

**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)

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:**

**DHARMAVARAM HANDLOOM PATTU SAREES APEX SOCIETY LTD.,  
D.No. 10-2-5, Behind Jayalakshmi Theatre,  
Dharmavaram Town & Mandal,  
Anantapur District,  
Andhra Pradesh.**

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

**CLASS 24 – Silk skirt material and blouses being textile goods falling  
in class 24**

**CLASS 25 – Sarees being textile goods falling in class 25**

**D) SPECIFICATION: Outstanding characteristics**

1. Sarees only made in silk.
2. Sarees not in tussar or cotton.
3. Zari border enhances aesthetic value of saree
4. Sarees available in all colours and combinations.

5. Designs represented on pallu and body of saree are symbolic of flora and fauna.
6. Meant generally for cool or cold climate, or winter wear for grand and auspicious occasions
7. Largely used for making classical dance costumes for Bharath Natyam and Kuchipudi dancers.
8. Price range from Rs.1,500 to Rs. 25,000 , and in case of extraordinary work may cost upto Rs.1.00 lakh and Paavadais cost from Rs.300/- to Rs.2000/-
9. Measurements-  
**Saree:** 5.5 meters + 90 cms.(blouse) ie., length with blouse; width-46inches to 50 "inches.:  
**Weight-**500 gms to 1400 gms weight  
**Paavadai-** Width can vary from 20 to 45 inches Length 1.5 mts. To 4.0 mts. and wt. from 150 gms. To 600 gms
10. Acid dye used.
11. Eco friendly and highly durable

S No	Product	Yarn specification	Saree specifications
	Dharmavaram Pattu Saree	Yarn : Pure Silk Warp X Weft : 20sX20s Dinear 20sX22s Dinear 20sX24s Dinear 20sX24s Dinear Length : 5.5 Mtrs + 90 cm blouse Width : 46/50 inches Reed : 120s/110s/100s/ 92s	Picks/Inch : 40—45 Border : Pure Zari Half fine Zari Dyed Yarn Cross Border : Pure Zari Half fine Zari Dyed Yarn Designs : Pure Zari Half fine Zari Dyed Yarn
	Dharmavaram Silk Pavada Yarn specification: 20inches to 45 inches	Yarn: pure silk Warp X Weft: 20S X 20S dinear 20S X 22S dinear 20S X 24S dinear Length: 1.5 mtrs to 4.0mts Blouse: 40 cms. To 90 cms. Width: 20 to 45 inches Reed: 92s and 120S	Picks/inch: 72 – 80 Border: Pure zari Half fine zari Dyed yarn Cross Border: Pure zari Half fine zari Dyed yarn Designs: Pure zari Half fine zari Dyed yarn

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

**DHARMAVARAM HANDLOOM PATTU SAREE  
AND PAVADA**



**F) DESCRIPTION OF GOODS:**

Dharmavaram Sarees are essentially made of pure silk, with elaborate zari work woven on them in resplendent colours. The characteristic Dharmavaram saree has broad solid colour borders with intricately woven brocaded gold border. It is eco-friendly, highly durable and enhances the grandeur and aura of the lady wearing it in social functions. Though worn in all weather conditions, it is better suited for cool or cold climate. It is most appropriate for grand functions. Designs on the pallu and body of saree largely represent flora and fauna as also traditional legends of the country. Leaf, Flower, Fruit, animals and bird designs are largely incorporated in Dharmavaram sarees. More recently the weavers have improvised the weave of the zari to include various contemporary themes as seen in the pictures below. Peacock and Parrot designs are however the most popular and most traditionally used. The semi-arid tropical climate and the quality of water contribute to the colour fast nature of the yarn during production.

Different combinations of workmanship on the saree are possible:

- a) One side Kuttu Saree
- b) Double side Kuttu Saree
- c) One side self Saree
- d) Double side self Saree
- e) One side semi contrast Saree
- f) Double side semi contrast Saree
- g) Evening and morning brocade saree
- h) Tape border saree

**\*Kuttu : A joining between the border and the body of the saree.**

All the above have varying degrees of zari work woven with dexterity to perfection, hitherto unprecedented. The ingenuity of the artisans has made it possible for exquisite weaving of themes like Ramayana and Mahabaratha on the sarees.

**Motifs showing scenes from Indian epics**



**Lavish zari work on colourful Dharvaram sarees**





**Peacock design on pallu of Dharmavaram saree**



**G) GEOGRAPHICAL AREA OF PRODUCTION AND MAP:**

Nearly 75% of the total production of Dharmavaram sarees comes from Dharmavaram in Anantapur District, Hindupur and Somandepalli and Yadiki mandals. Remaining 25% of production comes from other areas of Anantapur, Kurnool, Kadappa and Chittoor districts of Andhra Pradesh . Dharmavaram is located at 14 degrees 26' 0" North latitude, 77 degrees, 43' 0" East Longitude.

Geographical factors- Altitude in Dharmavaram is 1132 ft. above sea level, Water quality-soft with moderate humidity, which are best suited for silk saree production, Temperatures in this region range between 25 degrees and 40 degrees celsius. Climate in

Dharmavaram is semi arid tropical. Rainfall in this region being the lowest in Andhra Pradesh, favours the production of silk as silk yarn breaks easily in rainy weather.

#### **H) PROOF OF ORIGIN:**

Dharmavaram a small town of rich handloom cluster is situated in the District of Anantapur of Rayalaseema region in A.P. A humble beginning with nearly 100 families in and around Dharmavaram village, has now grown into more than 2 lakh families in Anantapur and Rayalaseema districts ie., Kadapa, Chittoor, Kurnool besides Anantapur district.

In the year 1153-54 AD, a person named “Kriya shakthi Vodavaru Swamy” had got a village constructed on the banks of Chitravathi river. To commemorate his mother Dharmamba, he named the village after her as Dharmavaram. In course of time, in 1569 to 70 AD the Dharmavaram reign passed on to the hands of the Hande dynasty from Vijayanagara rulers.

As per the records in 1895 AD, there were 172 Handlooms (both wool and cotton). By the year 1919, the population of Dharmavaram had grown to 7386. Handloom weaving has been their main stay in the village by then. As the years rolled by, silk handloom weaving occupied a predominant position in Dharmavaram.

*(Source: “Dharmavaram Charitram” by Seeripi Anjaneyulu, printed by Andhra Patrika Mudrakshara Shala, Chennapuri, Year 1918).*

Proof of origin of Dharmavaram sarees can also be found in the roof wall paintings of Lepakshi temple near Hindupur. Besides, there are a total of 280 designs in the temple constructed during the year 1522 to 1538 AD. A place called “Latha Mandapam” wherein 36 rock pillars have 144 unique designs of Dharvaram sarees.

*(Source: Sri Y.V.Virupanna, Tourism guide.)*

Dharmavaram Saree is the flagship product of Dharmavaram in Andhra Pradesh. This silk saree is coveted all over India, especially in the South. Women of Andhra Pradesh generally select these sarees for all ceremonial and formal occasions.

Dharmavaram is eminent throughout the country for its elegant silk sarees. The town is situated at a distance of approximately 47 km from Anantapur city. Its cotton and silk weaving industry has made the city renowned not only in India, but throughout the world.

## **I) METHOD OF PRODUCTION**

The production of Dharmavaram sarees involves the following steps-

### **1. RAW MATERIALS USED:**

1. Pure silk in raw silk or silk yarn form
2. Zari threads in silver and gold, red and green (sourced from Surat)
3. Acid dyes
4. Soap and Soda for degumming yarn
5. Local water

#### **Silk yarn**



### **2. PROCUREMENT OF RAW MATERIAL:**

Silk is procured in both raw silk and silk yarn. Raw silk hank is procured from Bangalore, Siddalagatta, Ram Nagar, Kanakapura in Karnataka State. Silk yarn is procured from Madanapalli, Hindupur, Kuppam and Dharmavaram of AP state. Of these the silk obtained from Siddalagatta is believed to be of the best quality. It is pertinent to mention here that the higher the quality of the silk raw material, the finer the saree is and the more expensive it becomes. About 10% of the silk obtained is done through Weavers Cooperative Societies and the remaining 90% individually and through traders.

The silver, gold, red and green zari are procured from Surat in Gujarat which is considered the best in India for the purpose.

### Gold zari in bobbin



### **3. DEGUMMING OF SILK:**

The raw silk sourced as above is sticky and unsuitable for dye treatment. Hence it is subjected to degumming treatment by soaking it in boiling water in which soap and caustic soda are added. This cleans the yarn of its natural stickiness from the source. 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 gives way. The weight of the yarn after degumming gets reduced by almost 25%.

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.

### **4. TWISTING OF YARN**

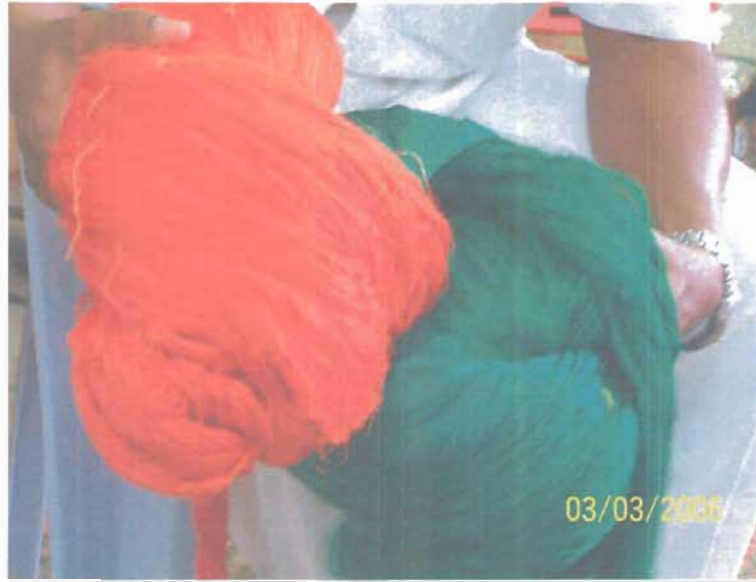
Once excess water is wrung or twisted out, the yarn is ready for dyeing as the yarn now has the capacity to absorb the dyes. The twisted yarn out of which excess water is wrung out, is then dried and is now ready for absorbing dyes. Twisting of yarn is done both for saree and pavadas. Warp takes 24 to 28 twists while weft takes 6 to 10 twists. Twisting is done to give durability and thickness.

### **5. DYEING:**

Dharmavaram saree weavers use direct acid dyes which are available in all rainbow colours. Depending on the requirement, upto 500 colour combinations are possible from the basic rainbow colours. For this purpose the weavers use the requisite proportions of required colours to arrive at the desired hues and shades.



### Dyed silk yarn



### Various combinations of colours used in weaving process



Once the colour or shade is decided, the twisted yarn is ready for absorption of dye. The acid dye is added to hot water at 90 degrees and the twisted yarn is then soaked for about 20 to 25 minutes.

Then the dyed yarn is washed in ordinary water to rinse out excess dye. An important step at this juncture is the soaking of the washed yarn in room temperature water into which acetic acid has been added. Notably, this step gives a glow and sheen to the yarn and makes it stiff and durable. Perhaps this contributes to the durability of Dharmavaram silks which is a characteristic of the GI.

## **TREATMENT OF EFFLUENT-**

Dharmavaram silks are made in an environment friendly manner. After the dying phase, Sodium Hydroxide is added to the remaining dyes which neutralizes the acidity in the effluent and it is then drained in the normal channel. Hence the process is rendered eco-friendly. There is no record of any disease.

## **6. DRYING**

The dyed yarn is then dried on bamboo sticks for 5 to 6 hours. No specific temperature requirements are relevant. It is dried in room temperatures ranging between 30 degrees celsius and 40 degrees celsius. It is pertinent to note that the yarn is dried indoors. It is pertinent to note that the dyed yarn is dried indoors away from direct sunlight.

## **PRE-LOOM PROCESS:**

### **7. CHECKING OF CUTTING IN WARP**

The weaving process brings together two sets of yarn mounted on the loom. The weft extends to the length of the saree. A warp extends approximately to the length of 10 sarees. The weft contributes to the width of the saree.

### **8. CERTIFICATION BY CENTRAL SILK BOARD-**

An office of the Central Board Silk Board is located in Dharmavaram which certifies the quality of the silk used for the weaving. The strength of the yarn, power testing and Dinear testing take place here. The Dinear testing is done to ensure that the warp has 24 to 26 twists per inch while the weft has 6 to 10 per inch.

### **9. 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.

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 which is 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.

## 10. WEAVING PROCESS

It is noteworthy that only pitlooms are used for original Dharvaram silk weaving. No powerlooms are used. Dharmavaram sarees and Paavadais are hence completely Handloom . A weaver takes 8 to 10 hours a day of weaving in 5 to 8 days to make one saree.

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.

Jacquard is used for more complicated designs while doby is used for the simpler designs. In the jacquard cards with punched holes are inserted and placed appropriately to effect the required designs on the cloth.

A loom showing jacquard



Only Pitlooms are used in Dharmavaram silk weaving. Dharmavaram silk weaving is conspicuous by the absence of power loom. The pitloom enhances the stability of the weaver during the weaving process. The material is completely hand woven and is conspicuous by absence of any form of printing.

Graph paper is used for incorporating the designs. The motifs are first incorporated on the graph paper and later super imposed on the material on which the weave is carried out. One saree takes approximately 5 to 8 days by one person for about 8 to 10 hours a day.

## 11. CUTTING & FOLDING:

Folding is done manually in the size of 12" X 8". Packing is then done in attractive paper boxes.

## 12. INSPECTION AND QUALITY CONTROL:

APCO and the Central Silk Board are the government agencies undertake the responsibility to inspect the quality of silk and the sarees. The manner of inspection is through procurement by trained procurement officers and technical assistants of the APCO in case of the sarees. The Central silk Board conducts the following exercise:

(a). Raw silk testing is carried out for all the characteristics of raw silk adopting the International Silk Association (ISA) and the Central Silk Technological Research Institute (CSTRI) Bangalore, procedures.

(b). In case of Silk sarees, the following tests are conducted based on need:

(i). ends per inch (EPI) and Picks per inch (PPI)

(ii). Silk warp denier and weft denier

(iii) Type of woven design

(iv) Fabric strength

(v) purity of zari

(vi) Fastness Test for colour:

(a). Wash fastness test

(b). perspiration test

(c). Light fastness test.

APCO further certifies sarees sourced from the Cooperative Weavers society as being pure handloom. The other weavers use their expertise and experience in gauging the quality maintenance of the finished product.

**Duration-** A saree takes 8 to 10 hours of weaving per day, in 5 to 8 days by one person.

## J) UNIQUENESS:

The uniqueness of Dharmavaram sarees lies in its durability, its regal look, grandeur and suitability for grand occasions. It lasts upto 50 years due to usage of weft of two play, three play and four play. The colour is fast and is guaranteed. The saree has a rich luster and its resplendence and grandeur makes Dharmavaram saree stand out. These characteristics can be attributed to the region of Dharmavaram which prides itself as

being home to dextrous and experienced handloom weavers. The Dharmavaram silk is essentially handloom woven and not power loom. The use of gold, silver, green and red zari adds to the magnificence of the saree making it very appropriate for use in grand occasions. Dharmavaram saree is made in all colours, and is conspicuous by the presence of intricate zari weave. The body has no thread work and the borders and pallu have intricate zari woven in exquisite designs.

#### **K) MARKETING:**

There are 1.5 lakh looms which produce about 72,00,000 sarees on an average at Rs. 2500 per saree at a total cost of Rs. **1,800** crores. Exports to the tune of Rs. 180 crores are undertaken to US, UK, Malaysia, Singapore, Myanmar and Dubai. About 40% of total production is locally consumed. About 50% is circulated nationwide and 10% for international export. About 10% of the total production of Dharmavaram consists of paavadas. 16.67,000 Pavadas at an average price of Rs.1200/- per piece at total cost of Rs.200.00 crores are exported

#### **L). WAGES:**

There are more than 2 lakh weavers involved in the making of Dharmavaram silk sarees. The average wage per weaver is about Rs.5000 for 10 sarees warp. However the amount differs according to variation in the nature of raw material/process of weaving.

#### **M) WEAVER'S BENEFIT:**

The Government has come forward with several Weaver's benefit schemes. Some of them are as follows-

##### **(1) Schemes for weavers within Coop- fold:**

1. Benefit of cash credit
2. Reimbursement of rebate claims under Marketing incentive scheme
3. Modernisation/replacement of looms

##### **(II) Schemes for weavers outside and within Coop. fold:**

1. Pavali Vaddi Scheme
2. Mahatma Gandhi Bunkar Bima Yojana (MGBBY)-Life insurance
3. 3. ICICI Lombard Health insurance scheme for weavers
4. Workshed-cum-housing scheme for weavers
5. Artisan credit card scheme
6. Finance to handloom weavers groups.
7. Integrated handloom Development Scheme (IHDS)

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 ..... day of Oct, 2010.



SIGNATURE OF APPLICANT/ AGENT

**K. Subodh Kumar  
Head-IPR & APTDC**



COUNSEL FOR APPLICANTS  
ANAND AND ANAND