

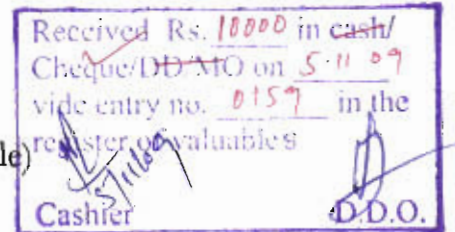
FORM GI – 1(C)

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

(FILED IN TRIPLICATE ACCOMPANIED BY FIVE ADDITIONAL
REPRESENTATIONS OF THE GEOGRAPHICAL INDICATION)

Section 11 (3), rule 23 (5)

Fee Rs. 10,000/- (as per entry no. 1-C of the First Schedule)



SIDDIPET GOLLABAMA

I. Application is hereby made by the associations mentioned in clauses A & B for registration in Part – A of the register of the accompanying Geographical Indication furnishing the requisite particulars.

A & B) NAME AND ADDRESS OF
APPLICANT/ASSOCIATION:

1. Handloom Weavers Cooperative Society Ltd
Siddipet, Main Road, Post Siddipet
Medak Dist A.P
Pin-502 103.
2. Project Handloom Weavers Cooperative Society Ltd
Siddipet, Near Govt Hospital, Bala Goud Nagar
Post Siddipet, Medak Dist A.P
Pin - 502 103
3. Adarsha Handloom Weavers Cooperative Society Ltd
YellamaGudi Road, Post Siddipet
Medak Dist A.P
Pin - 502 103
4. Irkode Handloom Weavers Cooperative Society Ltd
Siddipet Near Koti Lingala Gudi
Post Siddipet
Medak Dist. AP
Pin - 502 103.

The Registration certificate, bye laws & list of members of each of the above said societies translated into English are enclosed herewith under Annexures – A1, B1, C1 & D1 respectively while the Original Vernacular (Telugu) information pertaining to the above are enclosed as Annexures A2, B2, C2 and D2 respectively..

C. The list of Associations of Person/ Producers/ Organization/ Authority:

The list of members of each of the applicant are as furnished in the Annexures mentioned above.

D) TYPE OF GOODS/ CLASS:

CLASS 24 – In respect of textile and textile goods, being towels, lungis, bed sheets, and shirting material all falling in class 24 ✓

CLASS 25 – Sarees falling in class 25 ✓

E) SPECIFICATION:

- All these products have the distinctive motif of a Gollabama- the figure of a milk maid carrying a milk pot over head and one in her hand as seen in the photograph below.



- In the case of sarees, the Gollabama motif is always present in the pallu
- Sarees are always woven in handloom and are rough to feel but comfortable to wear, with a glazed look ;
- Conspicuous presence of one or more woven lines running on both sides of the Gollabama motifs
- Standard measurement of the Gollabama motif between 9 and 10 cms. in height and about 5 cms. in width.
- All colours used, but Gollabama motifs predominantly in bright colours like green, violet, red, orange, etc.
- Over a period of time,, Gollabama motifs were extended to be applied/incorporated into towels, lungis, shirt materials, bed sheets.

F) NAME OF THE GEOGRAPHICAL INDICATION:

SIDDIPET GOLLABAMA

G) DESCRIPTION OF GOODS:

The GI Siddipet Gollabama pertains to sarees that are hand woven, having the unique motif of a Gollabama. A Gollabama is a figure of a milk maid carrying a milk pot over her head and one in her hand. This motif of Gollabama is an essential element, woven compulsorily in the pallu of all Siddipet Gollabama Sarees as seen in the photograph below.

Gollabama Motifs on pallu of the saree.



The body of the saree is plain or has buttas . These sarees are mostly in cotton woven using cotton or mercerized cotton yarn. The cotton yarn used is of 80s count. In some cases Siddipet Gollabama silk sarees are also woven and in which case silk is used for weaving. The length of all these sarees is about 5 ½ meters and the width is 47 inches. The pallu has about 8 to 13 Gollabama motifs woven into it, depending on whether the pallu has a border on both sides of the Gollabama or on only one side. On the bottom border of the saree about 13 to 15 Gollabama motifs are woven. No Gollabama motifs are woven on the upper border of the saree. Therefore the weaving of Gollabama motif on the pallu is a compulsory requisite in all Siddipet Gollabama Sarees, while weaving of the Gollabama motifs on the lower border of the saree is optional. Further the border is always on one side and never on two sides i.e. on the lower/ bottom sides of the saree. Further butta design might or might not be there on the body of the saree. Another important feature is that weaving of the Gollabama motifs into the sarees is not done on the loom but purely by hand. In the pallu, a 'line design' is woven throughout the width of the saree, above and below the line

of Gollabama motifs. These lines are woven to enhance the look of the sarees and there is no said pattern for these lines. The weaving of these line designs is optional. The thickness, layout of the lines and the colour of yarn used is left to the design visualization of the weaver and sometimes the design is drawn on a graph paper before weaving it into the saree. The Gollabama designs woven in the pallu and body are between 9 – 10 centimeters in height and about 5 centimeters in width. This measurement is standard and does not vary. This again is a compulsorily requisite in weaving Siddipet Gollabama Sarees.

COLOURS USED:

All colours are used in weaving the body of the saree. But the most popular colours used for the body of the saree are Cream and white.. Colours used most widely for the pallu are yellow, maroon, green and all bright colours. The colours used most frequently for weaving the Gollabama motifs by hand are blue, green, black red & violet in various shades and depend entirely on the weavers' creativity.. In all sarees, whether cotton, mercerized cotton or silk, Gollabama motifs are always woven only using cotton thread.

For weaving the lines, various colours that are in contrast to the colours of the pallu are used. For eg. if the background of the pallu is of a light colour,, then a dark colour is chosen for weaving the lines and vice.versa.

Though generally the colours chosen for the body and pallu of the Gollabama Saree are contrasting ones, the same colour may also be used at times. Eg. Cream colour for the body and turmeric yellow colour for the pallu or violet and violet or grey & purple etc based on the design visualization and consumption by the weaver.

Siddipet Gollabama cotton sarees are rough in texture but very comfortable to wear. The sarees are very smooth and have a nice finish and glaze in them.

The Siddipet Gollabama weavers have now started moving into the weaving of towels, lungis, bed sheets and shirt materials. For these products the main requisite is the presence of the Gollabama motifs on the material. The colours and shades of materials as detailed above equally apply to these products also.

H) GEOGRAPHICAL AREA OF PRODUCTION AND MAP:

The Centre of Siddipet Gollabama saree weaving is the mandal of Siddipet in Medak District of Andhra Pradesh. However adjacent villages like Irkod of Siddipet mandal, Dudedu of Kondapakka mandal and Dubbaka mandal are also identified with the weaving of Siddipet Gollabama Sarees. Therefore the present area of production is Siddipet, Kondapakka and Dubbaka mandal in Medak District of the state of Andhra Pradesh in India. The Siddipet Gollabama producing region lies within 78 degrees, 51 minutes, 0 seconds East Longitude and 18 degrees, 6 minutes, 0 seconds Latitude.

I) PROOF OF ORIGIN:

Legend tales of King Vikramaditya talk of 'Gollabama' as the name of a Queen. Due to some unknown reason the King & Queen got separated and the plight of the queen was reduced to that of a milkmaid selling milk. One day the King found her selling milk, took the milk pot from her and drank some milk. As he could not recognize her instantly he enquired as to who she was and it was only then that they came to recognize each other and were then united. Based on this legend, in the mid to late 1940's a movie by name "Gollabama" was released, and based on this a few weavers in and around Siddipet started weaving Siddipet Gollabama Sarees.

About 200 sarees are woven monthly and sold in the domestic market. Various measures taken by the Government of Andhra Pradesh have given much encouragement to the Siddipet Gollabama weaving community and

the craft itself.. As on date there are many experts weaving these sarees. The price of Siddipet Gollabama cotton saree varies between Rs. 300/- to Rs.600/- and that of a silk saree is about Rs. 2500/- (minimum). The markets available for these goods is mainly the local market. The goods are sold through retailers and wholesalers in the city of Delhi, Kolkatta & Mumbai. Exhibition and promotional events also contribute to the revival, promotional & sale of these goods. This improves revenue of the weavers.

J) METHOD OF PRODUCTION:

a). Procurement of Raw material:

The first step is to procure the cotton yarn **The Andhra Pradesh State Handloom Weavers' Co-operative Society (hereinafter called as "APCO") and National Handloom Development Corporation Limited (hereinafter called as "NHDC")**.

b) Boiling the yarn

The yarn is first boiled for 4 to 5 hours in liquor containing 100 gms. of caustic soda, 50 gms. of soap ash made into 100 lts. of soft water.

c). Bleaching

After the boiling procedure is completed, the cotton yarn is processed for bleaching, mainly to remove the natural colour of the yarn so that dyeing is facilitated later. Bleaching is done by two methods namely Hypochlorite method and Hydrogen peroxide method.

d). **Dyeing**

After bleaching, the yarn is taken for dyeing. Three methods of dyeing are used-

- i. **Direct dyes,**
- ii. **Naphthol Dyes,**
- iii. **Vat Dyes.**



Vat where yarn is soaked in dye



Dyed yarn and bleached yarn placed next to each other

All the above dyes are supplied by APCO and NHDC. Dyes are chosen based on requirement of kind of material and texture. To make the sarees soft, direct dyes are used. For fast colours, two dyes are used.

e). Drying

After dyeing, the yarn is dried for one day as seen in the photograph below.



f). Winding

Then the yarn is put up on the charkha to get the threads from the yarn. This procedure is called winding. Then the threads are kept for warping and then put into the framework loom for drafting and denting to weave the sarees.

Winding the yarn





Pedals are used on the loom to make designs on the sarees.

g). **Conceptualisation of design**

The master artisan first conceptualises the Gollabama motif and then it is woven by the artisans on the saree. Based on the requirements, the Gollabama motif is woven only on the pallu, or border or both, which is left to the discretion of the weavers. The placement, colour and number of the Gollabama motifs and line designs add to the uniqueness of the Siddipet Gollabama saree while at the same time standing as testimony to the human ingenuity of the concerned artisans...

h). **Weaving**

The body, its design, border pallu and the lines on the pallu are woven by normal weaving methods in the handloom. However the Gollabama is separately hand woven using cotton thread.



Weaving the Siddipet Gollabama saree



i). Time taken

A Siddipet Gollabama saree takes approximately about 3 to 5 days to come out as a finished product with close to 8 hours of weaving per day by a weaver.

K) Uniqueness

Uniqueness of these sarees lies in the following aspects

1. Compulsory presence of gollabama motif (milk maid with a milk pot on her head and one on her hand), while in the case of sarees it is in the pallu;
2. The Gollabama motifs woven are always in a straight line and of fixed size (9 to 10 centimeters in height and about 5 centimeters in width);
3. Use of only cotton threads for weaving the Gollabama motifs
4. The Gollabama motifs are not woven in handloom but are woven using bare hands, by highly skilled and experienced weavers ; and
5. Where a saree has Gollabama motifs on the border, it is only on the lower border and never on the upper border.

There is no other saree either in the country or elsewhere that incorporate these aspects. Therefore these sarees are unique for the quality and above said characteristics.

L) Inspection and Quality control

The inspection and quality control are done by the master artisans and weavers who employ high standards of quality control to ensure that only quality products are sent for sale in the market.

M) Human Labour

It takes about 2 to 5 days to weave one saree, (depending on the design and butta woven), with one weaver involved in full time weaving, for about 8 hours a day on the loom.

N) Human Skill and Creativity

The human skill lies in the act of hand weaving of the Gollabama into the saree, which is already woven on the hand loom. It is a very pains taking job and requires great skill and patience. The weaving of Gollabama into the sarees is done only by Senior Weavers who are highly skilled and experience. That apart the consumption of design, its layout, orientation, choice of colours for the body, pallu, border and the Gollabama require a great creativity, experience and skill on the part of the weaver.

O) Some relevant general information:

- 90% of the sales are to APCO and 10% to outside states. Kolkata is the main place of sales outside the state of Andhra Pradesh.
- There is a drastic decrease in the number of families involved in the weaving of Gollabama sarees, due to decrease in demand. Consequently the production of this kind of saree is precariously reducing.
- The Gollabama sarees are very hard to produce due to their intricate designs and skilled labor required. Due to this, the artisans have shifted their target to making Buta sarees which are easier to make and yet have a large market in Andhra Pradesh.
- The total sales for all the sarees put together is about Rs.5 lakhs/- per month with a turnover of approx. Rs.60 lakhs /- per year.

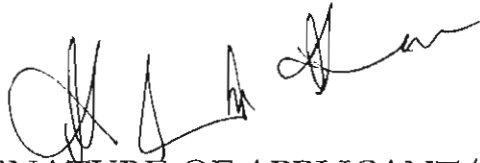
1. All communication relating to this application may be sent to the following address in India;

**ANAND AND ANAND
ADVOCATES
FLAT GA, NEW No.31, AR VILLA,
THIRD MAIN ROAD, GANDHI NAGAR, ADAYAR,
CHENNAI - 600 020.**

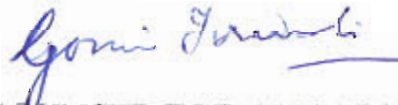
2. In the case of an application from a convention country the following additional particulars shall also be furnished.

NOT APPLICABLE

Dated at Chennai on this the day of 30th September, 2009



SIGNATURE OF APPLICANT/ AGENT



COUNSEL FOR APPLICANTS
ANAND AND ANAND