

GI APPLICATION No.
202

Received Rs. 5000 in cash/
Cheque/D.D./M.O on 22-3-2010
vide entry no. 0244 in the
register of valuables
Cashier
D.D.O.

The Geographical Indications of Goods
(Registration & Protection) Act, 1999

(To be filed in triplicate alongwith the Statement of Case accompanied by five
Additional representation of the Geographical Indication)

One representation to be fixed within the space and five others to be send
separately.

FORM GI -1 (A)

Application for the registration of a geographical indication in Part-A of the
Register Section 11 (1), Rule 23 (2)

A) Application is hereby made by **India's Traditional Folklore Craft
Foundation**, for the Registration in Part A of the Register of the
accompanying geographical indication furnishing the following particulars:

- B) **Name of the Applicant** : India's Traditional Folklore Craft
Foundation
- C) **Address** : India's Traditional Folklore Craft
Foundation
No : 4, 4th Street, Pudhunagar I,
Kanuvapet, Villianur,
Pondicherry-605 110
- D) **List of Association of
Persons / Producers /
Organization / authority** : To be provided on request
- E) **Class** : 16
- F) **Type of Goods** : Goods made from Paper and
paper pulp.
- G) **Specification** :

"Thirukannur Paper Mache" is a popular craft work in which is made
of paper pulp coarsely meshed and mixed with copper sulphate and rice
flour molded into the desired shape and always excellent in
workmanship and design.

GOVT. OF INDIA
Geographical Indication Registry
22 MAR 2010
DY No. 1078
CHENNAI.

GI/102
New in Appl.
22/3/10.

H) Name of the Geographical Indication (and particulars)

“Thirukannur Paper Mache”

I) Description of Goods :

“Thirukannur Paper Mache” is a popular craft work in which is made of paper pulp coarsely meshed and mixed with copper sulphate and rice flour molded into the desired shape. The designers then sketch the designs intricately and finally it is lacquered and polished in bright colors. A touch of golden color is always found on all papier –Mache products owing its root to the Persian design.

The products are always excellent in workmanship or design and are elaborately decorated and profoundly detailed and available in various shapes, designs for different end uses.

Toys of Paper Mache made in Pudhucherry are also a favorite buy for many, not only in India but, across the world.

J) Geographical area of production and map :

The Union Territory of Pudhucherry was constituted out of the four erstwhile French establishments of Pudhucherry, Karaikal, Mahe and Yanam. Pudhucherry and Karaikal are embedded with Tamil Nadu.

The bulk of Pudhucherry region is an irregular stretch of land consisting, the municipalities of Pudhucherry & Oulgaret and commune Panchayats of Ariankuppam, Villianur, Nettappakkam, Mannadipet and Bahour. The total area of Pudhucherry region and its eleven enclaves is 290 Sq. km, with the total population at 735,332 according to the 2001 census.

Besides the main area, the region's eleven enclaves lie scattered within Villupuram, Tindivanam and Cuddalore Taluks. The three isolated enclaves of Mannadipet Commune lie on the North West. One peculiar feature of Mannadipet Commune is that the area surrounding Vadhanur village in Mannadipet main enclave is a mixed territory. Some of the plots in the area belong to Pudhucherry and the others to Tamilnadu. Nettappakkam Commune has one isolated enclave towards the southeast. Villianur has a very small enclave, viz., and the Manakuppam enclave close to the limits of Nettappakkam Commune forming part of the bulk.

Thus from north to south these eleven enclaves skirt the main entity of Pudhucherry almost in a semi-circle between 11045' and 1200' northern latitude and between 79037' and 79050' of eastern longitude. The Bay of

Bengal bound the region as a whole on the east and by Villupuram & Cuddalore District on all the other sides.

K) **Proof of Origin (Historical records) :**

Pudhucherry had a flourishing maritime history. Excavations at Arikamedu, about 7km to the south, show that the Romans came here to trade in the 1st Century AD and the classical geographers of Rome and Greece referred to as it 'Poduke'.

Mentioned as Vedapuri (as it was a Vedic learning centre in the ancient period), the place later flourished as a port town of the Cholas in the name Puducheri ("new town" in Tamil). Puducheri was also ruled by the Cheras, the Cholas, the Pandiyas, the Vijayanagara Empire and then the Islamic rulers. Later it became a busy trading centre of the colonial powers.

The place was called Pudhucherry by the French who established their trading port and constructed a fort (1693) where today the Bharathi Park is located. Following the expansion of their activities and settlements, Pudhucherry gradually extended into an oval shaped town, laid on a grid plan; the entire town was fortified, including the Indian quarter, and the street plan in 1750 was almost the same as today.

Although the Portuguese were the first to arrive in 1523, they were supplanted by the Dutch, the Danes, the French and the British. However it is between the British and French that it changed hands in its chequered history. In 1761 Pudhucherry was destroyed by the British after their siege and returned to the French in 1765, following which there was a period of active reconstruction (mostly over the remains of the old foundations).

The Grand Canal was completed around 1788 as a storm water drain marking a clear demarcation between the French and Tamil towns. After 1815, French remained in Pudhucherry because of its cardinal location, and for their movements towards Indo-China.

Meanwhile the freedom movement, which was brewing silently in Pudhucherry gained momentum during the year 1953. The French Government, thereafter, made a transfer agreement with India and left Pudhucherry on 1st November 1954.

The coastal town of Pudhucherry with a French ambience is known for its serene atmosphere. The city is a birth place of various crafts.

Pudhucherry has its own heritage for handcrafted items. Peoples here are making hand crafted articles more than 5000 years.

During the French rule in Pudhucherry clay and paper mache toys, hand printed textiles and wood carvings had greater fascination for foreigners and they encouraged craftsmen.

Source: "Dexterous Handicrafts" The Hindu, Monday, July 04, 1994, p - 32.

This art is existing among these people of Pudhucherry from their ancestors and still they are continuing to make more innovative products.

L) **Method of Production :**

❖ **Raw Materials:**

Different raw - materials are used to make **Thirukannur Paper Mache** products. They are,

- Paper powder
- Chalk powder
- Limestone powder
- Zinc Sulphate
- Starch powder



❖ Production Process:

First step is preparation of raw material.

Step: 1

Starch powder is mixed with some amount of water and cooked for some time to make paste. Small quantity of Zinc sulphate is added while cooking which will help to keep the product from insects.



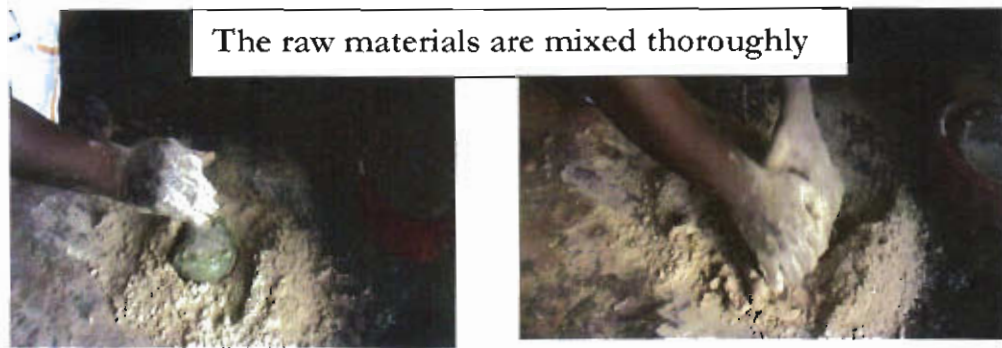
Step: 2

Then the raw materials are mixed in different proportions, 1 bowl of paper powder is mixed with 2 bowl of chalk powder and 2 limestone powder is mixed together. These materials are mixed thoroughly with water and a paste is prepared.



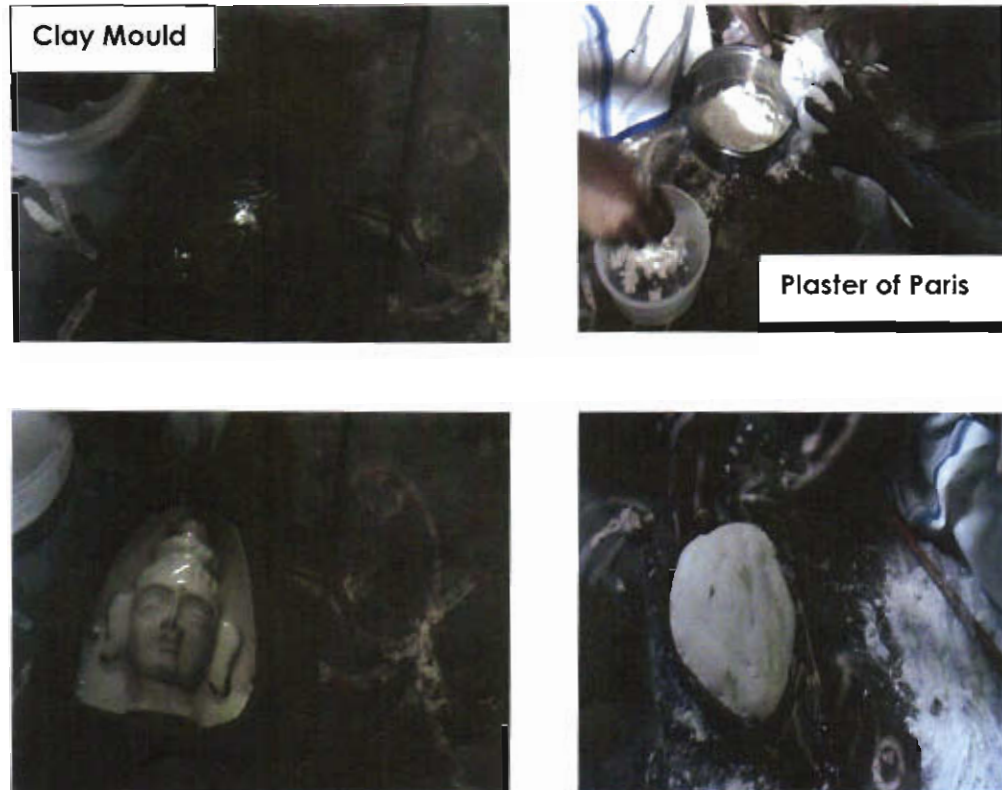
Step: 3

The mixture of Paper powder, limestone and chalk powder is combined with starch powder paste and both are thoroughly mixed.



Step 4: Preparation of Mould

The required design pattern is made by using clay. Then the plaster of Paris is mixed with water and put over the clay model and allowed for curing. Now all the detailing given in the clay will be impregnated in the plaster of paris. After curing the clay portions of removed. The mould for the particular design is ready. Final mould will be used for making paper mache products.





Step 5:

- The prepared paste is applied on the design or mould to make the product.
- To increase the strength of the product, cut pieces of the papers are pasted inside the mould.
- The Moulds are exposed to sunlight for drying.
- Then the moulds are taken out, now the product is ready for coloring.
- Based on the style and nature of the product, different colours are applied.







M) **Uniqueness :**

Raw Materials:

The effect of the combination of the availability of raw materials and infrastructure is the main reason for the establishment of this industry.

Design & Human Skill:

The conception of design, plotting it on the mould and then on finished products require great skill and experience. The correct choice of design and intricacy of the work are done by the master craftsman. This process requires skill and experience to get perfection. They change the designs according to the generation and the consumer wants.

One more important feature of this art is that they use only natural colours.

N) **Inspection Body :**

The **Thirukannur Paper Mache** is inspected for their quality by the Master Craftsman. The Master Craftsman is a person who has expert knowledge in all aspects relating to this process of making **Thirukannur Paper Mache** which include the critical art of visualization of design.

Only upon the personal inspection by the Master Craftsman the **Thirukannur Paper Mache** are made ready for the market.

Further, steps are being taken by the Applicant to set up a suitable, independent and effective Inspection Body involving external members.

O) Others :

1. Along with the Statement of case in class 16 in respect of Goods made from **Paper and paper pulp** in the name of **India's Traditional Folklore Craft Foundation** whose address is *India's Traditional Folklore Craft Foundation, No: 4, 4th Street, Pudhunagar I, Kanuvapet, Villianur, Pondicherry-605 110* 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 since time immemorial 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.

Enclosed.

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

The Director,
National Institute of Fashion Technology
NIFT Campus,
Rajiv Gandhi Salai
Taramani, Chennai-600 113
Tel: 044-22542755, 56

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

Not Applicable

a. Designation of the country of origin of the geographical indication.


Not Applicable

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 documentation.

Not Applicable

Date: 22 / 03 / 2010




SIGNATURE
Dr. S. DEVADOSS
Director
National Institute of Fashion Technology
Ministry of Textiles, Govt. of India
NIFT Campus, Rajiv Gandhi Salai,
Chennai - 600 113.