

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

**NARAYANPET SAREES**

Received Rs. 5000 in cash/  
Cheque/DD/MO on 02-08-10  
vide entry no. 0338 in the  
register of valuables

Cashier

D.D.O.

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

S.No.	Name of Applicant/Association	Address
1.	(HWCS)Handloom Weavers Co-operative Society	Narayanpet Gandhinagar Street, Narayanpet (V&M) Pin:509210
2.	(MFHWCS)Mixed Fabric handloom Weavers Co-operative Society	Madi Street , Narayanpet (V&M)509210
3.	Adarsha HWCS, Narayanpet	Adarsha Colony, Gandhi Nagar Street, Narayanpet(V&M)
4.	Markandeya Mahila, HWCS, Narayanpet	Agrarpet Street, Subhash Road, Naryanpet(V&M)
5	Gandhinagar MFHWCS	Gandhinagar Street,Narayanpet (V&M) Pin:509210
6.	Silk Weavers Co-operative Society, Perapalla	Perapalla village (V),Narayanpet Mandal, M.Nagar Dist-509210
7	Silk Weavers Co-operative Society	Narayanpet Dhoolpet Street, Narayanpet(V&M)-509210

8.	<b>Sri Lakshmi Silk Co-operative Society</b>	<b>Narayanpet Sharb Bazaar Road, Narayanpet (V&amp;M)-509210</b>
9.	<b>Master Weaver's Association</b>	<b>Narayanpet Sharb Bazaar Road, Narayanpet (V&amp;M)-509210</b>

**C) TYPE OF GOODS/ CLASS:**

**CLASS 25** – Sarees (with or without blouses) being textile goods, falling in class 25.

**D) SPECIFICATION:**

1. Sarees made of pure cotton, pure silk or mixture of silk and cotton with thread and zari work
2. Zari border always in the form of bold ribbon as border and in pallu
3. Compulsory border on both sides of saree, whether in cotton or silk with breadth ranging from 3 to 5.5 inches
4. Colours -bold and pastel shades from naphthol and vat dyes
5. Water quality in region contributes to quality of colour
6. Affordable price range from Rs.300 to Rs.4,500.
7. Characteristic designs in border -thread work or zari work in swan, mango, leaf designs etc.
8. Compulsory checks in cotton sarees
9. Multipurpose sarees-meant for warm weather and for grand functions

**E) NAME OF THE GEOGRAPHICAL INDICATION:**

**NARAYANPET SAREES**

**F) DESCRIPTION OF GOODS:**

The goods covered by the said Geographical Indication are only sarees, with or without blouses. That apart no other dress material is made. The sarees are woven with cotton or silk yarn. Both the warp and weft yarn is either cotton or silk yarn or a mix of them. In cases where they are mixed, the warp is pure silk yarn and the weft is pure cotton yarn. The cotton used is of 80s count.

The saree consists of the i) body, ii) pallu, and iii) the border. In all the sarees i.e. either cotton, silk, or mix of these two, the minimum length of the pallu is 60cms.

The length of the pure cotton saree would be 5.5 meters (without blouse), 6.20 meters (with attached blouse) or 8.25 meters (with attached blouse). The width would be 46 inches.

The length of the silk saree or a mix of cotton and silk saree is standard, being 6 meters. Of this the body of the saree is about 5.4 meters and the pallu about 0.6 meters. Silk sarees are made mostly along with the blouse.

**(Length of silk or silk cotton saree = 6 meters=body 5.4meters+ 0.6meters pallu)**

The length of the border through the entire length of the saree, in all the three type of sarees is between 3 to 5.5 inches, measured from the outer end of the saree to the inner end of the border. **Border is present on both sides of the saree, running through the entire length of the body of the saree. This is a compulsory requirement in all sarees. There is no border in the pallu area.** The border on both sides is of uniform size.

The pallu and border have zari work. The body of the saree has checks. This is a unique feature of these sarees. That apart no other design of flora or fauna or any other design/motif is woven. **So presence of checks and absence of any other design apart from checks, in the body of the cotton is a unique feature. The temple design in the border is yet another unique feature which is present in all silk sarees.** The presence of temple border is not compulsory for cotton sarees. The presence of arrow heads in the pallu in silk sarees is another unique feature, though not present in cotton sarees.

These sarees are worn by the women folk on traditional, ceremonial and religious occasions. They are very popular in the state of Maharashtra, where it is still considered auspicious to wear these sarees. These sarees are also offered to Goddesses.

Cotton sarees	Length 5.5 meters without blouse With blouse-(1). 6.20 m with attached blouse (2). 8.25 m. with attached blouse Width : 46 inches	Width of border: 3 to 5.5 inches Count 80s X80s
Silk sarees	Length: 5.4 m. without blouse With blouse 6m.	3 to 5.5 inches
Silk cotton sarees	Length: 5.4 m. without blouse With blouse 6m.	3 to 5.5 inches Warp = pure silk and Weft= pure cotton

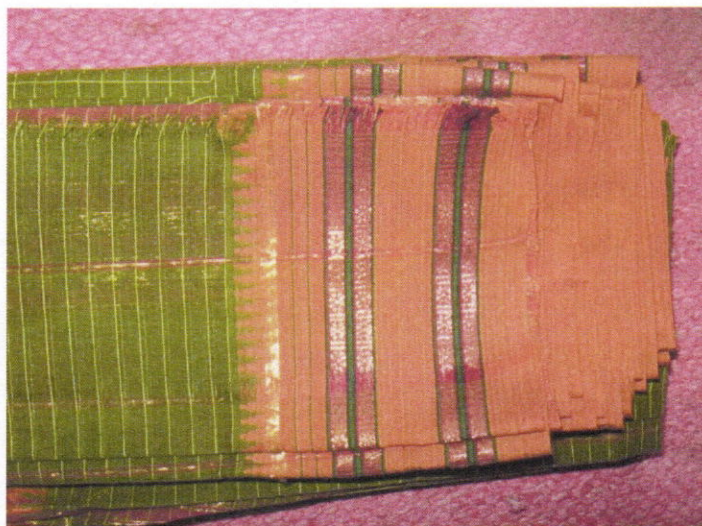
**Sample cotton sarees**



**Sample silk sarees**



**Traditional Narayanpet cotton saree**



### Traditional silk saree



#### **G) GEOGRAPHICAL AREA OF PRODUCTION:**

Area of production of Narayanpet Sarees is restricted to Narayanpet Revenue division of Mehboobnagar District of the State of Andhra Pradesh in India within 77 degrees, 30 minutes, 0 seconds East Longitude and 16 degrees, 44 minutes 1 second North Latitude. The GI producing region consists of the following 7 mandals-

- (a). Narayanpet Mandal,
- (b). Utkar Mandal,
- (c). Dharmagidda Mandal,
- (d). Dhanwada Mandal,
- (e). Kosgi Mandal,
- (f). Maddur Mandal and
- (g) Doulatabad Mandal.

#### **G) PROOF OF ORIGIN:**

The origin of the Narayanpet Sarees can be traced back to the period around 1630 AD. This was the time when the Narayanpet region was under the rule of Chatrapati Shivaji. It is said that once when Chatrapati Shivaji was traveling across the Narayanpet region, he set up camp at Narayanpet. After camping for a few days he continued his travels, but he left behind a few weavers who started weaving a unique type of saree which over a period of time became popular and came to be called as Narayanpet Sarees. During the reign of the Lokapalli Samasthanam the production of Narayanpet Sarees flourished, and its popularity reached its peak. These sarees are very popular in the present state of Maharashtra where it is considered very auspicious to wear these sarees. These sarees are

also offered to Goddesses. These sarees are traditional and their weaving is mostly undertaken as a family business. The knowledge of weaving them is passed on from one generation to the other.

## **H) METHOD OF PRODUCTION**

The production of Narayanpet Sarees is very unique and traditional. The entire production process consists of the following steps;

### **Raw Materials Used**

The raw materials used in the production of the Narayanpet Sarees are cotton, silk and gold zari. Cotton yarn used is of 80s count and is combed cotton yarn, which is the finest quality.

### **Yarn Used**



### **Procurement of Raw Material**

- Cotton is obtained locally from nearby spinning mills in Vijayawada and the nearby localities.
- Silk is obtained from Bangalore. Twisted silk yarn of thickness 18/20 danier is only used.
- The gold zari is obtained from Surat which is very famous in India for zari making. The quality of zari obtained from Surat is also the best in the country.

### **Production of Cotton Sarres**

**Sizing :** Only hand sizing is done and there is no street sizing.

**Gumming :** Here the cotton yarn is dipped in starch, it is soaked nicely, mixed, then removed and dried in shade or in the sun for about 4 or 5 hours.

**Dyeing :** The cotton yarn is then dyed using the required colour dye. The dyes used are synthetic dyes. The time duration for dyeing varies between half an hour to one hour.

**Drying :** The dyed cotton yarn is twisted to remove the excess dye and is then placed in a container or in open air and allowed to dry for about 12 hours. Drying in open air ensures better absorption of the dye by the yarn.

**Winding :** The dried cotton yarn is wound on bobbins.

**Warping :** The bobbins and the warping beam which is made ready is fixed on the loom.

**Drafting/ Joining :** The threads on the warp beam are joined together.

**Pirning :** It involves winding of the yarn using gum on a chakra. Gum is wiped on the yarn so as to make it still. Gum used is natural gum.

**Weaving :** Here the saree is woven on the pre set loom. No machines are used and the entire process is through hand. A doobby is used for weaving only the border, for which the suitable cotton thread/s and the zari are wound in the doobby. For the pallu, zari is used in the shuttle. For this zari is first wound in a bobbin, from which it is wound in the kandi, which is then fixed in the shuttle for weaving the pallu.

**Cutting :** From one weave about 45 to 60 sarees are made depending on the measurements used in the loom. So the sarees are suitably cut according to the requirement.

**Packing :** The cut sarees are then labeled and packed suitably for being marketed.

#### Cotton Saree being Produced



#### Production of Silk Sarees

The weaving of silk sarees is more or less similar, except that there is no sizing done and instead degumming of silk is done by subjecting the raw silk to caustic treatment by

boiling it with caustic soda. Degumming makes the silk light and suitable for weaving. Then 'tie and dye' of silk yarn is done only for the pallu. Rest of the weaving and production process is similar to that of cotton sarees.

In this process the raw silk is subjected to caustic treatment by boiling it with caustic soda.

#### **Silk Saree being Produced**



#### **D) UNIQUENESS OF NARAYANPET SAREES:**

The Uniqueness of Narayanpet Saree can be stated separately for cotton sarees and for silk sarees.

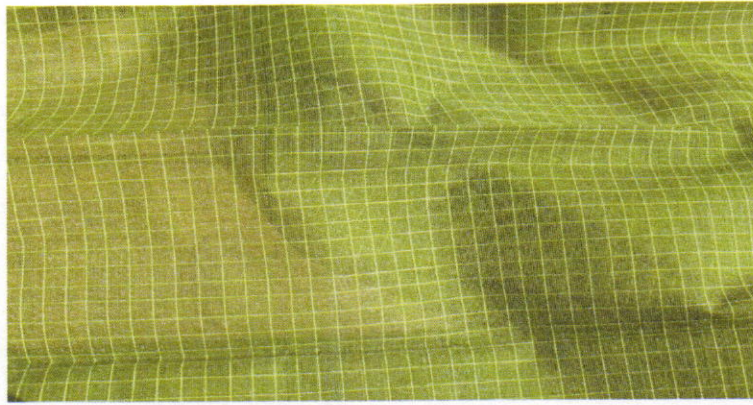
#### **Uniqueness of the Narayanpet cotton sarees lies in :**

##### **a. The weaving of checks**

Checks are weaved in the entire body of the saree. The size of the checks may be small or big, but the presence of checks is a compulsory feature in all Narayanpet cotton sarees. The size of checks is described based on the number of threads used for weaving them, and hence the size of checks vary from a minimum of 5 double threads to a maximum of 25 double threads.

The use of double threads is a compulsory requirement especially when the border colour of the checks is the same as the body colour of the saree. If the border colour of the checks is different from the body colour then double or single threads may be used for weaving the checks border according to the discretion of the artisan. For weaving the checks double threads are used as only then will the checks be conspicuous and not merge with the body colour.





b. **Compulsory border on both sides of the saree**

There essentially is a border on both sides of the saree, running through the entire length of the body of the saree. There is no border in the pallu area. The size of the border on both sides is uniform.

**Unique features of Narayanpet silk sarees lie in the following features :**

a. **Compulsory weaving of temple border**

The temple border design is woven compulsorily in all the silk sarees. The weaving of the temple design in the border is one of the foremost unique feature in all Narayanpet silk sarees,

**Temple border**



b. **Compulsory weaving of 'theni pallu'**

This is another unique feature of Narayanpet silk sarees. 'Theni pallu' consists of arrows with both ends sharpened/pointed woven in the pallu.

THENI PALLU**c. Border thicker than the body**

In the border 1reed uses 6 threads, so that the **border is thicker than the body**. This is yet another unqiue feature of these silk sarees.

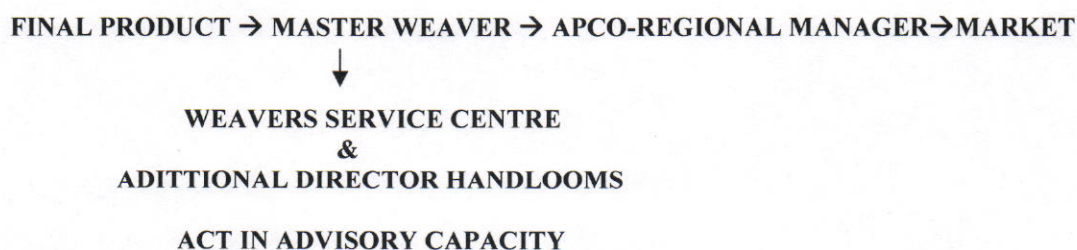
**J) INSPECTION**

Inspection is done by APCO with the aid of Technical Assistants and Procurement Officers. Each saree is checked and inspected for quality.

APCO when giving procurement order will also give the specification for weaving, such as colour combination, pattern etc. and when procuring the woven saree, the quality and compliance with these requirements is checked by the Technical Assistant. The ultimate authority responsible for ensuring quality control is the Procurement Officer of APCO. The sarees so inspected and approved go to the market.

The inspection and quality control are undertaken by the master artisans at the first instance who employ high standards of quality control . Subsequent to which the final product is inspected by the APCO Regional Manager to add another layer of Quality control and Inspection . Apart from the above prevailing two-tier inspection system, The Weaver Service Centre and Additional Director Handlooms act in an advisory capacity to the Master Weavers.

**A schematic representation of the above for better clarity is depicted below :**



## **K) INTEREST OF PRODUCERS**

The applicants are registered societies, registered under the Andhra Pradesh Co-operative Societies Act, 1964. They represent the interest of the producers and are hence qualified to file this application.

The applicants work closely with the Central Government and the Department of Handlooms & Textiles, Govt of Andhra Pradesh, in relation to implementing various Government schemes for the benefit and upliftment of the artisans. The applicants benefit the artisans by having a collective bargaining edge with the purchasers and banks. They also help the artisans to market their products through APCO. The applicants also further and advance the financial aspects/ cause of the artisans with Banks and financial institutions. Various schemes and welfare activities, of the Central and State Government are implemented with the aid of the applicants. Some of the schemes are the Health Insurance Scheme, Life Insurance Scheme, Old Age Pension Scheme, and the Crippled Weavers Benefits Scheme. Some of these details are given below:

1. Health Insurance 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 about Rs.90.
2. 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.

Similarly some of the welfare activities undertaken include construction of work sheds, construction of common facility centers to advance the cause of the artisans, providing dyeing facilities, and conducting/ offering Intergrated Handloom Training Programs to the artisans.

## **L) PRODUCTION , PACKING AND MARKETING**

There are about 2500 families producing Narayanpet sarees, which produce about 3 sarees per month. That makes the total production of Narayanpet sarees about 7500 sarees per month.

The goods are packed and then ready for market. About 80% of the sarees are directly purchased by APCO and the remaining 20% of the sarees are marketed in exhibitions and local markets.

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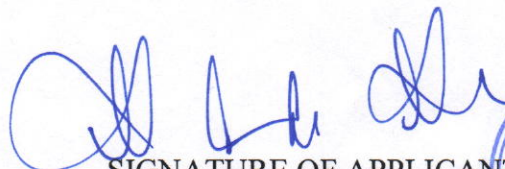
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1. All communication relating to this application may be sent to the following address in India;

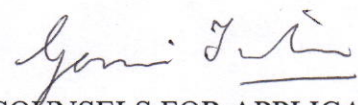
**ANAND AND ANAND  
ADVOCATES  
FLAT GA, NEW No.31, AR VILLA,  
THIRD MAIN ROAD, GANDHI NAGAR, ADAYAR,  
CHENNAI - 600 020.**

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

NOT APPLICABLE

  
SIGNATURE OF APPLICANT



  
COUNSELS FOR APPLICANT

ANAND AND ANAND