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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. 10,000/- (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:

1. Andhra Pradesh Handicrafts Development Corporation
2. The Vishwakarma Brass, Copper & Silver Industrial Co-operative Society Ltd.

B) ADDRESS OF APPLICANT:

1. Andhra Pradesh Handicrafts Development Corporation,
Musheerabad, RTC X Roads,
Hyderabad 500 020.
2. The Vishwakarma Brass, Copper & Silver Industrial
Co-operative Society Ltd.,
(Registration No. 488)
Pambarthi 506 201,
Jangaon Mandal, Warangal District,
Andhra Pradesh.

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

NOT APPLICABLE

D) CLASS AND TYPE OF GOODS:

Class 6: All type of Brass ware including intricate and masterly crafted idols, icons, temple vagnas, Utsava Vighras, decorative items such as pandans, nagardans, itar pots, shangaridans, khandani chairs, pan-boxes, illustrative panels depicting scenes from the Ramayana & Mahabharata, Gitopadesha, Dashavatara scenes, Navagraha & Ashtalakshmi Panels , hangings, flower pots, lamp shades, table lamps, temple decorative ornamental articles and other decorative items all made of brass, being goods of metals falling under class 6.

Class 21: Household items and containers, particularly flower vases & pots, table lamps and in particular the hamsa and mayor table lamps, lamp shades, panels depicting scenes from the Ramayana & Mahabharata Gitopadesha, Dashavatara scenes, Navagraha & Ashtalakshmi Panels, wall hangings, and other decorative items made of brass, all types of kitchen utensils and items, all of which fall in class 21.

E) SPECIFICATION:

As furnished in the accompanying Statement of Case.

F) NAME OF THE GEOGRAPHICAL INDICATION:**PEMBARTHI METAL CRAFT****G. DESCRIPTION OF GOODS:**

India, the cradle of culture and civilization has been the rich source and origin of various traditional arts and crafts that have endured various ups and downs and survived over the centuries, retaining their authentic, innovative, creative, exquisite mastery and precious antiquity. The traditional crafts have a long history because of their inherent value, perfection of design and the distinctive style which is unique to each particular region.

One such famous ancient craft is the metal art of Pembarthi, a picturesque village in Warangal District of Andhra Pradesh, called Pembarthi Metal Craft.

Pembarthi metal craft is one of the finest and most ancient crafts of India, dating back to more than 5000 years. Pembarthi village in particular has a history of superb workmanship of metal workmen called Vishwakarmas. The perfection that the craft attained, can be traced back to the grandeur and glory of the Kakatiya Kingdom. During which time Pembarthi Metal Craft attained the pinnacle of perfection in the high degree of skill displayed by the master craftsmen. The brilliance of the craftsmanship is evident from the magnificent Vimanas, Utsav Vighras, Keerthi mukha and pinnacles which adorn many famous temples in South India. That apart goods of domestic and home use and decorative items such as Pandans, Nagardans, Itardans, Sangaridans, common utensils, Mayur lampshades, Hanging lampshades, Decorative plant pots, Dashavatara panels, Navagraha and Ashtalakshmi panels, intricately carved illustrative panels depicting the Gitoopadesha, scenes from the Mahabharatha and Ramayana, Icons, Utsav Vighras, Vahanas and temple decorative ornamental articles crafted in intricate moulds of solid brass as detailed in the description of goods above, are the articles covered, which are described as Pembarthi Metal Craft.

Therefore it can be said that Pembarthi Metal Crafts are the above goods made of brass, carved out of hand by the Vishvakarmas or metal workers based in Pembarthi village in Warrangal District of Andhra Pradesh in India.

G) GEOGRAPHICAL AREA OF PRODUCTION AND MAP:

The Geographical area of production of Pembarthi Metal Crafts is Pembarthi Village in Jangaon Taluk, Warrangal District, in the State of Andhra Pradesh in India and lying within latitude and longitude as to be furnished in the Statement of Case. Pembarthi Village is about 80kms from the State Capital of Hyderabad. It is accessible by road, rail and air.

H) PROOF OF ORIGIN:

The origin of Pembarthi Metal Craft dates back to more than 5000 years, where metals and alloys like brass were used in ancient society to make vessels for storage or for use as decorative ware that covered a whole range of products from the common utensils to the most intricately crafted master pieces of art, such as art icons, Lamp shades,

illustrated panels, temple decorative ornamental articles, decorative articles, Utsave Vighrahas and Temple Vaganas.

The superb workmanship of the Vishwakarmas or metal workers of Pembrothi Village can be traced back to the grandeur and glory of the Kakatiya Kingdom, when the Pembrothi Metal Craft attained the pinnacle of perfection in the high degree of skill displayed by its master craftsmen.

The Vishwakarmas of Pembrothi through their high degree of skill and their masterly craftsmanship became renowned for their rare skill in metal craftsmanship and were patronized by the rulers for building Temples, creating Vighrahas, Vahanas and other artistic accessories of temple culture. Their brilliance of artistry is evident in the magnificent Vighrahas which are examples of moulded crafts and the pinnacles which adorn the famous South Indian Temples.

The splendor and glory of Kakatiya rule gradually gave way to the Nizam's supremacy which brought about a change in the art ware of Pembrothi. In view of which the Vishwakarmas in the Nizam period designed and crafted articles of home use and decorative items such as Pandans, Nagardans, Itar pots, Sangaridans. During this period the growth of the craft led to the increase in the number of artisans families in Pembrothi, that were into this craft. During this period the number of artisan families involved went up to more than 600.

The craft in view of its mastery by the craftsmen and skill exhibited, survived the political us and downs and natural set backs. After independence the craft witnessed resurgence which changed the demand pattern, whereby emphasis shifted to the production of utilitarian goods rather than exotic goods.

In the year 1958, the 2nd applicant herein, a co-operative society namely the Vishwakarma Brass, Copper and Silver Industrial Co-operative Society was established as a registered society under the then Andhra Pradesh Co-operative Societies Act, now the Andhra Pradesh Co-operative Societies Act, 1964, to support, strengthen and promote the craft. The craft then got a major boost. The sincere efforts of Mr. Ayla Achary in obtaining Government assistance for the promotion of craft enabled it to flourish to its present glory.

Presently more than 60 families of craftsmen are involved in making of the Pembrothi Metal Craft which is today

emerging as a creative and richly innovative art, moulding itself to the present modern trends and preferences.

I) METHOD OF PRODUCTION;

The method of production of Pembrothi Metal Craft involves the following six steps:

- i) Preparation of the lakka,
- ii) Fixing- of the metal sheet on the lakka,
- iii) Drawing- whereby the required sketch is drawn on the paper and then carved with the nails and hammer,
- iv) Acid cleaning,
- v) Filing and
- vi) Buffing/ polishing.

i. Preparation Of Lakka :

This is one of the very important steps in the making of Pembrothi Metal Craft. This is because the lakka forms the platform which will be used for the purpose of carving and designing. The lakka is prepared by boiling 1kg..... of resin with 250 ml of groundnut oil and 1kg of Bangalore tiled dust (which in local parlance is called, "peel matti"). The boiling of this mixture is done for about 1 hour, in which time the lakka melts and comes out as a liquid called lava. The lava is then immediately poured on to a wooden plank where it becomes hard and gets struck to the wooden plank. This hardened surface forms a platform for the craftsmen for their carving. In the absence of a lakka the wooden platform may break unable to withstand the hard hitting hammer and nails that are used for carving.

ii. **Fixing :**

The brass metal sheet is then placed on the lakka, wherein the metal sheet becomes ready for use by the craftsmen.

iii. **Drawing :**

The craftsmen draw the required sketch of the figures of Gods or Goddesses or such other design as per need/ requirement. The sketch so prepared is then placed over the metal sheet and it serves as an outline for the craftsmen to commence his carving. The craftsmen use different kinds of nails and as many as hundred different nails are used for the carving. These nails are made by the craftsmen themselves from iron and hammer used for sculpting the sheet. Based on the curves and designs, the nails and hammer are used by the craftsmen with great skill and craftsmanship. After carving the parts are joined together. If the joints and curves are big then joining is done by soldering with If the parts and joints are small then joining is done by using small nails which are too small to be visually noticed.

iv. **Acid Cleaning:**

After completion of drawing, the metal sheets so carved are ready for the next step namely, acid cleaning. During this process a mixture of nitric acid, sulphuric acid and tamarind paste are applied to the brass metal to give it a neat and clean look.

v. **Filing :**

Once the metal craft is cleaned, it is then filed on the edges. Filers are used for the filing of the sharp edges and joints. The filing helps in giving the craft an alignment and helps in shaping of the craft.

vi. **Buffing :**

This is the final step. Kamal bar or rose bar is used for buffing and giving the shining look for the metal crafts. The shining of the metal adds to the value of the craft. After finishing, the metal sheet will be fixed on the ply wood pasted with decolam and brass nails.

J) UNIQUENESS:

The uniqueness of Pembrothi Metal Craft lies in the fact that it is carved by hand, on ten gauge metal sheet, where there is no use of dyes and moulds like in the Moradabad and Benaras Brass metal works. Further particulars of uniqueness are as to be furnished in the Statement of Case.

K) INSPECTION BODY:

The Inspecting body is a 'Managing Committee' comprising of craftsmen. The committee check for quality in the craft at each step of making so as to ensure that the final product is in good shape, design and exhibits the requisite skill and workmanship. The parameters that the committee checks in particular apart from others are;

- i. Welding,
- ii. Joint smoothness,
- iii. Polishing, and
- iv. Weight of the craft.

L) INVOLVEMENT OF HUMAN ELEMENT :

The production of PEMBARTHI METAL CRAFT involves a very high degree of skill and experience coupled with labour and creativity, all of which display superb workmanship of the Vishwakarmas or the metal workers. Further particulars of involvement of human skill, creativity and labour are as detailed in the Statement of Case.

2. All communications 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.**

3. 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 14th day of December, 2009.

K. B. Buchan
14.12.09
MANAGING DIRECTOR,
A.P. Handicrafts Devpt Corpn. Ltd.

1. Andhra Pradesh Handicrafts
Development Corporation.
H. N. Reddy, B. N. Reddy,
15, N. S. Road, Hyderabad - 500 020.

K. Buchan
2. Viswakarma Brass, Copper and
Silver Industrial Co-operative
Society Ltd.
K. Buchan
President
BRASS COPPER SILVER
INDUSTRIAL CO-OPERATIVE
SOCIETY LTD.
REG. NO. 488
HYDRABAD

SIGNATURE OF APPLICANT/ AGENT