Received Rs. 10,000 in cash/
Cheque/DD/MO on 26-2-2010
vide entry no. 0202 in the
register of valuables
Cashier 26/2/10
D.D.O.

FORM GI – 1

GI APPLICATION No.
198

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)

MANGALAGIRI SAREES AND FABRICS

Fee Rs. 5,000/- (as per entry no. 1-A of the First Schedule)

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

1. **Suvarna Lakshmi WCS Ltd.**
   Kabela Road, 17th Ward,
   Mangalagiri, Guntur District-522503.

2. **Sri Chaitanya Lakshmi WCS Ltd.,**
   Sharaff Bazar, Mangalagiri,
   Guntur District-522503.

3. **Sri Vijaya WCS Ltd.,**
   Indira Nagar, Mangalagiri,
   Guntur District-522503.

4. **Laxmi WCS Ltd.,**
   Indira Nagar, Mangalagiri,
   Guntur District-522503.

5. **Vijaya Lakshmi WCS Ltd.,**
   L.B.Nagar, Mangalagiri,
   Guntur District-522503.

6. **Lakshmi Narasimha WCS Ltd.,**
   Kuppurao Colony, Mangalagiri,
   Guntur District-522503.

26/2/10

7. **Vijaya Durga WCS Ltd.**,
   Bhargavapeta, Mangalagiri,
   Guntur District-522503.

8. **Rajeev WCS Ltd.**,
   Bhargavapeta, Mangalagiri,
   Guntur District-522503.

9. **Janatha WCS Ltd.**,
   Chakalipet, Old Mangalagiri, Mangalagiri,
   Guntur District-522503.
10. **Project WCS Ltd.**,
    Near G.R.High School, Old Mangalagiri,
    Mangalagiri, Guntur District-522503.

11. **The Mangalagiri WCS Ltd.**,
    D.R.WCS Colony, Mangalagiri,
    Guntur District-522503.
12. **Sri Ganesh WCS Ltd.**,
    Tipparla Bazar, Mangalagiri,
    Guntur District-522503.

13. **Adarsha WCS Ltd.**,
    Ratnala Chervu, Mangalagiri,
    Guntur District-522503.

14. **Sri Markendeya WCS Ltd.**,
    11th ward, Gandhi veedhi, Mangalagiri,
    Guntur District-522503.

15. **Saraswathi WCS Ltd.**,
    APCO Gardens, Yerrabalem Village,
    Mangalagiri, Guntur District-522503.

16. **Harijana WCS Ltd.**,
APCO Gardens, Yerrabalam Village,
Mangalagiri Mandal, Guntur District-522503.

17. **Saravana WCS Ltd.**,
Srinagar Colony, Yerrabalam Village,
Mangalagiri Mandal, Guntur District-522503.

18. **Abhyudaya WCS Ltd.**,
Sri Ramanagar, Yerrabalam Village,
Mangalagiri Mandal, Guntur District-522503.

19. **Jai Hanuman WCS Ltd.**,
Navuluru Village, Mangalagiri Mandal,
Guntur District-522503.

20. **D.R.K.WCS Ltd.**,
Kaja Village, Mangalagiri Mandal,
Guntur District-522503.

21. **Mangalagiri Chenetha Vasthra Utpathi Darula Sangham.**,
Sharaff Bazar, Mangalagiri Mandal,
Guntur District-522503.

C) TYPE OF GOODS/ CLASS:

CLASS 24 - Clothing including, Chudidhar sets & dress Material, dupatta (including material for shirts), all falling in class 24.

CLASS**25** - Sarees being textiles falling in class 25

D) SPECIFICATIONS:

Mangalagiri Sarees and Fabrics are characterized by

(a).pure, sturdy, durable cotton material

(b).No weave designs on body of the fabric

(c) Nizam border in sarees and chudidhar material which is peculiar only to Mangalagiri region

(d).Material woven only on pit-loom

(e). Material ranges from Rs.45 to Rs.60 per metre

(f).Sarees cost anywhere between Rs. 500 and Rs.800

(g) Salwar suits cost about Rs.550 to 575

(h) No gaps on the weave in the edge of the material which is again peculiar to this kind of fabric.

(i) Only manufactured in Mangalagiri region as given in para G

S.No.	**Particulars**	**Yarn** **Warp X weft**	**Length X Breadth**	**No. of threads per sq. inch**
1.	Sarees	80 S X 80S	6.40 m. (with blouse) X 45 to 48 in	100 warp threads and 100 weft threads /inch
2.	Salwar kameez material	Top=80SX80S Bottom=60SX40S Dupatta=80SX80S	2 ½ mts. X 45 to 48 in 2mts X 45 to 48 in 21/2mts X 45 to 48 in.	100 warp & 100weft 80warp & 40 weft 100 warp & 100 weft
3.	Gents kurta material	80s X 80s	Breadth-45 to 48 inches	100warp & weft

Mangalagiri saree with Nizam border

Mangalagiri Salwar material with Nizam border

E) NAME OF THE GEOGRAPHICAL INDICATION:

MANGALAGIRI SAREES AND FABRICS

F) DESCRIPTION OF GOODS:

Mangalagiri Sarees and fabrics are made of pure cotton fabric. The material is durable and produced in the Mangalagiri region near Guntur region of Andhra Pradesh. Though Mangalagiri weavers started their weaving with sarees, in more recent times, the cotton fabric itself has gained wide acclaim due to its colour variants, economical pricing, and environmentally friendly qualities.

The Nizam border characteristic of Mangalagiri cotton saree, which is now an essential part of chudidhar material and dupattas, is finely woven from pure zari specially procured from Surat in Gujarat . This border has intricate inverted checks with minute dots in between. The fabric is made in resplendent colours and also in vibrant short colours-combination of two or more colours which give a special sheen to the material. These features make Mangalagiri unique and outstanding. Durability and softness are the hallmark of Mangalagiri fabrics.

G) GEOGRAPHICAL AREA OF PRODUCTION AND MAP:

Mangalagiri is in Andhra Pradesh, India. Mangalagiri is situated between Vijayawada and Guntur on Chennai-Kolkata national highway No.5. It is located 19 kilometres from Guntur, and 12 kilometres from Vijayawada. It is at an altitude of 30 meters above the sea level. Latitude is 16.44 degrees North, and longitude is 80.56 degrees East.

H) PROOF OF ORIGIN:

Mangalagiri was always known as a pilgrim centre. There is a famed and elegant temple on a hillock in the heart of Mangalagiri town dedicated to Lord Panakala Narasimha Swamy. Here, jaggery water has been offered to the lord by the devotees for several centuries. It is said in the scriptures that, the lord is being worshipped since Satya Yuga (The first of the four yugas). Below at ground level there is another temple dedicated to Lakshmi Narasimha Swamy. It is said that, Yudhishtira (Dharmaraju, the eldest of the Pandavas) installed the main deity in this temple. The temple has a very tall tower with beautiful sculpture which has 11 stairs. It was constructed by Raja Vasireddi Venkatadri Naidu, during the years 1807-09.

[TEMPLE TOWERS IN MANGALGIRI]

Local legends speak of a millennium old tradition in this region. It is said that pilgrims were expected to offer their respects to Lord Panakala Narashimha on the hill top, and then buy a saree from a local weaver before leaving the place. This clearly emphasized the patronage and impetus given to the weaving industry even as part of the tradition.

[TEMPLE TOWERS IN MANGALGIRI]

Besides, as per information available in South Indian Inscriptions Volume IV (published by Archaelogical Survey of India) in pages 231 to 233, there is a clear reference to a Pillar inscription in the Main Bazaar street of Mangalagiri Township called the Shasana Sthambam. This pillar inscription is numbered as No.711 and 711-A.

According to the inscriptions on this pillar, the muslim rulers belong to the Kutub Shahi dynasty are said to have raised the taxes on Handloom textiles during the year 1593. As t he weavers were not in a position to meet such huge taxes they left this village and migrated to other Handloom centres of the State. Thus the weaving activity in this area suffered a severe blow. Subsequently the rulers of this region pursued a more sympathetic approach towards the weavers and thus reduced the Taxes. This pillar was supposed to represent the positive attitude, encouragement and sympathy towards the weavers after their period of sorrow. This historical information substantiates the claim that Mangalagiri indeed had a strong weaving tradition for over 500 years.

The main occupation in the town of Mangalagiri is Hand-loom weaving. Nearly 50% of the population depends on this cottage industry only. Mangalagiri is placed in the world map.thanks to this Handloom fabric produced in this town,

I) METHOD OF PRODUCTION:

(i) Raw materials used:

i. Pure cotton yarn (in hank form) 80S X 80 S thickness
ii. Zari threads in silver and gold
iii. Dyes- Synthetic and natural dyes
iv. Chemicals for softening water, increasing solubility of dyes, cleaning the yarn, etc.
v. (any explanation for effluent disposal as chemicals are used)

(ii) Procurement of raw material:

The cotton yarn used to be procured from mills in Tamil Nadu, but now it is available even from mills in Andhra Pradesh itself. Zari is brought from Surat in Gujarat.

(iii) Purification of cotton:

The cotton yarn which is brought from the mills in Hank form is creamish in colour and contain several impurities like oils, wax, cotton seeds, etc. This makes the yarn unsuitable for dyeing as the dye would not percolate into the fibres due to the wax content. So the yarn is boiled in hot water with caustic soda and soap for about 3 to 4 hours to ensure that the stickiness on the fibres slowly give way.

Boiling of yarn for purification

After boiling, the yarn is left to soak in the same liquid overnight. The next morning, the yarn is thoroughly rinsed and the excess water is squeezed out. Once excess water is wrung out, the yarn is ready for dyeing as the yarn now has the capacity to absorb the dyes.

(iv) Dyeing:

This is a very important step in Mangalagiri textile production. For white sarees, the yarn is bleached using either (a).bleaching powder or (b). bleaching solution. The chemical name of the bleach used is Calcium Hypochlorite. A minimum of 7 gms of Chlorine is added to a litre of water. The yarn is soaked in this solution for about 30 to 45 minutes at room temperature and then washed, wrung out and suspended on bamboo sticks for drying.
In the case of colours, the yarn is soaked in dyes.

It is noteworthy that the Warp and Weft are dyed separately. Since hank yarn is only used for weaving Mangalagiri Sarees and materials, 90% of the time, Vat dye is used. There are three kinds of Vat dye, namely-Vat1, Vat2 and Vat 3. Vat 1 and 2 require temperatures upto 40° C for dyeing while Vat 3 dye requires only 25°C.

The Vat dye is added to Sodium Hyposulphite and Caustic soda, to effectuate colour fast dyeing, rendering solubility and absorption of the dye into the yarn. The proportion are as follows:

10 portions of Vat + 20 portions of $Na_2S_2O_3$ + 20 portions of caustic soda

The Vat dye of the appropriate colour and hue is mixed with the above two ingredients, and then the yarn is boiled at 40° C in the case of Vat 1 and Vat2 and at 25 ° C in the case of Vat 3dye.

The Dyeing process

(v). Removal of excess dye

The yarn that is dyed or bleached is then soaked in water in boiling temperature with soap solution and soda ash for about 15 minutes to ensure that all molecules of excess dye lying on the surface of the yarn come out. Since a mere wash does not ensure the removal of excess dye, the soda ash and soap are added.

Treatment of coloured yarn

Washing off excess dye

Yarn after being dyed

(vi). Drying.

The yarn thus dyed, is then dried out in the open on stands created for the purpose. Certain light sensitive colours are dried in the shade. It is also a practice for dyeing specialists to dye yarns of particular colours , in which case, only certain colours are mixed on certain days. This way uniformity could be maintained in shades. Weighing scales are used to measure the dye powder which is used to mix in water.

PRE-LOOM PROCESS:

(vii). Winding of hank yarn into warp and weft

The hank is then transferred through a "charka" and shift bamboo into a bobbin and is now called the warp. The weft is made by winding the hank yarn into a Pirn. The pirn is then inturn inserted into a shuttle.

Next, the warp from the bobbin is rolled out into a warp machine which is a big circular contraption, with bamboo sticks. By a rotating process, the yarn is rolled out of several bobbins into the warp machine. Now the hank yarn is in the form of a warp.

Winding of hank into charka

Winding of zari

(ix) Street sizing-

Next the warp is mounted on bamboo sticks and is extended to its full length. Then it is sprayed with rice conjee to reinforce the fibres and make it amenable for weaving. This is done for about 45 minutes, and depending upon the time of the day and weather conditions, the fibres are left to dry.

Street sizing

(ix). Weaving process

After street sizing, the warp is ready for weaving. It is mounted on a beam, and the weft which is in the Pirn is placed inside a shuttle and placed perpendicular to the warp beam.. For every pull of the lever, the weft moves across the warp once thus adding to a weave.

This was the traditional method of weaving the warp and weft. However nowadays, the jacquard is used and cards with punched holes are inserted and placed appropriately to effect the required designs on the cloth.

One warp can make about 4 sarees.

1 warp = 12 hanks

1 weft = 10 hanks

Zari is wound in small bobbins and is used only for the border. Since Mangalagiri sarees do not have any woven designs on the body, the Zari is used only for the border.

It is very significant to note that Mangalagiri cotton textiles are woven only on **Pitlooms.**

A pit is dug on the ground, and the weaver sits with his feet planted in a pit below the ground level. The loom is placed on the ground so that much force could be applied with balance while the weaving process takes place. Many other kinds of weaving involve pedal loom, or stand loom wherein, the loom is mounted above. In this case the weaver is able to force himself a little more to be able to weave the characteristic Nizam border into the weave. Admittedly, this border which is created without a gap in the edge of the textile requires much skill and manual capacity. These elements characterize Mangalagiri textile weaving, as being unique and different from other
kinds of weaves.

Checked design

Mangalagiri sarees are also known traditionally for fine checks on the body which is made by arranging the required colours on the beam and woven by counting the number of threads before adding the other colour to create the check design on the material. The checked Mangalagiri material are in two tones. Eg. Yellow with red checks and red border, white with black checks and black border.

Weaver weaving typical Mangalagiri saree on pitloom

Alignment of colours for border

xi) **Designs**

The Mangalagiri textile is characterised by lack of woven designs on the body, and Zari borders. The Nizam border is the most characteristic kind of border which is the hallmark of Mangalagiri cotton textiles though more recently other kinds of borders like the swan, or Rambam(or knife designs) or Khaddi borders are also very popular. These designs are woven by the pure skill of the weaver on the border which is why the pitloom is of great help to them to apply force.

The Mangalagiri Saree however acquired its fame from its Nizam border which has tiny inverted checks with dots in between. This is a typical characteristic of traditional Mangalagiri saree and makes the saree stand out from other sarees.

It is noteworthy that the Zari is superimposed on the border which is woven by weaving warp and weft. Hence the zari layer forms a tier over the regular weave unlike some other sarees wherein the zari itself is woven as border.

The Nizam border or other borders are made by plotting dots on graph paper, and when woven, the requisite threads are counted before the zari checks are woven, so as to give the border and pallu the precise look of the tiny checks.

The woven yarn cloth is then cut according to the requirement of the goods which is to be made . Then the cloth is folded and sent for inspection to the master weavers.

Resplendent colours of Mangalagiri sarees

(xii). Inspection:

No formal inspection methods are being followed. However the master weavers are confident of identifying flaws by touch. The quality is assessed by the nature of work done and then sent to the showrooms for display. A Read and Pick mechanism is followed to ensure the quality of the textile woven.

Weavers and Societies are confident and conscious of the kind of yarn used as the all raw materials are sourced from the same place.

J) UNIQUENESS:

Mangalagiri cotton textiles have their origin in Mangalagiri sarees for over 500 years. Though it is not known if the same kind of sarees as are produced today, were indeed produced over 500 years ago, it is clear that weavers had a thriving community atleast 600 years ago, going by the history of the weavers and their struggle against the Kutub Shahi dynasty rulers. However, the sarees are very popular for their characteristic Nizam border, which are about 2 inches in thickness, with geometric designs .

Mangalagiri material is exclusively made of 80S X 80 S thickness of cotton. It is known to be durable, elegant and not very expensive. A saree costs anywhere between Rs.500 and Rs.800. Materials would cost anywhere between Rs.45 per metre and Rs.55 per metre. Hence it is very affordable to different classes of

society. Besides they are also all purpose materials which look dressy and elegant.

These materials are made only on pitlooms for reasons explained earlier. The material does not have buttis or other woven designs on them. Nowadays, the weavers produce exquisite short colours using different colours in weft and warp producing a splendid effect in hues and shades.

The unique elements of Mangalagiri cotton sarees and fabrics may be summarized as below:

1. Made only in Mangalagiri region (near Guntur)

2. Most materials including saree, kurta, dupatta, are made out of 80S warp and 80S weft

3. Only bottom in salwar suit is made out of 60S X 40s.

4. All Mangalagiri cotton fabrics, except the bottom, have about 100 warp threads and 100 weft threads per sq. inch.

5. In case of bottom of Salwar materials, there are about 80 warp threads and 40 weft threads per sq. inch.

6. Fabric is very well known for its softness inspite of the yarn not being so fine. This is attributable to the tightness of weave, due to the use of pitloom which allows tight weaving by weavers planting their feet firmly on the ground.

7. All original Mangalagiri sarees and materials are handloom.

8. Sheen in the material is attributed to the tightness of weave, which also adds to the durability of the material.

L) MARKETING

Till 1985, Mangalagiri weaving seemed to be slowly dwindling due to competition from power looms. From 1985, there was a sudden impetus to the textile of this region when the same kind of textile was used to make dress material especially for churidhar/salwar kurtas. The local weavers believe that they received a new lease of life due to the sudden surge in the market for Mangalagiri cotton dress material. This has now taken over 75% of their total sales, and the Mangalagiri weaving community is dependant on the dress material sale even more than the saree production. The town of approximately a lakh inhabitants has 40% of them depending on weaving. Thus the Mangalagiri cotton textile industry has become a very important livelihood in this region thanks to the great demand for cottons world over. Though Mangalagiri weavers do not directly export their textiles, they sell their materials to whole sale agents who in turn use them for mass scale garment industry, which are circulated world over.

M). WAGES

Weavers in Mangalagiri are given minimum wages of Rs.600 for 1 warp which is 4 sarees.

N) WEAVER`S BENEFIT

Andhra Pradesh Government has come forward with several Weaver`s benefit schemes. Some of them are as follows-

1. Weavers house cum work shed benefit-Rs.40,000 being the cost of each work shed. A subsidy of Rs.3000 is given to the weavers for this purpose

2. Health Insurace scheme under ICICI Lombardo scheme-
   Each weaver pays about Rs.50 per annum, and the Govt. of India pays about Rs.890 per year while Andhra Pradesh State Govt. pays abut Rs.90.

3. Mahathma Gandhi Bunakara Yojana Scheme-

Weavers have to pay Rs.80 per annum and Central and State Govt. pay comparable sum for weaver`s benefit.

4. Old age pensions-
Rs.200 per month for those above 50 years of age towards old age pensions.

5. Invalid and old weavers benefit from distribution of 25kgs. Of rice, freee of
cost by State of Govt. of Andhra Pradesh.

6. During particular periods of the year, like festival seasons, like Dushehhra, During dates fixed earlier, a 10% discount over the sale of Handloom textile, is allowed, and the cost of this discount translates itself into a subsidy which is borne by the State Govt. of Andhra Pradesh.

7. In addition specific societies are benefited every year from loans given by State Government of Andhra Pradesh by which a certain number of free looms are given.

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.

- 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 24th February, 2010.

A.P. TECHNOLOGY DEV. & PROMOTION CENTRE HYD'BAD.

SIGNATURE OF APPLICANT/ AGENT

K.Subodh Kumar
Head Legal/Registrar of APTDC

COUNSEL FOR APPLICANTS
ANAND & ANAND