

**APPLICATION FOR REGISTRATION OF  
*KUTHAMPULLY SAREES OF KERALA***

**UNDER  
THE GEOGRAPHICAL INDICATIONS OF GOODS  
(REGISTRATION AND PROTECTION) ACT, 1999**

**FORM G1-1A**

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(REGISTRATION AND PROTECTION) ACT, 1999**

**FORM G1-1A**

1. Application is hereby made for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars:-

1A	Name of the Applicant	The Director Directorate of Handlooms and Textiles Government of Kerala
1B	Address	The Director Directorate of Handlooms and Textiles Government of Kerala "Vikas Bhavan", 4 <sup>th</sup> floor, Thiruvananthapuram - 695 033 Kerala
1C	List of association of persons/producers/organizations/authority	Will be submitted if requested
1D	Type of Goods	Class-25: Clothing
1E	Specification	The detailed specification of the products are attached in the <b>Annexure- 1</b>
1F	Name of the geographical indication (and particulars)	<b>Kuthampully Sarees</b>
1G	Description of the goods	Kuthampully Saree OR Grey Saree OR Set Saree
1H	Geographical area of production and map	Initially the products were originated from Kuthampully but with the increase in demand for the products, more and more artisans from the adjacent areas are also adopted weaving of traditional Kuthampully Sarees as their main avocation. Presently, the prominent places of manufacture of Kuthampully Sarees are spread over various villages of the Thalappally taluk of Thrissur district and Chittur, Palakkad, Alathur and Ottappalam taluks of Palakkad district of Kerala State.  The villages in the <i>Thalapally</i> taluk of Thrissur district include <i>Kuthampully</i> ,

		<p><i>Eravathodi, Thiruvilwamala and Kondazhi.</i> The geographical areas of production in the Palakkad district include <i>Kallanchira and Elappully</i> of Palakkad taluk, <i>Chittur-Thathamangalam municipality, Devangapuram, Erattakulam, Manchira, Vallengi, Nallepilly and Kollengode</i> of Chittur taluk, <i>Karimpuzha, Palappuram and Karumanam Kurissi</i> of Ottappalam taluk, and <i>Pallan Chathannoor, Puthucode, Pazhampalacode</i> of Alathur taluk.</p> <p>The Kuthampully village, in the Tiruvilwamala Panchayath of the Thalapally Taluk of Thrissur District, is bounded by the rivers 'Bharatha Puzha' and 'Gayathri Puzha' (or <i>Ponnani river</i>), and situated nearly 5 kms from Tiruvilwamala, is well known for kasavu handloom weaving of traditional attire of Kerala. Thalapally taluk lies between 10° 35' and 10° 48' North Latitude and 76° 04' and 76° 31' East Longitude.</p> <p>The details of the Geographical area of production and map are enclosed in <b>Annexure-2.</b></p>
11	Proof of origin (Historical records)	<p>The origin of the product trace back to the end of the 18th century AD, as the product is closely associated with the Royal family of <i>Kochi</i>. History says that the members of <i>Devanga Chettiar</i>, a community of traditional weavers and has roots in the then Mysore state of the present Karnataka, were brought by the <i>Kochi</i> Royal family to weave dress</p>

materials exclusively for the palace. It is also believed that the *Devanga Chettis* from Mysore, left their country on account of Tipu Sultan's persecution and settled in this out-of-the-way village about the end of the eighteenth century.

Kuthampully is situated on the banks of the river 'Bharatha Puzha' and 'Gayathri Puzha' (or *Ponnani river*) in the Tiruvilwamala Panchayat of Talapally Taluk in the Thrissur district. Traditionally the members of the *Devanga Chettiar* community are skilled weavers of silk and cotton clothes. Since they are having very good skill in weaving fine cotton handloom products, it has got very good market in the entire region of the present Kerala and some parts of Tamil Nadu. Over a period of time, this place has earned goodwill for Dobby/Jacquard designs in Kasavu Sarees (zari sarees) and branded as **Kuthampully Sarees**. Subsequently, many Kannda Devanga Chettiars are settled down in many villages of the neighbouring Palakkad district also and started the production of Kuthampully Sarees.

At present the Kuthampully Sarees are manufactured not only in Kuthampully but also in many villages in the Palakkad district also. Thus the production of Kuthampully Sarees is spread across the Thrissur and Palakkad districts.

		<p>However, the main marketing centre of these products is Kuthampully.</p> <p>Due to the economic benefit derived out from the production and sale of cotton handloom clothes in Kuthampully, the weaving activity was no longer confined to the members of the <i>Kannada Devanga Chettiar</i> community alone. The handloom industry in Kuthampully and other geographical areas of production today provide jobs to thousands of families belonging to different castes and communities like Ezhava, Thandan, Mudaliar, Muslims and others, mostly belonging to the weaker sections of the society.</p> <p>Thus the reputation of the Kuthampully handloom products acquired by the <i>Kannada Devanga Chettiar</i> community has now been enjoyed by a large number of people especially those belonging to economically and educationally backward sections.</p> <p>(The relevant parts of the gazetteers are enclosed and is marked at <b>Annexure-3</b>)</p>
1J	Method of Production	<p>The hand-woven Sarees and fabrics are the major products in the cluster. The activities in the production process are summarised below:</p> <p><b>Raw Material</b></p> <p>The basic raw material of the cluster is cotton yarn in the form of hank or cone, procured by the co-operative</p>

societies/weavers / master weavers from the local yarn dealers or through the yarn bank or from state level agencies like *The Kerala State Handloom Weavers Co-operative Society Ltd. (HANTEX)* and *Kerala State Handloom Development Corporation (HANVEEV)*. Besides cotton yarn, the cluster also uses golden or half-fine zari for designing and for border and cross-border. Due to the exorbitant price of pure zari, the weavers are now using half-fine zari in place of pure zari. In the recent times, coloured yarn (dyed yarn) is also used for border and cross-border and also for designs in the body. The cotton combed yarn procured are of 80<sup>s</sup>, 72<sup>s</sup> etc.

#### **Curing & Washing**

The first activity in the production process is to cure the yarn meant for the warp in normal water and also with rice-soup to remove the impurities and cleaning. This will help them to carry out the subsequent processes like winding, warping, sizing etc. without any difficulty. The same is again got washed in normal water and dried in sunlight before taking up for further processes. In most of the cases, the weft yarn does not undergo the process of curing.

#### **Winding**

Winding is a process of transferring yarn from one type of package to another, i.e. from hank or cone to bobbin or pirn. The yarn for the warp and for the

weft are separately taken up for winding. The yarn is normally received by the weavers in the hank or cone form. The yarn in the hank or cone form is converted into bobbins through winding. In case of warp yarns, recently the manual process has been replaced by motorized machines. Once the winding is over, the yarn in the bobbin form is taken up for further processes. On the other hand, the yarn which is used in the weft does not require any further processing and hence it is wound into a pirn with the help of a small, hand-driven charkha and is called pirn winding. Pirn winding is the process of transferring the yarns from the hank or cone into bobbin/pirn in the shuttle used as the weft while weaving. The yarn in the form of pirn or the zari (half-fine zari), wherever is required, is used in the weft while weaving. For 'Kara' (border or cross-border), dyed yarn is also widely used as a substitute for half-fine zari. These dyed yarn, for weft, is purchased from the local market.

### **Warping**

The warping is the process of making desired length and width of warp sheet by combining many small packages called bobbins/spools. There are various types of warping by which yarns from a large number of warper's bobbins are collected together and made into a suitable form of package. The process of

warping used here is known as vertical sectional warping. Sectional warping process is carried on a wooden drum from a wooden peg creel. A suitable frame called bobbin creel to hold the required number of bobbins in such a way that the yarns from them can be drawn separately without touching each other. The bobbins are put on the creel and the required number of yarn is then drawn through a comb to the wooden drum. The warped yarn is then taken to the next process called sizing.

### **Sizing**

Sizing is a process where starch is coated on the warp yarns for imparting strength; enhance abrasion resistance to withstand the stress and strains exerted during the weaving process. Though sizing is not carried out in Kuthampully cluster, the traditional method of 'street warping' and 'brush sizing' is practiced for the yarn meant for this cluster. Natural materials such as rice starch, coconut oil and rice gruel form the important ingredients for sizing. Sizing is required for cotton yarn for imparting strength by applying the residue after rice preparation called "Kanji" in local language with the help of a sizing brush (brush with grass bristles). The sizing is normally done in the streets earmarked for it. The process of sizing reduces the yarn breakage and improves quality and efficiency of weaving.

Although the yarn is sized and dried in the sheet form, in which the individual threads are lying in a parallel condition, the threads are not free from sticking to one another. To rectify this defect, dividing rods, i.e. lease rods are used to effect separation of the threads. A brush is used to brush the yarn during the process of sizing.

Warping and sizing activities are not undertaken in this cluster for the past 20 years due to shortage of skilled manpower for this activity. Nowadays cotton yarn of the required count is procured and supplied to the job workers based at Ammapet in Salem and Negamam in Pollachi districts of Tamil Nadu, who undertake the warping and sizing, where this activity is undertaken on a larger scale and hence cost effective. It takes about one week to get back the yarn in the warp form from the job workers after sizing and warping. Even, some of the weavers' procure the yarn in the form of sized beam also.

#### **Beaming & Preparation of Loom**

In Kuthampully and other manufacturing centres of the cluster, the yarn is received/ purchased in the form of ball warp by the weavers after the processes of warping and sizing. Hence the weavers take up the pre-weaving activities such as beaming and preparation of loom.

The process of transferring warp sheet to a weavers beam to mount on the loom

is called beaming. Preparation of the loom for weaving includes the processes of drafting, denting and twisting-in the threads with the old warp threads. In almost all the handloom clusters, the process of beaming is followed by looming, which finally prepares the loom beam for weaving. But in Kuthampully, the sequence of these processes is in the reverse order. Here, the loom is first prepared. Preparation of loom is broadly classified into two main categories of work, known as Drafting and Denting. Hence, drafting, denting and the twisting-in the threads with the old warp threads are carried out first. Drafting is the process of passing the warp yarn through the healds of the loom as per the design. This helps to keep the warp yarn in parallel form over the width of the loom and in locating a broken yarn during the process of weaving. In the case of denting, the warp yarns are passed through the reeds and the healds. The warp threads are then joined with the old warp threads with a local method of twisting by hands. Once the twisting-in of the warp threads are over, the entire set of healds and reeds alongwith the ball warp is taken out in the street for beaming. All these activities are carried out by manually without using power or machinery.

### **Weaving**

Though Pit looms are the most widely used handlooms in Kuthampully and other geographical regions for producing the traditional varieties, Frame looms are also in use for some varieties. The pit looms are of two types; throw shuttle pit looms and fly shuttle pit looms. The pit loom is of simple construction and there is no wooden super structure to support its parts. The sley is of light construction. The healds for these fly shuttle pit looms are prepared locally by Nylon wire is also known as *Bombay Type healds* and is most suitable for weaving finer count yarn. As fine cotton yarn is used, the shedding is not wider because of these healds and hence prevents breakage of yarn and also helps to prevent the yarn from losing the effect of sizing. Since the shedding is of smaller width, the pirn and also the shuttle used are of smaller size compared to other handloom manufacturing centres. The pirn meant for the weft insertion is normally kept in rice water (or rice soup) while the weaving in progress and inserted into the weft one by one. The finest varieties of fabrics, known for their beautiful designs and textures with half-fine zari are produced on fly shuttle pit looms. As the name implies, the loom stands over a pit and the process of picking is done by beating the shuttle across the shed by hand and beaten by suspended sley. The traditional varieties are woven on fly

		<p>shuttle pit looms in this cluster. The half-fine zari used in the border as extra warp, it is tied by a dead weight system to keep the yarn tight while weaving. Though Dobbies and Jacquards are widely used in this cluster for big designs in the cross border (or <i>pallav</i>) or in the body of the fabric, small designs are woven by the method of <i>hand lacing</i>. The Jacquard lifts the required threads in the warp and the <i>Butta Design</i> is laced in the body/pallav of the Saree with extra weft by hand.</p> <p><b>Quality Checking &amp; Packing</b></p> <p>The quality of the woven products are checked thoroughly and taken up for packing. First it is folded properly and then packed according to the specification.</p>
1K	Uniqueness	<p>The uniqueness of the Kuthampully Sarees are listed below:</p> <ul style="list-style-type: none"> <li>• Kuthampully Handloom industry has the unique reputation of having the weaving facility for manufacturing finer count cotton combed yarn of counts 80<sup>s</sup> and 72<sup>s</sup>. These traditional handloom Sarees of Kuthampully are made out of the finest cotton yarn of counts 80<sup>s</sup> and 72<sup>s</sup> (Super combed cotton yarn of counts 80<sup>s</sup> and 72<sup>s</sup>). Very few clusters are using finer count cotton yarn in India.</li> <li>• Usage of Hal-fine Zari in the border, cross-border or pallav of the</li> </ul>

traditional Sarees is rampant in this cluster. That is, Half-fine zari is used for extra warp, extra weft and for motifs in the fabric. Traditionally the weavers in this cluster used Pure Zari for border, cross-border and for buttas in the body. But due to the exorbitant rise in the price of the pure zari, the weavers are now shifted towards other kinds of zari, known as *half-fine zari*, *powder quilt* etc. Coloured yarn is also used as an alternative to the zari in the border and cross border of the Sarees.

- No bleaching or dyeing is involved in the process except for the dyed yarn used in the weft for the border or cross-border. This coloured yarn is used as a substitute for the half-fine zari. Otherwise, the yarn used is of natural coloured grey cotton yarn. Thus the products are eco-friendly and cause no harm to the body of the user.
- The types of looms, installed in the cluster are (i) Fly Shuttle pit looms; and (ii) Frame looms. Even though all these looms are in use for the production of handloom products of the cluster, the weavers use fly-shuttle pit-looms for the production of exclusive traditional products with half-fine zari. In order to save the space for installing the looms, the weavers

normally put one loom in a pit and the other one, which is opposite to that, in a raised platform. Due to this arrangement, the space for keeping the warp beams meant for weaving would be common for both the looms and hence saves a lot of space. The usage of dobby & jacquard for intricate design work using half-fine zari, dyed yarn in border, cross-border, pallav and buttas on body is rampant in this centre.

- Another specialty in the technology used in Kuthampully cluster is the "Healds" used in the weaving looms which are made out of Nylon twine. These Healds are locally known as *Bombay type healds*. This, according to the traditional weavers, is most suitable for weaving finer count yarn. Besides, the shedding is of smaller width and thus helps them to withstand the breakage of yarn and also helps to retain the sizing effect of the yarn. The sley is of light construction. The shuttle and the pirn used are peculiar and are small in nature as the shedding in the looms is small. It is through these techniques of hand weaving and the particular nature of the looms used by the traditional weavers that makes the product look

	<p>very fine and comfortable for use.</p> <ul style="list-style-type: none"><li>• In almost all the handloom clusters, the process of beaming is followed by looming, which finally prepares the loom beam for weaving. But in Kuthampully, the sequence of these processes is in the reverse order. Here, the loom is first prepared and then taken for beaming. Preparation of loom is broadly classified into two main categories of work, known as Drafting and Denting. Hence, drafting, denting and the twisting-in the threads with the old warp threads are carried out first. Once the twisting-in of the warp threads are over, the entire set of healds and reeds alongwith the ball warp is taken out in the street for beaming. Due to this, they are able to produce longer length warp beams that can manufacture upto six Sarees. All these activities are carried out by manually without using power or machinery.</li><li>• The technique to weave with Half-fine Zari or dyed yarn in the border or cross-border or pallav (extra warp or extra weft) is one of the specialties or skills acquired by the weavers in this cluster. While weaving half-fine zari or dyed yarn in the border of the fabric as extra warp, it is tied by a dead weight system developed locally</li></ul>
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		<p>to keep the zari/yarn tight while weaving.</p> <ul style="list-style-type: none"> <li>• Rampant usage of modern devices such as Dobby, Jacquard and Jala are common in this cluster for making intricate designs using half-fine zari or dyed yarn in the border, cross-border, pallav and also for buttas in the body. In case of small designs, the Jacquard lifts the required threads in the warp and the <i>Butta Design</i> is laced in the body of the Saree with extra weft by hand. This technique of laced weaving is practiced at Kuthampully and its surrounding places.</li> <li>• The technique to weave with half-fine Zari in the border or cross-border or pallav (extra warp or extra weft) is one of the specialties or skills acquired by the weavers in this cluster. While weaving zari in the cross border of the fabric, the weavers create a rib weave effect in it. Due to this weave, there is a series of horizontal ribs (cross bar effect) in the cross border of the woven products.</li> </ul>
1L	Inspection Body	<p>(1) The Department of Handlooms &amp; Textiles, Government of Kerala,  (2) Development Commissioner (Handlooms), Govt of India are supporting the weavers in quality control</p>

of the products. (3) Besides the master weavers in the entrepreneurial sector and weaving master in the co-operative societies have their own quality control mechanism. During the process of production like winding, creation of motifs, weaving, etc., these master weavers/ weaving masters use to inspect the different predetermined parameters and the quality before permitting final/finishing stage of production. However, providing the specification of the quality inspection of the master artisans is difficult as it varies from one master weaver to another. (4) Textiles Committee, a statutory body under the Ministry of Textiles, Government of India, known all over the country for quality inspection and testing of different textiles and clothing products is also actively participating in educating the weavers and other stakeholders about maintaining the quality and its importance, marketing strategies, brand building of the product, and other development activities relating to the stakeholders of Kuthampully Sarees.

Even the traders and exporters involved in the marketing of the unique traditional Sarees are also specifying specific quality while placing orders to the manufacturers on the basis of demand patterns in the market and subsequently inspect the various stages of production & final product before

		<p>procurement. But in the present scenario, it has been decided that the Textiles Committee, Government of India, Mumbai having Regional offices at Kannur and Coimbatore along with the master weavers and the Department of Handlooms, Government of Kerala will provide inspection mechanism for maintaining quality of the product in the post-GI registration scenario.</p>
1M	Others	<p>The Kuthampully Sarees are socio-culturally associated with the people of Kerala especially to the Cochin and Malabar regions due to its confluence with the religious and other festivities of these regions. From time immemorial, the entire cloth requirement of the Cochin royal family is woven by weavers of this production centre. Hence, the textile cluster of this area is as old as the history of the Cochin dynasty in Kerala and bears generational legacy.</p>

Along with the Statement of Case in Class-25 in respect of the name(s) of whose addresses are given below who claim to represent the interest of the producers of the said goods to which the geographical indication relates and which is in continuous use in respect of the said goods.

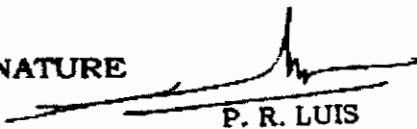
1. The Application shall include such other particulars called for in rule 32(1) in the Statement of Case. The statement of case attached.
2. All communications relating to this application may be sent to the following address in India.

**The Director**  
**Department of Handlooms & Textiles**  
**Government of Kerala**  
**'Vikas Bhavan', 4<sup>th</sup> Floor,**  
**Thiruvananthapuram - 695 033**  
**Kerala**  
Phone No. 0471- 2303427  
Email: dir\_handloom@asianetindia.com

3. In the case of an application from a convention country the following additional particulars shall also be furnished.
  - a. Designation of the country of origin of the Geographical Indication.
  - b. Evidence as to the existing protection of the Geographical Indication in its country of origin such as the title and the date of the relevant legislative or administrative provisions, the judicial decisions or the date and number of the registration, and copies of such documents.

**Not Applicable**

1. SIGNATURE

  
P. R. LUIS  
Director of Handloom & Textiles  
Directorate of Handloom & Textiles  
Vikas Bhavan, Thiruvananthapuram-33  
NAME OF THE SIGNATORY



Dated this 12<sup>th</sup> day of JUNE 2009

2. SIGNATURE

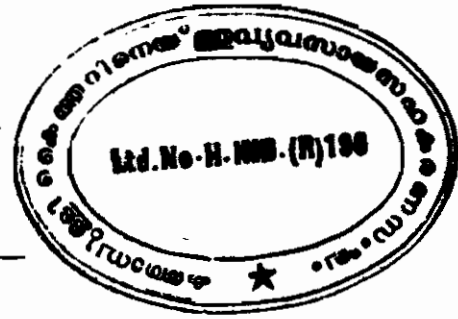


PRESIDENT

NAME OF THE SIGNATORY

S. Krishnaraj

Dated this 25 day of January 2010



3. SIGNATURE



PRESIDENT

NAME OF THE SIGNATORY

P. Sreekumaran

Dated this 25th day of January 2010



4. SIGNATURE

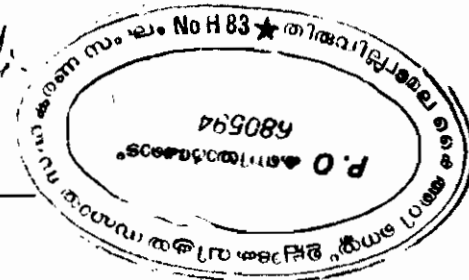


PRESIDENT

NAME OF THE SIGNATORY

V. Manthari Mudali

Dated this 25th day of January 2010



5. SIGNATURE



PRESIDENT

NAME OF THE SIGNATORY

A. Sivakumary

Dated this 25th day of January 2010

