

FORM GI - 1

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

(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 made by Andhra Pradesh Handicrafts Development Corporation, for the registration in Part A of the register of the accompanying geographical indication furnishing the following particulars:-

A) NAME OF APPLICANT:

Andhra Pradesh Handicrafts Development Corporation

B) ADDRESS OF APPLICANT:

Andhra Pradesh Handicrafts Development Corporation,
Musheerabad, RTC X Roads,
Hyderabad 500 020.

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

NOT APPLICABLE

D) CLASS AND TYPE OF GOODS:

Class 16 – Paintings of art in the form of scrolls, framed and unframed art works which may be mounted on frames.

E) SPECIFICATION:

As furnished in the accompanying Statement of Case.

F) NAME OF THE GEOGRAPHICAL INDICATION:

CHERIYAL PAINTINGS

G) DESCRIPTION OF GOODS:

CHERIYAL PAINTINGS are paintings which are beautiful work of art that are painted on khadi or cotton cloth. These paintings were initially done only on scrolls running into many meters (about 10 to 30 meters) in length. Now these paintings are done on small pieces of khadi or cotton cloth or even on cardboard. These paintings in their rich colour scheme express in a narrative format themes of Hindu epics. These paintings are done of a variety of goods such as masks, marriage gifts, jewellery boxes, brass paintings and greeting card, but not limited to these goods.

This type of painting is a community based art where the Kaki Padagollu is the main community which uses the paintings as a visual aid to recite tales from the Ramayana and Mahabharata.

The Cheriya Paintings are typically characterized by the paintings running into many meters in length, where the background painted is mostly in red colour. They depict tales narrated by different communities.

In the story telling event or tale narrating events there are basically four types of persons involved namely,

- i. Patrons,
- ii. Story Tellers,
- iii. Nakashis, and
- iv. Performers

The tales narrated varies from community to community as detailed in the tabulation furnished hereunder;

S.No	PATRON CASTE	STORY TELLERES	THEMES FROM TALES
1	Gouds (Toddy Tappers)	i.Gonda Chetty ii. Yenuti Varu	i.Gonda Puranamu ii.Ganagamma Katha iii.Adi Ganda iv.Gajasura & v.Swarmambadevi vi.Katha
2	Chakkali (Washermen)	Chakaliptam- Varu or Pattamollu	i.Daksha Puranamu, ii.Sivapuranamu, iii.Kathas, and iv. Madel Puranamu
3	Muttarasi (Fruit Pickers)	Kaki Padagallolu Ponda Katha	Mahabharata
4	Padmasalis (Weavers)	Koonapulli Varu	i.Markandeya Puranam, and ii.Bhavana Rishi
5	Madigas (Leather	Dakkalollu	Jambavanta Puranam

	Workers)		
6	Mallavallu (Dummers)	Gurrapu Mallivalu	i. Gurram Mallaya Katha, and also ii. A mix of several stories such as; Garuda Puranam, Onti Komma, Aavu Katha & Others
7	Mangalollu (Barbers)	Addamu Vallu	Ramayana and a mix of several other stories such as.....

H) GEOGRAPHICAL AREA OF PRODUCTION AND MAP:

The area of production pertaining to the said Geographical Indication is Cheriyaal Village, in Jangaon Taluk of Warangal District in the State of Andhra Pradesh, in India and lying within latitude and longitude as to be furnished in the Statement of Case. The said village is about 140 Kms from the city of Hyderabad.

I) PROOF OF ORIGIN:

The origin of the Geographical Indication Cheriyaal Paintings can be traced back to the year 1625. This is evident from the transfer of ownership of a Scroll in Cheriyaal Paintings in the year 1644. This early scroll alongwith 7 other paintings dates back to the period between circa 1775 to 1900. These scrolls are

found in the Jagdish and Kamala Mittal Museum of India Art, Hyderabad. These depict the legend of the great sage Markandeya and Bhavana Rishi, the legendary progenitor of the Padmasalies.

Some scrolls bear the inscription in Telugu furnishing the names of donors, artists, witnesses and the date when ownership of the scroll was transferred from one family to another.

The scroll dating back to circa 1625 displays a strong influence of the Vijayanagara style of painting, while the scrolls painted during circa 1775 to 1900 depict the influence of South Indian Rules especially the Southern Nayakas.

History also states the possibility of migration of certain Cheriya Painters who were attached to the Vijayanagara Court northwards after the defeat of the Vijayanagara rulers at the hands of the Deccan Muslim Sultans in the year 1565, who found patronage in the small courts of Hindu Zamindars in Golkonda and Bijapur Kingdoms.

J) METHOD OF PRODUCTION:

An elaborate method is followed for Cheriya Painting.

TREATMENT OF KHADI CLOTH:

The first step would be the treatment of khadi cloth, where the Khadi Cloth is coated with a mixture of starch made from rice, white clay, thirumani gum, edible gum and tamarind seed power.

For every 5 meters of cloth, the above said mixture is boiled in the following proportion;

Tamarind Powder	: 200ml,
White Dalla	: 1kg,
Starch	: 250 ml,
Thirumani gum	: ½ litre, and

Water : 2 litres.

This mixture is boiled till it forms a paste. The paste is then applied to the Khadi cloth. The khadi cloth is then dried. Again one more coat of paste is applied and the cloth is dried again. Like this the procedure is done three times totally. This gives the requisite stiffness to the cloth and seals all pores which in turn facilitate colour retention.

The Khadi cloth is then spread out on an even surface and burnished with a polished stone.

PANEL DEMARCATION AND COLOURING:

Then panels are demarcated on the entire length of the scroll wherein the drawing are lightly sketched in Indian red colour.

Red colour is the main background of all Cheriya Paintings. Next the colour of face costumes, trees, other characteristics and other outlines are filled in with appropriate colours.

The final step involved is the finishing of ornaments, leaves and other smaller and minute details. This step is done as the last step.

The colours painted are bold and vibrant, Where the dominant background is invariably the bright shades of red and orange. Other colours such as yellow, royal blue, light blue, green, white and black are used liberally.

Earlier all colours used were natural vegetable dyes. Now synthetic colours are being used.

The colours, costumes, and characters reflect the local life style, custom and tradition of the local people.

UNIQUENESS:

The uniqueness of Cheriya Paintings is based on the following aspects:

1. The painting is done of Khadi cloth which runs as a scroll. Nowadays paintings are done on picture frames. Hence scroll painting was the prime characteristics of Cheriya paintings. This scroll runs to several meters depending on the story. In the case of the Mahabharatha epic the maximum scroll length goes upto 60 feet and for other stories it goes upto 35 feet,
2. The colours used are bright shades of red and orange and dominant background colours, with liberal use of other colours such as, yellow, royal blue, light blue, green, white and black, and
3. Colours, costumes and characters heavily reflect the local life style, custom and tradition of the local people,
4. The thematic expression of paintings were Indian folk lore is depicted, and
5. In the case of scrolls, they were painted by specific artisans where the story portrayed in the scroll is narrated to the public by the Story Teller caste and the event sponsored by the Patron Caste.

K) INSPECTION BODY:

Inspection to ensure quality of the painting is done by the Master Artisan, who takes care/ checks to ensure that the khadi cloth has been properly treated and dried, painting done properly, and also that the colour combination confirms with the set colour scheme.

INVOLVEMENT OF HUMAN ELEMENT : Human skill, creativity, effort, labour & experience are involved in the painting of Cheriya Paintings. Particulars in this regard are as to be furnished in the Statement of Case.


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

**GMS LAW ASSOCIATES,
ADVCOATES,
'ERODE HOUSE", NEW No.66, THIRD MAIN ROAD,
GANDHI NAGAR, ADAYAR,
CHENNAI 600 020.**

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

NOT APPLICABLE

Dated at Hyderabad on this the day of November, 2009.


MANAGING DIRECTOR,
A.P. Handicrafts Devpt. Corpn. Ltd.
SIGNATURE OF APPLICANT/AGENT
Hyderabad, Hyderabad-600 020.
11/11/09
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