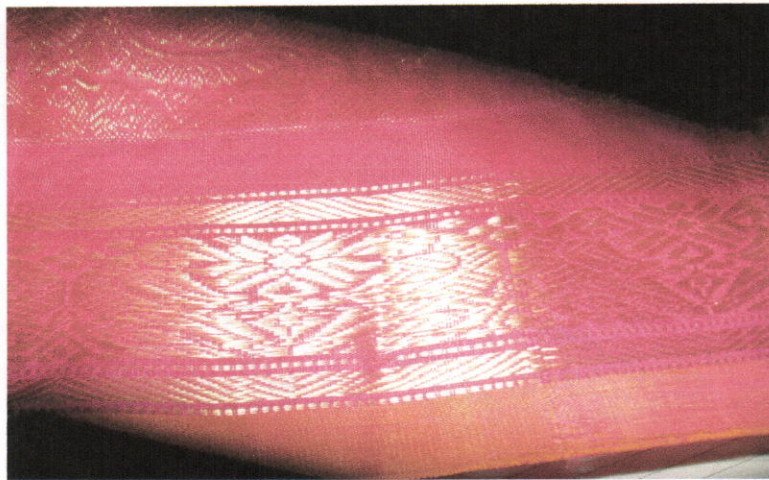
another thread from the pallu and twists the two threads together, by a front and back movement of the thumb and index finger simultaneously. By this process both the threads are joined. The glue used further helps in the joining of the two threads. For every 3 to 4 threads the weavers takes a spot of fresh gum.

Photograph P-14 depicts a design woven in the border. Photograph P-15 depicts a vertical joint. Photograph P-16 depicts a horizontal joint. Photograph 17 depicts a traditional design of the pallu of the Gadwal Saree, Photograph P-18, P-19, P-20 and P-21 depicts Gadwal Saree in different color shades, design and intricacy.

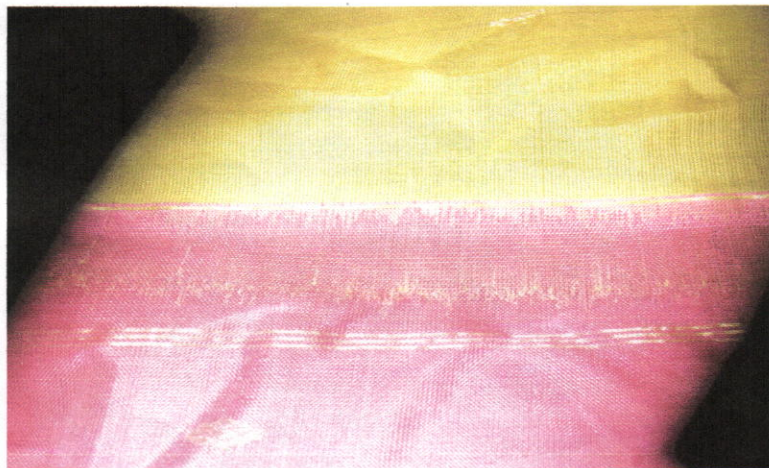
**P -14**



**P - 15**

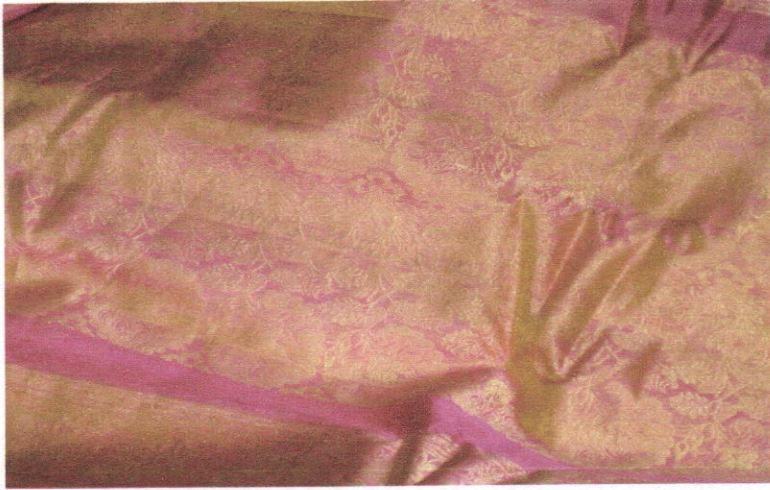


**P - 16**





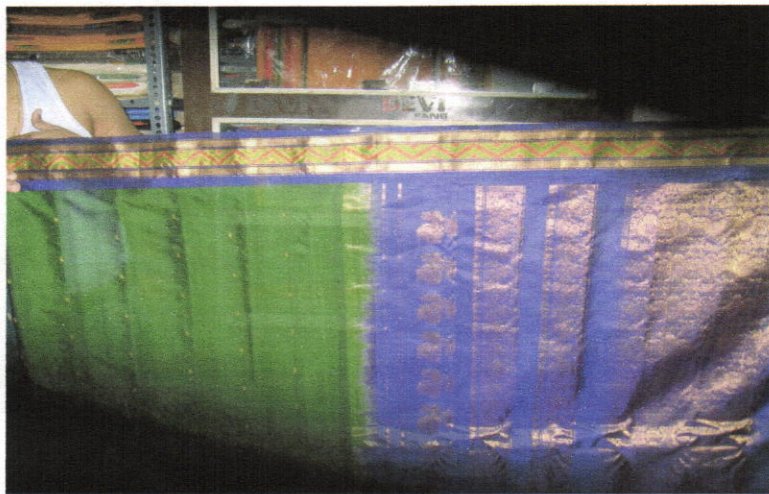
P-17



P-18



P-19



P – 20



P – 21



The gum used is natural gum which is extracted from trees such as Velamma or thumma. These trees grow in the local environment. The gum is locally available in the market.

The saree so woven is pressed, labelled and is then sent to the showroom for being sold.

#### **K) UNIQUENESS:**

The uniqueness of Gadwal Sarees is because of the following two main features, namely;

- a) Hand loom weaving, where no machines are used, and
- b) the Horizontal joining/ interlocking of the threads of the body with the threads of the pallu of the saree.



**L) INSPECTION BODY:**

The Gadwal Sarees that are made through the above mentioned process are inspected for their quality by the Master Weaver. The Master Weaver is a person who has expert knowledge in all aspects relating to this process of making Gadwal Sarees which include the critical art of visualization of design, their layout, orientation and intricacy in the body, border and pallu of the saree. Only upon the personal inspection of the Master Weaver are the materials made ready for the market.

**M) OTHER INFORMATION :**

Gadwal Sarees are sold both through the co-operative sector and through the private sector. The sale through the Co-operative sector is minimum Rs.50 crores per annum.

Under the Co-operative setup the weaver get registered as members of the concerned Co-operative Society. The Co-operative Society in turn supplies him with the material, design, guidance and orientation of the design in the saree so as to enable the weaver to weave the requisite saree. The master weaver attached to the co-operative provides the requisite design, guidance and orientation. The members sell the saree so woven through APCO.

In the private sector, the individual Master Weaver employ weavers to weave Gadwal Sarees for him or his enterprise. The weavers are paid suitable wages for the work done by them. The wages may be daily wages or piece rate. The weavers are also supplied the required material, design, guidance and orientation by the master weaver. Usually material sufficient for weaving five sarees is given to a weaver at a time. Once the weaving is complete the weaver hands over the woven saree to his employer.

The role of the master weaver is very crucial. For based on the market demand he conceives the design, orientation, layout, intricacy and color of the saree, the border and the pallu. He also guides the weaver in weaving of the saree.

The price of each saree ranges from Rs.750/- onwards. The price again depends on the type of raw material used i.e. silk, cotton, tussar or the combination of these, the size of the bottom, the design, orientation, layout and intricacy involved in weaving the design in the body, border and the pallu.

Marketing in the co-operative sector is done through APCO, which is the abbreviation for Andhra Pradesh Weavers Co-operative Society Limited.

The sale in the private sector is about Rs.10 crores per annum. Marketing in the private is done through the local show rooms and also through various dealers situated across the country.

Gadwal sarees have a primary market in the states of Andhra Pradesh, Karnataka, West Bengal, cities of Delhi and Mumbai, Tamil Nadu, Kerala and Gujarat. The volume of Sale in these states is in the order mentioned above.

As on date there is no direct export of Gadwal Saree either through the co-operative or through private sector but efforts are on to export them in the near future.



Alongwith a Statement of Case in class 30 in respect of GADWAL SAREES being goods falling in class 24, in the names of the Associations/ Societies, whose name and addresses are as furnished in clause A & B above and who claim to be producers of the said goods to which the geographical indication relates and which is in continuous use since 18.... in respect of the said goods.

2. The application shall include such other particulars called for in rule 32 (1) in the statement of case.

**Involvement of Human Element:**

Human skill and labour play a very vital role in the weaving of Gadwal Sarees. This is because the entire process right from conception of design, layout, orientation, intricacy, colour and the actual weaving especially when performing the horizontal joining/ interlocking require special and high degree of skill and experience so as to get the saree.

**Interest of artisans:**

There are totally about a lakh families (both co-operative and private sector) which are involved in the weaving of Gadwal Sarees in Mehboobnagar District. The applicant's have taken various steps at various Governmental levels in the interest of the life, livelihood and promotion of the craft. Based upon these efforts the Central Government has come up with various schemes which are implemented with the help of the Government of Andhra Pradesh, for the protection and promotion of the interest of the weavers.

These schemes are administered by the Department of Handlooms, Government of Andhra Pradesh and the Applicant Societies. The following Central Government Schemes are in force and being implemented ;

- i) Health Insurance Scheme,
- ii) Mahatma Gandhi Bunkar Bheema Yogaja
- iii) RSVY Scheme, and
- iv) PM Rozgar Yojana Scheme.

These schemes provide for various aspects, such as insurance in the event of accident and death. In case of death of a weaver who is less than 58 years of age, then a lump sum amount of Rs.60,000/- is paid to his family. In case of death due to accident Rs.1.5 Lakhs is paid to the weaver's family. Apart from this scholarship facility for the weavers children and medical assistance are also provided.

All communication relating to this application may be sent to the following address in India;

**ANAND AND ANAND  
ADVCOATES  
FLAT GA, NEW No.31, AR VILLA,  
THIRD MAIN ROAD, GANDHI NAGAR, ADAYAR,  
CHENNAI 600 020.**

- 3. In the case of an application from a convention country the following additional particulars shall also be furnished.

NOT APPLICABLE

Dated at Gadwal/ Chennai on this the 22<sup>nd</sup> day of <sup>September</sup> July, 2008

**SIGNATURE OF;**

- 1. First Applicant,

*[Signature]*  
**PRESIDENT  
H.W.C.S. Ltd., Rajoli,  
Mahabubnagar Dist.**

- Second Applicant,

*[Circular Stamp]*  
Kargo 509122  
R.No.  
T.F.23/94

*[Signature]*

- 3. Third Applicant,

*[Signature]*  
**Hardloom Weaver's Co - aparthi  
Society Ltd.,  
GADWAL.**

- 4. Fourth Applicant

*[Signature]*  
*[Circular Stamp]*  
Regd. No. T.F. 987.  
Kargo P. 8  
Kargo 509122