

**APPLICATION FOR REGISTRATION OF  
SURAT ZARI CRAFT OF GUJARAT  
UNDER  
THE GEOGRAPHICAL INDICATIONS OF GOODS  
(REGISTRATION AND PROTECTION) ACT, 1999  
FORM G1-1A**

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

**FORM G1-1A**

Received Rs. 5000 in cash/ Cheque D.M. No. 215-09 A/c No. 0082 in the register of valuables Cashier 21/5/09 D.D.O.
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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	1	Shri Dhanshukhlal Iswarlal Jariwala, President
		2	Shri Shantilal Atmaram Jariwala, President
		3	Shri Chetan Shah, President
		4	Shri Balbantilal Gulabdas Jariwala, Vice-President
		5	Shri Rameshchandra Iswarlal Jariwala, President
1B	Address	1	The Surat Jari Manufacturers Association, Safe Deposit Chambers, Chautapool, Surat - 395 003.
		2	The Surat Jari Goods Pro. Co-op. So. Ltd. Whitehouse Wadifalia, Khandwala Sheri, Surat - 395 003.
		3	Southern Gujarat Chamber of Commerce & Industry, Samruddi Building, Near Makkaipool Nanpura, Surat - 395 001.
		4	Surat Varanasi Jari Vepari Mandal, 9/418, Wadifalia Storesheri, Surat - 395 003.
		5	Surat-Andhra-Karnataka Jari Association, 3/4141, Navapura Ladsheri, Surat - 395003.
1C	List of association of persons/producers/organization/ authority	Will be submitted on request.	
1D	Type of Goods	Class-23: Textile Goods not classified elsewhere.	
1E	Specification	The detailed specification of the different products is also attached in the Annexure-1.	
1F	Name of the geographical indication (and particulars)	Surat Zari Craft: Zari is a type of craft work, where in a flat and thin wire made of metals either pure metal i.e gold and silver or silver electroplated copper wire wounded over different base yarn either on dyed yarn or grey yarn mostly silk and cotton. It is a craft that has evolved over centuries, district in Surat, district of Gujarat.	
1G	Description of the goods	Zari is a combination of yarn (silk & cotton) and some metals like gold, silver or copper which is plenty used by the textile, handicraft and other industries in the country. The zari craft has been developed in the country over centuries and produced mainly in the Surat district of Gujarat. In pre-	

		<p>19<sup>th</sup> century, the zari is produced by using pure metals like gold, silver etc. It is called true Zari. True zari, <i>pasa</i>, has the unique property of being limited only to pure gold and silver metal, a silver bar is covered with thin sheet of pure gold and then it is drawn into finer wire of different gauges to form "badla" (in local language) which is wound over base yarn mainly on pure silk and the process of making this zari were done by manual operations.</p> <p>Zari is a widely used material on the borders or surface of cloths for decoration. It is woven on cotton or silk, or embroidered by hand. No other major industry was so closely associated with silk and occasionally with cotton weaving. Zari is a widely used material on the borders or surface of cloths for decoration. It is woven on cotton or silk, or embroidered by hand. No other major industry was so closely associated with silk and occasionally with cotton weaving. At the same time, none of the textile-related occupations specialized into an independent craft to the same extent. With the change in demand patter, the producers are also manufacturing zari made up of other low cost metals like copper. These zari are called real metallic zari. Nowadays, plastic has been used as a substitute for gold and other pure metals due to cost effectiveness and these zari are called imitated zari by the producers. Apart from manufacturing the real and imitation zari, the other embroidery material like Salma(Kora), Chalak, Sadi(Dabka), Kangri, etc also made in Surat.</p>
1H	Geographical area of production and map	Surat has always been famous for the rich tradition of handicrafts. Situated in Southern Gujarat, the district admeasures 7745kms and accounts for 3.95 per cent of the States total geographical area. It lies between 20 <sup>o</sup> 47' and 21 <sup>o</sup> 34' north latitude and 72 <sup>o</sup> 21' and 74 <sup>o</sup> 20' east longitude and is bounded by Bharuch district on north and Valsad district on south, where as Dhulia district of Maharashtra

		<p>State lies in the east and Arabian Sea lies on west. The district headquarters is located at Surat.</p> <p>The artisans of zari thread making craft are scattered in the city of Surat district. This place is famous for the excellent gold and silver threads that are incorporated in the zari work. Mainly 95% of zari units are situated in the Surat city itself. The details of geographical location along with map is attached in Annexure-2.</p>
11	Proof of origin (Historical records)	<p>Opinions differ regarding the country of origin or the place of discovery of the art of zari making. Though the birthplace of this art is not definitely known, evidence available in the ancient literature of India, e.g, Ramayana, Mahabharata, Rigveda, etc. Indicates that the art of zari making was prevalent in this country since ancient times. A reference of gold cloth is also found in the literature of Megasthenes who visited India in the third century B.C. In Gujarat the zari industry of Surat has enjoyed an important place in the industrial history of Gujarat. The industry is also reached a new height during the Moghul period. With the patronage of the Moghul period, the industry continued to flourish and steadily.</p> <p>Zari during Mogul period: During Moghul period, Surat was popularly known as Zari City. On that period, Surat was a prosperous port which was connected by road with Agra. The people of diverse races and creeds settled in this Industrial and Commercial city. During Moghul regime and thereafter zari being an article of wear and ornamentation for the muslim population of Near and Middle east countries, Surat used to export gold and silver thread and products thereof to many international countries. Besides being a trading centre, the port of Surat was also an important centre of the Haj pilgrims enjoying a regular patronage of these visitors. These pilgrims were staying in Surat for a long prior on their way to Mecca and used to spend lavishly on handicrafts articles like</p>

zari Brocades, Kinkhabs or Gold cloth Borders, and alluring zari embroideries, Tanchhoi, ivory, sandalwood, lacquer work etc. This regular patronage of Haji, Sheikh and Moghul Kings combined to foster classes of artisans and craftsman who turned out beautiful and artistically designed finished product of silver thread and gold thread for producing beautiful brocades, borders & embroideries with exquisite designs. As such, the Moghul period took zari industry to a new height.

**Zari during British Period:** In 1614, The British- East India Company came to Surat, as it was the business, commercial and industrial centre on West coast of India. East India Company first established their factory in Surat. During British period zari Industry faced two events combined to usher in an era of crisis. France, gradually established itself as the other zari manufacturing country of the world with India and secondly with transfer of British seat of power to Bombay, Surat which was the only one important commercial and industrial centre, on the western coast, gradually fell from the pinnacle of its past, prosperity and glory. France made great headway in its trade with India and with the help of its modern and well developed power driven zari manufacturing machines they outdo Surat zari industry. As against the Indian zari manufactured on old and manually operated Indian zari machinery, the French zari outclassed the Indian product and the situation worsened to such an extent that the Surat Industry almost came near the point of extinction. The competition with the imported products became so serious during that time the Industry would have been almost extinct but saved due to First World War of 1914-18. The World War came to the rescue of the industry indirectly and restrained the import of France zari. This provided much needed breathing time and necessary stimulus to Surat zari industry.

		<p><b>Modern Zari Industry :</b> During nineteenth century, there was hardly any major technical breakthrough in manufacturing of the zari in Surat. Drawing of silver thread was done mainly by manual operation. But the Twentieth century brought about new lease of life for the zari industry of Surat. Two major technical break through took place in the first half of this century when the modern machines were introduced in drawing of silver in 1920 and manufacturing of Rubby dyes at home was invented in 1940. After the Second World War the production of imitation zari along with real zari started at Surat. The imitation zari was first produced in 1962 with the use of plastic as base metal by Japan but the first plastic zari was produced in 1970 in India. The historical evolution along with historical proof of the origin of Surat Zari craft is attached in Annexure-3</p>
1J	Method of Production	<p>Multiple production processes is involved by zari industry for production of both pure and imitation zari. The productions are carried out in a decentralized manner in different units. The processes involved in zari manufacturing can broadly be grouped depending up on the final product Viz., Real zari and Imitation zari. The different stages of production of Zari could be classified as follow:</p> <p>(i) Procurement of Raw material:</p> <p>Raw material used by the industry are copper wire bars, gold, silver, pure silk, art silk, polyester, viscous and cotton yarns of different counts, chemicals viz., potassium cyanide, oxitol, cyclo hexanon, etc and colours. Sometime they also procure gold bars for making real gold thread as per the demand. At present some industries are also using polyester metallised film for preparation of metallic zari.</p> <p>(a) Process involved in the manufacture of Real zari.</p> <p><u>Stage - I</u></p> <ol style="list-style-type: none"> <li>I. Dyeing of Cotton yarn or silk, or Art silk yarn.</li> <li>II. Melting of Silver (Raw).</li> </ol>

III. Preparation of Silver wire bars.

IV. Hammering of Silver bars to form an elongated rod [See picture Stage I (real zari)].

Stage - II

V. Drawing of silver wire of different gauges, coarse, medium, fine and superfine in Pawtha and Tania wire drawing units (From an ounce of silver into 3000 yards) of silver wire.

Stage - III

VI. Flattening the wire in flattening machine (CHAPAD).

Stage - IV

VII. Wrapping of flat silver wire on Pure silk, Art silk or Cotton on wrapping machine (Bitai Machine) to make real zari thread.

Stage - V

VIII. Electroplating of Pure gold (24 carat) on real zari thread (SONA GILIT BAKDA).

Stage - VI

IX. Gold plated real zari thread is wound on reel (FLATTENED or ROUND ZARI).

The usual practice is to melt the silver ingot bought from the market in furnace and the molten mass of silver is then moulded into bars. The silver is then are elongated by electric hammering and then drawn in wire-drawing units called "PAWTHA" through various tungsten dies of decreasing diameters so as to finally get the wire of 31s.w.g. This silver wire is then further made to pass through series of ruby dies in another wire drawing unit called "TANIA" so as to make the final wire of required sizes. Here fineness upto which wire is drawn is normally between 1000 to 1800 yards per ounce, but if the finest product is needed Surat zari industry has the capability to draw fine wire upto a fineness of 2500 yards per ounce, thinner than even human hair- what an achievement!

Thereafter this fine silver is flattened in a flattening machine to make flattened silver-wire or Badla. The Badla (Flattened and shining silver wire) then is wound on art-silk or cotton thread or on different base yarn on a machine called winding machine to make zari thread. This "Ruperi Zari Thread" which is silvery is again then made to pass through gold solution in locally made electroplating unit, (gilit-no.bankdo) to make the final "gold thread" for sale in the market.

(b) Process involved in the manufacture of Imitation zari.

Stage - I

- I. Copper wire drawing unit (PAWTHA) - Copper wire rod drawn to 31s.w.g copper wire.
- II. Drawing of Copper wire form 31s.w.g to 36s.w.g (AARA MACHINE).

Stage - II

- III. Electroplating of silver on 36s.w.g copper wire (CHANDI GILIT BAKDA).

Stage - III

- IV. Further drawing of 36s.w.g silver electroplated copper wire into fine gauges (TANIA UNIT).

Stage - IV

- V. Flattening of silver gilded copper wire wound on pechak (CHAPAD or FLATTENING UNIT).

Stage - V

- VI. Wrapping of silver gilded flat copper wire on yarn to make Imitation zari thread (BITAI MACHINE).

Stage - VI

- VII. Lacquered or fast gilding on imitation zari thread (GILIT BAKDA).

Stage - VII

- VIII. Gilded imitation zari thread is wound on reel or on hand charkha for making small skeins of 5gms to 10gms.

		<p>In the manufacture of Imitation thread, copper wire drawn upto 31s.w.g thickness/diameter in pawtha or locally made coarse wire-drawing units. The copper wire electroplated in silver is further drawn through various ruby dies in Tania units of required gauge. The wire product is then flattened and wounded over the art silk or cotton yarn to make Imitation or Half-fine zari threads. Imitation zari threads can be with actual gilding or lacquer (chemical) gilding without gold. If it is with some gold, it is called half-fine gold thread.</p> <p>For the manufacturing of embroidery materials, the process up to flattening is similar. The flattened wire (Badla or lametta) is then used is different equipment to make Zick, Chalak, Salma, Kangri, etc. For stars and similar items, the flattened strip is punched with dies of different design. For real zari, the basic metal used is silver while for imitation zari the basic metal used is copper. It will be interesting to note here that all zari manufacturing machines right from wire-drawing to the end, are locally manufactured and this remarkable achievement in self-reliance makes this industry all the more significant and important in the National Economy. The details of production process along with the photograph are attached in Annexure-4.</p>
1H	Uniqueness	<p>Surat is the only and world famous centre in the production of zari thread and zari embroidery material in the world. The reasons why Surat zari is famous and more consumed in the market have various factors to be looked into. The reason of being very unique product says lot about this product in the world market. Below is the following feature on which the uniqueness of zari thread of Surat is based on:</p> <p>a) According to the climatic and water factor of Surat the zari thread does not get tarnish or corronated but retain their luster &amp; colour even though washed while the zari produced in other parts get tarnished very</p>

easily. Hence climate and water of Surat suits to produce zari thread, hence the zari of Surat known worldwide due to its peculiar quality derived from the climatic condition and water quality of the city.

- b) In silver electroplating process, Surat zari industry electroplate copper wire or silver at the finer gauge of 36s.w.g and draw the silver rod or copper rod at 31s.w.g whereas in places like Banaras the gauge of wire is quite coarser in case of electroplating as well as drawing the wire which does not give shine quality to the zari.
- c) Also in Banaras they acquire copper in the form of wire of certain gauge either from surat or from other place to form zari whereas in Surat it is converted into wire from rod which takes place in Surat city. This operation speaks the quality of the zari making which require different types of apparatus and artistic skills which only Surat zari industry is capable of doing it.
- d) In silver electroplating process the chemicals which is used has minor difference than used in other parts which again adds value to the zari.
- e) Annealing process (to remove stress from copper wire by heating process), is used to have superior quality of copper to make imitation zari.
- f) In Bitai process, Surat zari industry have introduced new vertical machine which have a capacity of running 120 to 240 spindles at a time to make the winding process more faster which is a great achievement for the artisans.
- g) In lacquering process, the chemicals which is used also differs in quality and content than other producing centre.

		<p>h) The artisans or workers are skilled ones who inherited this art from their forefathers because only one kind of community is involved in practicing this art known as "RANA" community.</p> <p>i) The entire machine on which production of zari are carried out right from wire-drawing to the end are manufactured and developed locally and this remarkable achievement in self-reliance makes this industry all the more significant and important in the National Economy.</p> <p>j) Normally the wire drawn between 1600-1800 yards per ounce but the craftsmen of surat are so highly skilled that they possess the capability to draw fine wire upto a fineness of 2500 yards per ounce thinner than human hair which is an big achievement in itself.</p>
	<p><b>Inspection Body</b></p>	<p>(1) The Department of Handicrafts, Government of Gujarat,  (2) Development Commissioner (Handicraft), Govt of India having office in the state are working for maintaing and improving quality of Surat Zari Craft..</p> <p>(3) Besides the master artisans of the product have their own method of quality control. During each stages of production the master artisans use to inspect the different predetermined parameters and quality before permitting final/ finishing product. However, providing the specification of the quality inspection of the master artisans is difficult as it varies from one master artisan to other.</p> <p>(4) At present, the Textiles Committee, a statutory body under the Ministry of Textiles, Government of India, Which is known all over country for quality inspection and testing of different textiles and clothing products is also actively participating in educating the artisans and other stakeholders about the quality control and its importance, marketing strategies, brand building of the product, and</p>

		other development activities relating to the artisans of the Surat Zari Craft. Hence forth the quality parameters of the products will be maintained by the combined efforts of the Development Commissioner (Handicrafts), Textiles Committee and Stakeholders.
	Others	The craft is being practised by the Rana Community of Surat from time immemorial. The products also bear generation on legacy as the process involved is transformed from generation to generation in the community for taking the artistic work according to the requirement of the industry. The zari craft is synonymous and indispensable for the industries like textiles, handicrafts, leather, etc. The creativity of this industries are closely associated with this products. In textiles, be it the handlooms, powerloom, apparels, the designs & patterns of both fabrics and end use products are derived with the use of fashionable zari crafts produced by the artisans of Surat. As of today, about 1.50 lakhs stakeholders are one way or other earning their livelihood with the help of this craft. Hence, the product has its own contribution in the process of socio-economic upliftment of the country as a whole.

Along with the Statement of Case in Class - 23 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.

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

3. All communications relating to this application may be sent to the following address in India.

*Shri Dhanbhudal Iswarlal Jariwale, president.  
The Surat JSC Manufacturers Association.  
Safe Deposit Chambers, Chaura Pool, SURAT - 395003*

4. 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. Shri Dhanshukhlal Iswarlal Jariwala,  
President

FOR SURAT JARI MANUFACTURERS ASSOCIATION

*Dhanshukhlal*

PRESIDENT

2. Shri Shantilal Atmaram Jariwala,  
President.

The Surat Jari Goods  
Pro. Co-op. Soc. Ltd.

*S. A. Jariwala*

3. Shri Chetan Shah, President

*Chetan Shah*

4. Shri Balbentlal Gulabdas Jariwala  
Vice President

Surat Varanasi Jari Vepari Mandal

*B. G. Jariwala* President.

For Surat-Andhra-Karnataka  
Jari Association

*Ramesh Jariwala*

President

5. Shri Rameshchandra Iswarlal Jariwala  
President.

SIGNATURE  
NAME OF THE SIGNATORY

Dated this 20 day of May 2009

1. Shri Dhanshukhlal Iswarlal Jariwala,  
President

FOR SURAT JARI MANUFACTURERS ASSOCIATION

*Dhanshukhlal*

The Surat Jari Goods

Pro. Co-op. Soc. Ltd.

*S. A. Jariwala*

2. Shri Shantilal Atmaram Jariwala  
President

3. Shri Chetan Shah, President.

*Chetan Shah*

Surat Varanasi Jari Vepari Mandal

*B. G. Jariwala*

President.

For Surat-Andhra-Karnataka  
Jari Association

*Ramesh Jariwala*

President

4. Shri Balbentlal Gulabdas Jariwala,  
Vice President.

5. Shri Rameshchandra Iswarlal Jariwala,  
President

SIGNATURE  
NAME OF THE SIGNATORY

Dated this 20 day of May 2009