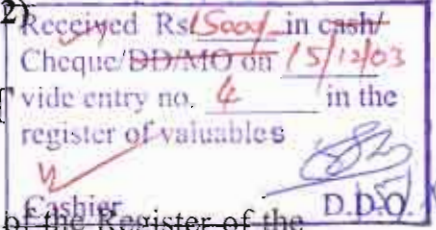


15 DEC 2003

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

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

POCHAMPALLY IKAT



Application is hereby made by for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars :-

- Name of the Applicant :

- a. **Pochampally Handloom Weaver's Co-op Society Ltd**, an autonomous society registered under the Societies Act 1860

Address : Post & Mandal Pochampally,
District Nalgonda – 508 284
Andhra Pradesh

- b. **Pochampally Handloom Tie & Dye Silk Sarees Manufacturer's Association**, an association established under the Law

Address : Post & Mandal Pochampally,
District Nalgonda – 508 284
Andhra Pradesh

- List of association of persons/producers/organization/authority :

(a) Pochampally Handloom Weaver's Co-op Society Ltd.

The said society has approximately 600 members. The details of the same can be provided at a later stage.

(b) Pochampally Handloom Tie & Dye Silk Sarees Manufacturer's Association

The said association has a number of members. The details of the same will be provided at a later stage.

- **Type of the goods :**

Class 24 - Textile and textile goods; not included in other classes;
bed and table cover and all other goods falling in Class
24

Class 25 – clothing, headgear and all other goods falling in Class 25

Class 27 - carpets, rugs, mats and mattings, materials for covering
floors and all other goods falling in Class 27.

- **Specification:**

- a. is made of natural fibre for e.g. cotton or silk or a mixture of both
- b. the threads / yarn is tied and dyed in different colors according to a predetermined pattern / design
- c. dyed thread / yarn is used for weaving
- d. in weft ikat or warp ikat or both, also known as double ikat
- e. samples attached here as *Annexure A*

- **Name of the Geographical Indication [and particulars]**

POCHAMPALLY IKAT visually identified by the 'chowkra' design which is a diamond within a square, or its derivatives, having diffused edges.

- **Description of the goods :**

Textile and textile goods; bed and table cover and all other goods falling in Class 24; clothing, headgear and all other goods falling in Class 25; carpets, rugs, mats and mattings, materials for covering floors and all other goods falling in Class 27.

- **Geographical area of production and map enclosed here as *Annexure B* i.e. the district of Nalgonda and parts of Warangal in Andhra Pradesh, India.**

- **Proof of origin :** Historical records are annexed here as *Annexure C*

- **Method of production** : Natural fibres such as cotton or silk are spun into yarns which are then tied and dyed with colors according to the pattern visualized by the master weaver. This tied and dyed yarn is then dried and put on looms to be woven into fabrics having designs that have diffused edges.

- **Uniqueness** :

- a. The design, which is usually a diamond within a square (chowkra) or derivatives of it, are evocative of Pochampally textiles,
- b. The diffused edges of the design,
- c. Special skills in visualization of design, and
- d. Traditional dyeing method, which entails the following processes each of which involves meticulous and precise team work. These processes are :
 - a. tying of warp threads, and dyeing them as per the visualized pattern
 - b. loading the loom with the said dyed warp thread, following which,
 - c. a marker thread is used to mark off the pattern for the tying and dyeing of the weft threads
 - d. the said dyed weft thread is then reeled and loaded into fly shuttles for weaving the threads to the visualized pattern.

- **Inspection body** : _____

- **Other** :

Along with the Statement of case in class 24, 25 and 27 in respect of Textile and textile goods; bed and table cover and all other goods falling in Class 24; clothing, headgear and all other goods falling in Class 25; carpets, rugs, mats and mattings, materials for covering floors and all other goods falling in Class 27 in the name of

(a) Pochampally Handloom Weaver's Co-op Society Ltd., whose address is Post & Mandal Pochampally, District Nalgonda – 508 284 Andhra Pradesh

(b) Pochampally Handloom Tie & Dye Silk Sarees Manufacturer's Association, whose address is Post & Mandal Pochampally, District Nalgonda – 508 284 Andhra Pradesh

who claim to represent the interest of the manufactures of the said goods to which the geographical indication relates and which is in continuous use since _____ 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 :
 - a. as given above and
 - b. Affidavits enclosed here as *Annexure D*
3. All communications relating to this application may be sent to the following address in India.

Address for service:
ANAND & ANAND, Advocates
B-41, Nizamuddin East
New Delhi - 110 013
(Code-295)

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

~~(a) Designation of the country of origin of the Geographical Indication~~

~~(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.~~



SUNITA K. SREEDHARAN

FOR APPLICANTS
ANAND & ANAND, Advocates
B-41, Nizamuddin East,
New Delhi-110013
(Code-295)

The Registrar of Geographical Indications
The Geographical Indications Registry
Chennai

Fee of Rs. 15,000/-.

STATEMENT OF CASE

Characteristics and Uniqueness

There are at least 40 villages within a 70 k.m. radius of Hyderabad, the capital of Andhra Pradesh, in the adjoining districts of Nalgonda and parts of Warangal including Pochampally (also spelt Pochampalli), Koyalagudam, Puttapakka, Elanki and Chautupal where Ikat textiles are woven. In these villages, Ikat weaving is a way of life, with every member of a family, from child to grandparent, being involved at one stage or another.

In principle, Pochampally Ikat or resist dyeing, involves the sequence of tying (or wrapping) and dyeing sections of bundled yarn to a predetermined color scheme prior to weaving. Thus the dye penetrates into the exposed section, while the tied section remain un-dyed. The patterns formed by this process on the yarn are then woven into fabric.

The three basic forms of Pochampally Ikat are :

- a. *single Ikat*, where either warp or weft threads are tied and dyed prior to weaving.
- b. *combined Ikat*, where warp and weft ikat may co-exist in different parts of a fabric occasionally overlapping.
- c. *double Ikat* which is by far the most complex form. Here both warp and weft threads are tied and dyed with such precision, that when woven threads form both axis, mesh exactly at certain points to form a complete motif or pattern.

The Pochampally Ikat products are handcrafted to perfection by skilled artisans who are endowed with critical skills in intricate designs, having decades of experience behind them in their respective fields. In certain cases these masterpieces can take up to one hundred and twenty days to take final shape, to the satisfaction of a craftsmen.

Brief History

In late 19th century, 'Chirala', the oldest center for weaving of Pochampally Ikat, situated on the rail route between Vijayawada and Chennai (formerly

known as Madras), was once known to produce the famous cotton 'Telia Rumals' or 'Chowkas' (diamond within a square) woven in pairs measuring 55 to 75 square cms. Characterized by their bold, geometrical motifs, in red, black and white, offset by wide single colored borders, they were used in India by fisher folk and cowherds as loincloths, lungis or turbans. In the 1930's they were exported in large numbers to Burma, the Middle East and East Africa where they were known as Asia Rumals. The term "Ikat" stems from the Malay - Indonesian expression 'Mangikat' meaning to bind, knot or wind around.

Future of Pochampally Ikats:

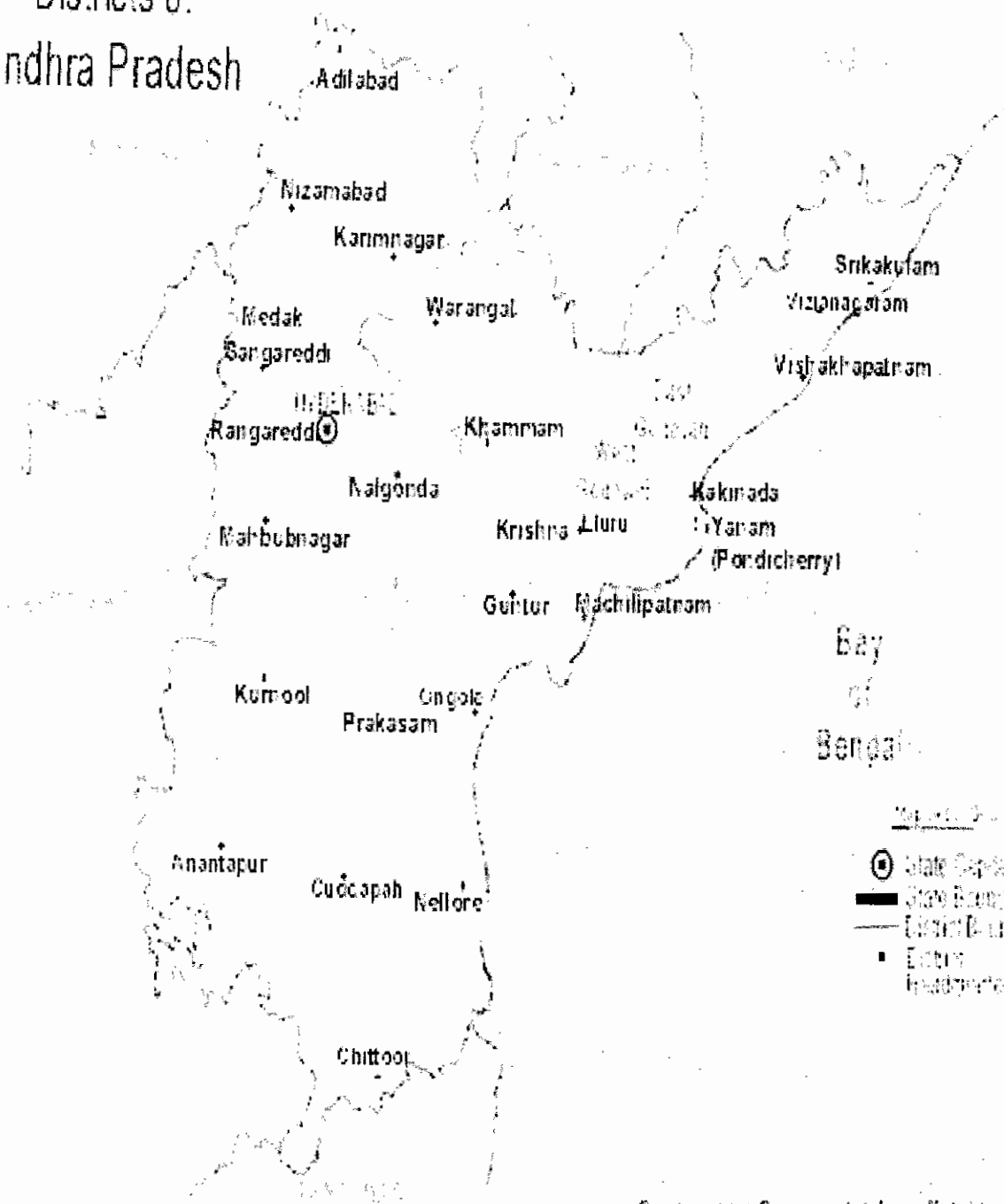
In the 60s the All India Handicrafts Board assisted the weavers of Pochampally to start weaving sarees. Pochampally, a small village, slowly captured the market for, Ikat sarees and today the whole of Nalgonda district works on Ikat weavers which can compare with the very best in single Ikat warp weaving.

Silk is brought from Bangalore, while pure zari is sourced from Surat. The weavers work for the co-operative societies and the materials are provided to them through the society itself.

Pochampally Ikat weavers are experimenting these days with Jacquard and dobby techniques to combine it with Ikat with the help of the weavers service centre, Hyderabad.

Along with the traditional diamond, parrot, elephant, and flower motifs, the Ikat saree designers these days are developing new and modern designs to go with the current trends of the market.

Districts of Andhra Pradesh



- Legend
- State Capital
 - State Boundary
 - - District Boundary
 - District Headquarter

4
15 DEC 2003

Geographical Indication Application No.

Sheet 1 of 2

Applicant: Pochampally Handloom Weaver's Co-op Society Ltd. & Pochampally Handloom Tie & Dye Silk Sarees



Anand

of Anand & Anand
Agents for the Applicants

15 DEC 2003

Geographical Indication Application No.

Sheet 2 of 2

Applicant: Pochampally Handloom Weaver's Co-op Society Ltd. & Pochampally Handloom Tie & Dye Silk Sarees



Bredhnanan

of Anand & Anand
Agents for the Applicants