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

(To be filed in triplicate along with the Statement of case accompanied by five additional representations of the Geographical indication)
One representation to be fixed within the space and five others to be send separately)

FORM GI-1

Application for registration of a geographical indication in Part A of the Register

Section 11(1), Rule 23(2)

1. Application is hereby made by Payyannur Pavithra Ring Artisans and Development Society for registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars:-

A. Name of the Applicant

PAYYANNUR PAVITHRA RING ARTISANS AND DEVELOPMENT SOCIETY

B. Address

Lakshmi Jewellery
Main Road, Payyannur,
Kannur District - 670307, Kerala, India

C. List of association of persons/producers/organization/authority

Governing Body and members of the PAYYANNUR PAVITHRA RING ARTISANS AND DEVELOPMENT SOCIETY

D. Type of goods

Jewellery in class 14



E. Specification

Finger Rings made of gold and silver of 22 karat gold with the traditional method of soldering and totally hand made. The purity standard is above 90.5%

F. Name of the Geographical Indication and particulars.

PAYYANNUR PAVITHRA RING

It originates from the definite territory of Payyannur in Kannur District in Kerala State, India. The product derives its qualities and reputation from the said place. A specific "link" exists between the product and the said place of origin and the said product has a special quality and characteristic based upon the unique production characteristics unique to the said geographical indication. The Applicants are a registered association of the producers and traders of the said handicraft named "Payyannur Pavithra Mothiram". The said geographical indication identifies and indicates the manufactured goods originating in the place of Payyannur in Kannur District in Kerala State.

G. Description of the goods

The "Pavithramothiram", (pavithra ring) is a ring made of Durba grass (Poa Cynosurides) The Pavithra mothiram is made of gold and is unique for its "pavithra knot" at the center of the ring., There are three lines on the ring which represent the three "Nadis", viz, Ida, Pingala and Sushumna. The knot at the center by joining the above three lines indicate the glands in the human body. There are three lines on each side of the Pavithra knot and seven buds on each line.. The three lines converge to the four knobs at the end .



H. Geographical area of production and map

The pavithra mothiram has its origin at "Payyannur" in Kannur District in the state of Kerala. The map of the geographical area is produced.

I. Proof of origin (Historical Records)

In ancient times Brahmins used to wear pavithra mothirams made of Durba grass while performing Yagnas/obsequies for the deceased to get their "Karma" sanctified. During the reign of Tippu Sultan, Sree Subrahmanya Swami Temple at Payyannur was desecrated. Consequent upon this, the temple was renovated in the Malayalam year 1011 and the consecration ceremony was performed in the same year under the guidance of Thanthri, Sri. Tharananalloor Namboodiripad of Irinjalakuda. The consecration ceremony was conducted under the direction of that Thantri who happened to be a young boy of that Tharananalloor Illam as there was no adult male member then available in that family. It was this Thanthri who entrusted the job of making a pavithra mothiram in gold to late Kelappan Perumthattan who belonged to the "Chovatta Valappil" family in Payyannur., as the Thanthri had practical difficulties in making temporary pavithra mothirams of Durba grass during his hectic schedule of trikala poojas and to prevent the consequent wrath of Mother Earth if the Pavithra mothiram happened to fall on the earth. Since then this unique mothiram has been produced by the artisans of Payyannur under the guidance of the said Chovatta Valappil family. Proof of origin of the said geographical indication as is discerned from the records is produced herewith. The Applicant craves leave to produce further evidence in this regard at a later stage.

J. Method of Production

The Payyannur pavithramothiram is a unique work of craftsmanship and is entirely handmade. The finger rings are made of gold and silver in specific sizes and weights. The rings are made only in the said specific sizes with the corresponding weight.

- The details are as under:

	<u>Size</u>	<u>Weight</u>
1.	Full Pavithram	38.500 gms
2.	$\frac{3}{4}$ Pavithram	28.900 gms
3.	$\frac{1}{2}$ Pavithram	19.250 gms
4.	$\frac{3}{8}$ Pavithram	14.450 gms
5.	$\frac{1}{4}$ Pavithram	09.650 gms
6.	$\frac{3}{16}$ Pavithram	07.250 gms
7.	$\frac{1}{8}$ Pavithram	04.850 gms

For rings upto 17mm, a minimum of 4.850 gms and for sizes 18 mm onwards, 7.250 gms or above are required.

The pavithramothiram is only made in the above specifications and the unique craftsmanship is required in the delicate balance of the specified size with the commensurate weight. The weight of the essential features on the pavithramothiram differs with the specified overall weight.



The making of the Pavithramothiram is an art which requires great expertise and dedication and a total closeting of the artisan for a minimum period of three days to complete the ring. The makers of the ring are traditionally gifted artisans belonging to Chovatta Valappil family at Payyannur. These artisans observe penance and strict discipline before and during the making of the Pavithra mothiram. Once the work is completed a special pooja is performed for each ring at Sree Subrahmanya Swamy temple, Payyannur. The making of the Pavithramothirams in their traditional originality is the exclusive privilege of the Chovatta Valappil family in Payyannur and is made under their strict guidance and craftsmanship.

K Uniqueness

Payyannur Pavithra mothiram has acquired valuable reputations and is indicative of superior quality and unique skill and craftsmanship. The given quality, reputation and other characteristic of the goods is essentially attributable to its geographic origin in Payyannur alone and are the intellectual property of the particular skilled craftsman who engage in the production of the pavithra mothiram.

The Payyannur pavithra mothiram made of gold depicts the peculiarities of our body by way of three lines. The three lines on the Pavithramothiram represent the three "nadis" of the human body viz Ida, Pingala and Sushumna. The pavithra mothiram has a unique "pavithra knot", at the center by joining the above three lines indicates the glands in the human body. The Pavithra knot greatly helps to activate the kundalini in the human body to generate tremendous energy. There are three lines on each side of the Pavithra knot and seven buds on each line. These seven buds stand for



seven rishis (ascetics) of the cosmos viz, Mareecha, Vasishta, Angiras, Athri, Pulasthain, Pulahan and Krathu. The three knobs just on the Pavithra knot are the trinity of Brahma, Vishnu and Siva. The unique flattened knob adjacent to the pavithra knot at the beginning of the Middle line is the Planet Sun and a similar one at the end of the same line is the Planet Moon. The three lines finally converge to the four knobs at the end, which represent the Four Veda viz, Rigveda, Yajurveda, Samaveda and Atharvaveda.

By wearing a perfectly made Pavithramothiram, one can enhance his/her spiritual power and material wealth. Moreover, it helps to purify the mind and the body of the wearer thereby enabling him/her to lead a healthy, wealthy and prosperous life.

Inspection Body

District Labour Officer, Kannur District.

Other

Along with the Statement of Case in Class 14 in respect of Payyannur Pavithra Mothiram in the name(s) of Payyannur Pavithra Ring Artisans Development Society, whose address is Lakshmi Jewellery, Main Road, Payyannur - 670 307 who claims 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.
3. All communication relating to this application may be sent to the following address in India



Murti & Murti Advocates
Trade mark and Patent Attorneys
II nd Floor, Beeta Plaza,
Krishnasawami Road, Cochin 682 035
Kerala State - India



SIGNATURE

For Payyannur Pavithra Ring Artisans Society

PRESIDENT



SYAM SUNDER

NAME OF THE SIGNATORY

SYAM SUNDER