

GI APPLICATION No.
197

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APPLICATION FOR
REGISTRATION OF
GEOGRAPHICAL INDICATION

MAHESHWAR SAREES AND FABRIC

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8/2/10

GOVT. OF INDIA
Geographical Indication Registry
08 FEB 2010
DY NO. 988
CHENNAI.

BEFORE THE REGISTRAR OF GEOGRAPHICAL
INDICATIONS: CHENNAI
GI APPLICATION No. /2010

IN THE MATTER OF:

REGISTRATION OF GEOGRAPHICAL INDICATION
OF MAHESHWAR SAREES AND FABRIC

INDEX

SR.NO.	PARTICULARS	PG. NO.
01	APPLICATION FOR REGISTRATION OF MAHESHWAR "SAREES & FABRIC" GEOGRAPHICAL INDICATION ALONG WITH SUPPORTING AFFIDAVIT (GI-1)	01-39
02	ANNEXURE A Detailed List of looms, persons involved in the production and trading of Maheshwar Sarees and Fabric.	41-149
03	ANNEXURE B List of various kind of products of Maheshwar Sarees and Fabric along with its specifications & uniqueness.	150
04	ANNEXURE C Certified copies of the maps of Maheshwar & Kasrawad along with a copy of the Imperial Gazetteer of India.	150A- B
05	ANNEXURE D Copy of the relevant extract of the Gazetteer of Govt. of Madhya Pradesh.	151-168
06	ANNEXURE E Photographs of the process of production and manufacturing.	169-176
07	ANNEXURE F Copy of the relevant Rules of Stamping of Govt. of Madhya Pradesh along with sample stamp	177-198

	and other relevant records.	
08	ANNEXURE-G Copy of the Memorandum and Article of Association of Maheshwar Hathkargha Vikas Samiti (applicant No. 1).	199-214
09	ANNEXURE-H Photographs of the carvings and scriptures existing at the Ahilyabai Fort.	215-224
10	ANNEXURE-I Various certificates issued by the government authorities recognizing the existence and its significance of Maheshwar Handloom cluster.	225-234
11	ANNEXURE-J Photographs of the Sarees and other Fabric produced at Maheshwer.	235-260
12	Letter of Authorisation (G-10).	261

AUTHORISED SIGNATORY

THROUGH

(Vinay Kumar Jain)
Advocate

IPR JURIS, Law Firm
509/III, Lawyers Chambers,
Delhi High Court
New Delhi 110 013

APPLICATION FOR THE REGISTRATION OF A
GEOGRAPHICAL INDICATION IN PART A & B
OF THE REGISTER

SECTION 11(1) RULE 23(2)

1. Application is hereby made by for the registration in Part A and B of the Register of the accompanying geographical Indication furnishing the following particulars: -

a) NAME OF THE APPLICANT:

- i) Maheshwar Hathkargha Vikas Samiti
(Registered under Society Registration Act 1880)
- ii) District Handloom Training Centre through its
Assistant Director (Handloom),

b) ADDRESS:

- i) Maheshwar Hathkargha Vikas Samiti
(Registered under Society Registration Act 1880)
306, Kherapatti Marg, Maheshwar
- ii) District Handloom Training Centre
Office of Assistant Director (Handloom), Maheshwar,
Directorate of Handloom,
Government of Madhya Pradesh

Maheshwar, District, Khargon, MP.

a. **LIST OF ASSOCIATION OF PERSONS/ PRODUCERS/ ORGANIZATION/ AUTHORITY:**

A detailed List containing list of Looms, Weavers, Cooperative societies etc involved in the production, marketing and trading of the Maheshwar Sarees and Fabric is annexed to this application and is marked as Annexure A.

b. **TYPE OF GOODS:**

Class-24: Textiles Good not classified elsewhere i.e. curtains, Cushion covers, runner cloth, home furnishing material, Table covers, etc.

Class-25: Sarees, Dupatta, Stolls, Chunni, yards, Scarf, Dress Material.

Sarees & Fabric Varieties:

As mentioned in the statement filed and marked as Annexure- B.

c. SPECIFICATION:

Maheshwar Sarees and Fabrics contain Geometrical designs on its boarder, which are based upon the carvings/ scriptures/paintings and wall paintings engraved on the walls of Fort built by Maharani Ahilyabai. The Sarees have same pattern of Borders and Pallava. The Specifications are mentioned in subsequent paras dealing with uniqueness of Maheshwar products and are also mentioned in Annexure-B.

d. NAME OF THE GEOGRAPHICAL INDICATION [AND PARTICULARS]:

MAHESHWAR SAREES & FABRIC:

e. DESCRIPTION OF THE GOODS:

CLAUSE 24 of the G.I. Rules: -

Maheshwar Sarees and Fabric (Handloom products) are in existence for last more than 250 years for manufacturing Sarees, Dress material, ladies suits, Handloom etc. Its products are famous all over the country and as well in the international market.

Needless to say those Maheshwar products are well known by its name and reputation.

f. GEOGRAPHICAL AREA OF PRODUCTION AND MAP:

The various Handloom products of Maheshwar Sarees and Fabrics are produced in the two following geographical regions:-

1. Maheshwar (Tehsil)
2. Kasrawad (Tehsil)

These two Tehsil are on two sides of the holy River Narmada. One can easily sail across the river and travel to other city within 5 minutes. The certified copies of the map showing longitude and latitude are annexed herewith and are marked as Annexure C.

g. PROOF OF ORIGIN [HISTORICAL RECORDS]:

The Government Gazetteer mentions in detail about the Maheshwar Sarees and Fabric and its products, which has been used since the Moghul era. Even in the Imperial Gazetteer of India the production and manufacturing of Silk Sarees at Maheshwar are

specifically mentioned. The construction of famous Fort at Maheshwar by Queen Ahilyabai in the 16th Century is the foundation of this Handloom cluster. The manufacturing & production of Handloom Sarees and other products was started by the Queen Ahilyabai, which continued thereafter and is continuing till date. The District Training Centre (Government of Madhya Pradesh) was established way back in the year 1920, which is still functional and is also acting as Quality Control Agency. The copies of the Gazette maintained and issued by the Govt. of Madhya Pradesh and the copy of the relevant portion of the Imperial Gazetteer of India are annexed herewith and are marked as Annexure D.

h. METHOD OF PRODUCTION:

- a) Procurement of raw -The production process starts with the selection of the Cotton yarn, Raw Silk, linen, Zari of various qualities and borrowed from various production centers within the country and abroad. Generally, the

popular destinations of raw materials are Bangalore, Mumbai, Varanasi, while Cotton is purchased from Coimbatore, Linen from Calcutta and Tussar from Bhagalpur & Chapra (Chattisgarh).

- b) Silk yarn contains natural gum which is removed by washing it with hot water. Degumming facilitates fast colouring.
- c) The colouring of Silk yarn is done by the weavers of Maheshwar products at their home.
- d) For dyeing cotton yarn wet colours are used and whereas for dyeing Silk acid colours are used. Dyeing is done in Maheshwar geographical region and little dyeing work done here manually and/or with the use of machines. The process of dyeing yarn is done for 30-45 minutes. Hydro Exhauster machine is used for squeezing the yarn.

- e) After dyeing the yarn is loosened or wound on reels or swifts. This is a prelude to the preparation of the warp and weft.
- f) Zari (imitation) used for production is of three kinds namely Golden, Silver and Copper. Much used Zari is of Golden colour.
- g) After colouring, the yarn is sent for winding. Winding is done separately for the length and breadth of Sarees and other fabric products. Yarn wrapped for length is called 'Warp' and whereas the yarn wrapped for breadth is called 'Weft'.
- h) For the weft the yarn is wound on pins with the help of a charkha and this activity is usually performed by the members of weaver's family. Warping is a specialized process, which is performed by the wrappers. The warp yarns are wound on bobbins, which are arranged across a wooden frame called reel. The yarns from these reels

pass through a reed to be wound around a vertical drum. A wrapper in good times would warp 4 or 5 warps for 12 Sarees each.

- i) The next step is the task of passing the warp through the reed and the healds. The warp threads are then joined to the old war threads with a deft twist of the hand of the women folk. This process takes approx 3-4 days.

- j) Before the actual weaving begins the weaver sets the design of the border and the pallav. The respective ends of the design are tied to a vertical harness called jala and the process is called jala tying. This process takes anywhere between 3-4 days depending on the complexity of the design. Much complicated designs some time take even more time ranging up to 25 days. The figured effects are produced with the help of an extra weft and the number of tillis (or the no of weft yarns will determine the time taken). That is higher the number more will be the time taken. The time reduces if

the number of ply in the weft yarn is more and consequently the weaver can move faster and cover more ground. However in this case the output is less fine. Similarly higher the reed count more is the production time.

- k) The weaving is performed by one or two very skilled weavers of the same family. The looms being used are largely traditional Pit-looms and Frame-looms with throw shuttle.
- l) The Maheshwar Sarees and Fabric does not require any post loom process and is cut off from the loom to be packed and sold. The specialty of Maheshwar Sarees and other products is that it does not require any other activity like Roll press or Zari polishing.
- m) Packing and folding of Sarees is also done by the skilled and experienced hands and the Maheshwar Saree are also known and identified by the special folding process.

- n) Products are packed as per the requirement of the buyer and of the trader by way of customized packing methods.

The photographs of the process of production and manufacturing are annexed herewith and are marked as Annexure E.

i. UNIQUENESS:

- a) Maheshwar Sarees & other Fabrics products are known and identified by the Boarder & Pallav containing the carvings/ scriptures/ paintings engraved on the walls of the Fort built by Queen Ahilyabai at Maheshwar. The design of both Boarder and Pallav shall be matching with each other. This uniqueness is not in use or practiced in any other Handloom cluster/ product in India. The weavers carrying on the production activities for ages are based only in Tehsil Maheshwar and Kasrawad. Such skilled and exclusive weavers are based in these two Tehsil due to the existence of Fort at

Maheshwar and they don't anywhere else in the country. Such traditional weavers are not and should not exist any where else in the country due to their exclusiveness.

- b) In one of its Sarees Raasta (Tani), two colors are used in warp. Extra warp is used only in Boarder.
- c) Maheshwari fabric is gossamer thin - a delicate blend of silk and cotton yarn- made in tiny checks or stripes with a coloured border. The specialty of Maheshwari Saree is its distinctive border which looks alike from both the sides. Normally the border is traditionally 2.0 to 2.5 inches with geometric designs.
- d) All Maheshwar products consist of carvings/ scriptures/ paintings engraved on the walls of Fort built by Maharani Ahilayabai. It is only with the help of these patterns that a border can be increased or decreased in width. The ' pallav' is woven separately on dobby looms.

They are known for their permanent colours and exclusiveness resulting from its simplicity.

j.INSPECTION BODY:

a) Presently State Govt. of Madhya Pradesh is involved in quality control of the Maheshwar Sarees and Fabric and all of its products. The Directorate of Handloom, Government of Madhya Pradesh is also stamping the quality products against usual charges. The Directorate of Handloom, Government of Madhya Pradesh vide its orders dated 22.05.1998 has laid down specific Rules in this respect and they are issuing Cards to the producer/ weaver whosoever applies to them for stamping the quality and specifications. These Rules and stamps and as well as the pages of relevant records maintained by the Govt. of MP are enclosed herewith and are marked as Annexure F.

b) The applicant no. 1 being a specially constituted Society for the purposes of upliftment of weavers and to protect their interests is in process of framing their

own Inspection Rules. During this period they shall adopt and practice the Stamping Rules framed by the Government of Madhya Pradesh.

i. **OTHER:**

The details of the historical background of Maheshwar Sarees and Fabric and its textile products is mentioned in the statement of case along with the present application.

Along with the Statement of Case in Class 24 and 25 in respect of in the name(s) of whose address is who claims to represent the interest of the producers of the said goods to which the geographical indication relates and which is in continuous use since in respect of the said goods.

iii) The application shall include such other particulars called for in Rule 32(1) in the Statement of Case.

- iv) All Communications relating to this application may be sent to the following address in India.

Vinay Kumar Jain, Advocate
IPR JURIS, Law Firm,
253, (FF) Defence Colony,
New Delhi 110 029

and also at

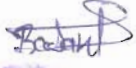
509/ III, LAWYER'S CHAMBERS
DELHI HIGH COURT
NEW DELHI 110 003
Tel: 099 58676667

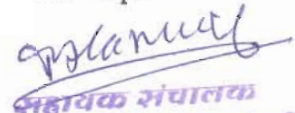
- v) In the case of an application from a convention country the following additional particulars shall also be furnished:-

NOT APPLICABLE

- 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.


महेश्वर हाथ करया विकास सामात
महेश्वर


महायक संचालक
जिला हाथकरघा कार्यालय एवं प्रशिक्षण केंद्र
महेश्वर (खरगोन) म.प्र.

(Basant Shrevenkar) and (T.M. Ansari)
NAME OF THE SIGNATORY

THROUGH


(Vinay Kumar Jain, Advocate)
IPR JURIS, Law Firm,

STATEMENT OF CASE

“ Handloom” product is a product of the poor, for the rich. Connect them properly and you have a business model for poverty alleviation”

1. The applicant no. 1 is a registered Society under Society Registration Act 1860 having registered office at Maheshwar constituted with the sole objective of protection & enforcement of GI. It is with all India operation. It is neither carrying any commercial activity and nor it is profit making body. It has all persons associated with the production of Maheshwar Sarees and Fabric as its members without any charges and formality. The applicant no. 2 is the MP state Government authority meant exclusively for the protection and upliftment of this handloom cluster. The GI of Maheshwar Sarees & Fabric belongs to the applicants and its members and they own the same and it is thus imperative to legally recognize the same. The Memorandum and Article of association along with its Bye laws and its resolution to protect and apply for GI of the applicant no. 1 NGO are annexed as Annexure-G.

2. The Handloom Textiles constitute a timeless facet of the rich cultural heritage of India. As an economic activity, the Handloom sector occupies a place next only to agriculture in providing livelihood to the people. The element of art and craft present in India handlooms makes it a potential sector for the upper segments of the market both domestic and as well as International. Handloom forms a precious part of the generational legacy and exemplifies the richness and diversity of our country and the artistry of the weavers. Tradition of weaving by hand is a part of the country's rich cultural ethos. Handloom is unparalleled in its flexibility and versatility, permitting experimentation and encouraging innovation. Innovative weavers with their skilful blending of myths, faiths symbols and imagery provide the fabric an appealing dynamism. The strength of handloom lies in introducing innovative design, which cannot be replicated by the power loom sector.

3. INDIA'S SCENARIO:

Indian hand loom industry is the largest hand loom industry in the world. It produces about 13,% (5722 Mn.Sq. Mtrs., 04-05) of the total cloth production of India and one of the largest employment provider industry in India. About 65 lakh of low income group is directly or indirectly employed in this sector producing cloth on about 35 lakh of looms. However handlooms face severe competition from power looms and manmade fiber. While changes in the international trading regime have created new opportunities. Handloom sector need to work hard to exploit the opportunities for renewed growth that have been created in developed market economies.

Handloom product has the advantage of products in small batches, with unique and intricate designs. There is a great scope for innovation also. Our hand loom cloth reflects the element of Indian culture & rich artistry. Mainly exports fabrics, linen, table linen, toilet and

kitchen linen, towels, curtains, cushions and tapestries and upholstery's, carpets and floor coverings, etc.

4. MADHYA PRADESH LEVEL SCENARIO

State govt. has taken special initiative through its "Gramudyog Policy 1999" for the upliftment of the Hand loom sector. Some of the efforts depicted here as:

- 4.1. Design & colour development initiative being taken in two most important hand loom clusters of M.P. i.e. Chanderi & Maheshwar.
- 4.2. Collaboration with NIFT for product diversification according to National & International market demand.
- 4.3. Rs. 235 lakh aid provided to revive the hand loom co-operative societies under the NABARD scheme.
- 4.4. To implement the project plan in Chanderi & Maheshwar, consultancy of UNIDO was taken.

4.5. Execution of several welfare schemes like Group insurance, health insurance, Thrift fund & gramodhyog plus etc.

4.6. Establish Hand loom cluster club throughout the state to ensure cluster approach under Public Private Partnership.

5. MAHESHWAR SCENARIO

5.1. Maheshwar situated on the bank of holy river Narmada, which has a historical & religious importance of its own. In ancient time, Maheshwar also, known as a religious city Mahishmati; Presently Maheshwar comes under the District of Khargaon (M.P.). It is spread at 22.11 Deg. North (longitude) and 75.36 Deg. East (latitude). It is situated 92 km away from Indore in south & 12 km away from Dhamnod in west. 42 km away from Barwah in East and 40 km away from Khargaon in North direction.

5.2. This ancient and religious city finds mention by the name Mahishmati in the great epics of India. Its rich cultural

heritage is evident in its generous sprinkle of temples and monuments, built in the reign of various kings from 11th century onwards. The most notable has been the rule of Queen Ahilyabai of Holkar dynasty who made Maheshwar her capital city and encouraged the development of trade and industry. Queen Ahilyabai provided royal patronage to the handicraft industry during her rule and other Holkar rulers also kept alive this tradition.

5.3. The city was founded by the King Mahishman of the Som dynasty. After several dynasties, the Holkar dynasty established its rule in the middle of 18th century with Queen Ahilyabai making Maheshwar her capital city. During her reign, the craftsmen from Hyderabad, Mandava and Gujarat were brought in to settle down at Maheshwar.

5.4. The incomparable and unparallel exclusive Handloom products known as "Maheshwar Sarees & Fabric" are produced on the two side of river Narmada which geographical area now falls within the limits of Tehsil.

Maheshwar and Kasrawad. The Fort falls within the geographical limits of Maheshwar, Tehsil Maheshwar.

6. **HISTORY AND TURNING POINTS OF THE CLUSTER:**

6.1. Nimad was prime center for cotton production since long age. Consequently the history of garment industry of Maheshwar is quite ancient.

6.2. In year 1765 Devi Ahilya Bai Holkar made the Maheshwar capital of Holkar State, and promoted construction of temples, educational proliferation as well as encouraged industries. Skilled hand loom weavers of Hyderabad, Mandav, Gujarat were invited at Maheshwar established there. Thereafter, the production of cotton Sarees, turban, and other wearing cloths production was started at Maheshwar.

6.3. 5 gaz length of Saree was known as Dandiya & and same of 9 gaz was known as Saree. Natural colours were used for colouring the clothes. Silk and zari were used in designing

checks and borders. Ghats and temples were featured on border and aanchal of Sarees. Still these features and motives are emblem and recognized for Maheshwar hand looms.

6.4. Handloom of Maheshwar was funded and supported by Queen Ahilyabai Holkar. She ordered the clothes like Saree, safa, dhoti, turban etc. for royal persons of Holkar kingdom. Maheshwari hand loom was made live even after Queen Devi Ahilyabai by her successor Holkar and other rulers.

6.5. In year 1921 the ruler of Holkar kingdom named Shrimant Tukerji Rao founded weaving and dyeing demonstration factory. This factory was started for the purpose of making awareness of weaving technology among weavers. Now this factory is known as "Govt. Handloom Training Center", Maheshwar.

6.6. There were tremendous changes in Maheshwari Handloom after year 1947. Fly shuttle weaving was started in place of

through shuttle weaving and Dobby was used in place of Treadle weaving for making designs in border. Income of weavers increased due to adoption of fly shuttle. Dobby and fly shuttle were brought from Nagpur and the training was given to Maheshwar weavers at Govt. Handloom Training Center, Maheshwar.

6.7. Since 1947, Mulberry silk were used in Maheshwari Handloom as 20-22 (Raw silk) on Tones. Mulberry silk was popularly known as Japanese silk as it is imported from Japan.

6.8. In Year 1962 Maheshwari Sarees weavers started weaving designs of small motifs (buta-buti) and as time passes large motifs (buta-buti) are featured in designs of Maheshwari Clothes • In year 1978, Sh. Shivaji Rao Holkar and his wife Smt. Shalini Devi Holkar founded "Rewa Society" to develop the handloom industries.

6.9. In year 1982 for development and help of weavers and craftsmen M.P. Handicraft Development Corporation was establishing in addition M.P. State Handloom weavers' Co-operative federation and M.P. State Textile Corporation were started retailing of Maheshwari products. These bodies were given immense support to Maheshwar weavers for self-marketing of handloom clothes.

6.10. Queen Ahilayabai Holkar during her regime has been getting cloths like, Sarees, Safas, Pagrees, Dhotis made by the wearers and used them for gifting to royal families. The Fort built by Devi Ahilya Bai Holkar still exists at Maheshwar and is a major tourist attraction. Few photographs of the carvings and scriptures existing at the Fort walls, which are reproduced by the weavers on the Sarees boarder and other fabric products, are annexed herewith as Annexure-H.

6.11. Sarees is the main product of the cluster, which forms up to 70% of the total production. The other major products

are salwar suits, dupattas and dress materials. In comparison to other regions, Maheshwar has a huge product variety in terms of the texture of the cloth. There is also a large production of Multi fiber products. The use of Tussar yarn & Jute was started in the weaving units of Maheshwar itself. Now the product range has diversified into furnishing textiles also. The total production annual output is estimated around 20 Crores with around 2000 active looms. This is one of the exclusive cluster wherein the demand of its product is much less than its production.

6.12. People of diverse castes and communities are engaged in the hand loom industry at Maheshwar. This includes Momin, Kshatriya, Salnvi, Khangar, Kohlis, Scheduled castes & tribes and other backward classes. Since past 5-6 years around 100 families from the districts of Chhindwada, Nagpur, Balaghat have also settled in Maheshwar and are working in this handloom production industry.

6.13. The Textile Institute run by the M.P. Government now known as Government Handloom Training Centre is also engaged in quality control, standardization, designing and publicity. They have specific rules in this respect and which are still in force. This Center is also exercising the power of stamping the genuineness of Sarees and various kind of fabrics made in Maheshwar. It is imparting training to around 200 weavers every year.

6.14. Maheshwar has its 40% of its population is directly or indirectly involved in the business of manufacturing and trading the Maheshwar Sarees and Fabric and its various products as mentioned in the enclosed list of products. This trade in Maheshwar consists of three major categories i.e. traders, master weavers and weavers. The social composition of the class of master weavers expressed in terms of caste has changed over the years.

6.15. Maheshwar is historically well also known and owns a great reputation for its unique handloom products i.e.

Sarees with rich woven embellishments. The Fabric used for manufacturing Sarees with its unique characteristics has immense potential for conversion of diverse products and for global markets. The weavers at Maheshwar were producing and manufacturing for royal families initially and they consumed all its products exclusively because of special quality and appearance. History of Maheshwar itself speaks about the existence of this trade for centuries.

- 6.16. Maheshwar at present has an estimated population of 20,000 and while Kasrawad has population of around 15,000. Half of these are estimated to be Muslims and the other half is made up of Hindus and Jains. The population of Maheshwar is dominantly engaged in nonagricultural occupations. The percentage of population estimated to be dependant on Handloom weaving and allied industry (yarn dealers, traders, wrappers, dyers etc.) is to the tune of 60%. It has around 2000 looms in working conditions 8,000 people are directly or indirectly dependent on this industry for their living. Master weavers and Traders here are

prosperous and are in dire need of additional weavers to honour their demand commitments. Various certificates issued by the government authorities recognizing the existence and its significance of Maheshwar Handloom cluster are enclosed herewith as Annexure-I.

6.17. The composition of the three major business communities in Maheshwar Sarees and Fabric as under: -

TRADERS:

The trades have been the main stay of marketing of Maheshwar Sarees and Fabric and its various products for last more than 250 years. They are knowingly Jains and Maheshwaris and belong to an affluent class of society. They have good marketing contacts, a fairly good sense of design innovation and a self built capital base. The traders have directed part of their chapter in up-gradation of looms and design and partially in sectors other than weaving.

MASTER WEAVERS:

This category of weavers have been weavers for decades and today they are mainly traders who undertake the overall responsibility of taking orders and getting them executed. They also own looms and also get weaving done on contractual basis from weavers.

WEAVERS:

The small weaver belonging to Muslim community (accounting for 70% of the total) and the Hindu community (about 30%) largely lives at a subsistence level.

- 6.18. The Maheshwar Sarees and Fabric and all its products i.e. either Cotton, silk, silk by cotton, cotton by silk is totally hand woven with the yarn procured as per requirements from the various parts of the country having specific and requisite specifications. Maheshwar Sarees and Fabrics are known for its light weight and natural threads used, which has no bad effect on human body. Its products are known for its

uniqueness i.e. the construction of scriptures engraved on Fort walls on Boarder of its products. These products have no environmental involvements and also do not result into any environmental hazard.

6.19. Sarees as a main product of the cluster forming 50% of the production while the rest is dress material, Stoll, yardage, salwar-suits and dupattas etc. At present, due to several initiatives in the region, Maheshwar has a huge products variety in term of texture of the cloth. There is also a large production of multi-fiber products. The product range has diversified into furnishing textiles also.

6.20. The nature and configuration of Fabric and other products of Maheshwar has seen changes, but the basic quality and unique features of carvings/ scriptures/ paintings from Maheshwar Fort is still maintained. In other words, the kingdoms have disappeared but the weaving tradition that they once

nurtured is still alive in the lanes and by-lanes of Maheshwar. Numbers of traditional looms are still in existence and over number of years and with the active development support of the State of MP Government and other Govt. agencies and NGO's large number of looms have come up. These looms with Fly-shuttle, Jacquards and Dobbies are more productive. However in spite of these developments, the essential vocabulary of the fabric has remained intact and weaving the Maheshwar is still very demanding.

6.21. Today the Maheshwar Cluster produces a wide range of Saress, stolls, scarves and dress material etc. These products are highly sought after by discerning consumers all over India and the exquisite craftsmanship shows through as brilliantly as ever. The other quality, characteristics and uniqueness of Maheshwar Sarees and Fabric have been only already explained in the forgoing paras of this application. Few

photographs of the Sarees and other Fabric produced at Maheshwer are annexed herewith as Annexure I.

6.22. Various Government agencies both at State and Central Level are actively involved in protection and upliftment of the handloom trade at Maheshwar. The state run applicant no. 2 is the main controlling, regulating development agency.

6.23. Government of Madhya Pradesh has joined hands with NGO's like the applicant no. 1 with an object of arming the wavers and artisans of Maheshwar more dynamic. It has already helped weavers and traders to come together to form their own collectives so that they can address some critical issues, design, marketing and building a brand image of Maheshwar in world market and to protect the our rich national heritage. The trade at Maheshwar that is based upon Handloom also needs protection with the advent of power looms.

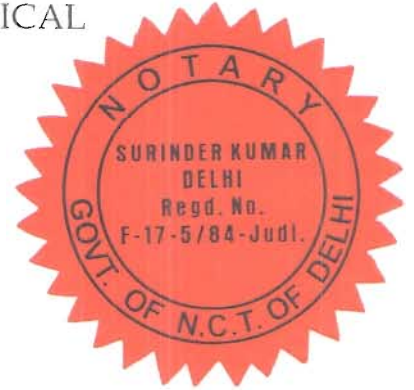
The products, which are contemporary that has a wider range.

6.24. The uniqueness of Maheshwar handloom products is incomparable with the other Indian handloom clusters due to the existence of Queen Ahilyabai Fort and the exclusive craftsmanship of the weavers in weaving the engraves scriptures on the Boarder and pallav of its products.

6.25. It is thus apparent that the Maheshwar Sarees and Fabric and its products meets and requisite legal requirements and qualifies for registration as Geographical Indication. Its registration shall protect and preserve one of rarest national heritage. The registration shall provide a legally recognition and shall act a deterrent to its pirates and also in tune with the sensibilities of consumers in more quality conscious demanding markets across the world.



BEFORE THE REGISTRAR OF GEOGRAPHICAL
INDICATIONS: CHENNAI



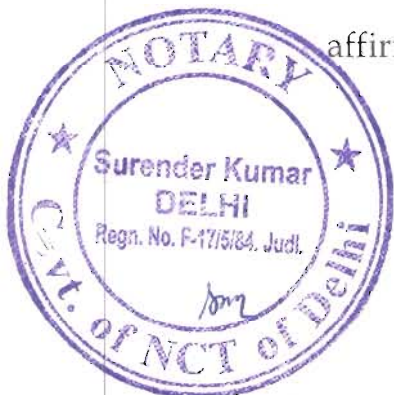
IN THE MATTER OF:

REGISTRATION OF GEOGRAPHICAL INDICATION OF
MAHESHWAR SAREES & FABRIC

AFFIDAVIT

I, Basant Shrevenkar aged around 34 years son of Shri Kanyiha Lal Resident of 306, Kherapatti Marg, Maheshwar, District Khargaon, Madhya Pradesh President of the Maheshwar Hathkargha Vikas Samiti, *Basant Shrevenkar* do hereby solemnly affirm and declare as under:-

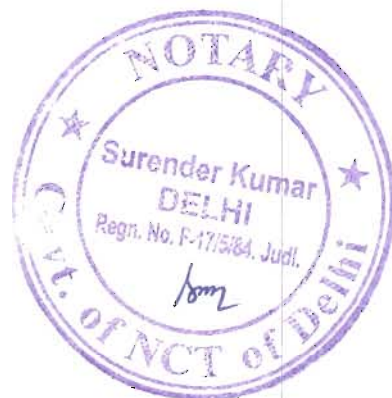
1. That I am the President of the Maheshwar Hathkargha Vikas Samiti (applicant no. 1) and is responsible for the day to day affairs of the said Foundation and is also well conversant



with the facts and circumstances of the case and am competent to depose the present affidavit.

2. I say that the contents of the present affidavit are true and correct to the best of my knowledge and belief and believed to be correct on the basis of records of the case made available to me. The legal submissions made herein are believed to be correct on advice received. I further say that the averments made in the accompanying GI registration application be read as part and parcel of the present affidavit.

3. I say that I have been authorised by the Managing Committee of the Maheshwar Hathkargha Vikas Samiti to take up the cause of the registration of Geographical Indications of Maheshwar Sarees and Fabric and in pursuance of the same the accompanying application has been proposed to be filed.



4. I say that the Maheshwar Hathkargha Vikas Samiti is a No-Profit making organization/ Body having no personal interest of any individual in the business at Maheshwar . I further say that the same has been constituted with the object of upliftment of the historical and traditional business and trade of Maheshwar Sarees and Fabric and as well as for providing legal cover to the weavers and other traders so that the business can be protect from its infringements from outsiders. A copy of its Memorandum & Article of Association is already annexed herewith and is marked as **Annexure G.**

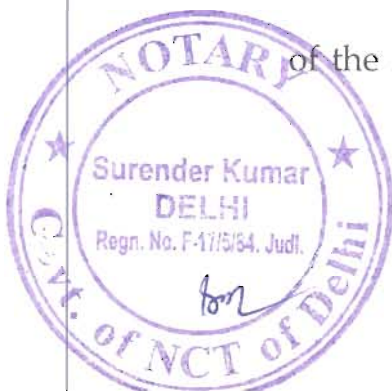
5. I say that the Maheshwar Hathkargha Vikas Samiti consist of person from various religion, caste and societies and as well as women of Maheshwar. This has been formed in pursuance of the active guidance and supervisions of District Hathkargha Training Centre, under the Directorate of Handloom, MP Government, which is rendering its valuable assistance and spending money under its Cluster Development Projects in India for Poverty alleviation, and



upliftment of the weavers on No Profit basis. It is also imparting technical assistance in quality control and market strategies.

6. I say that the Govt. of India and as well as the state Govt. of M.P. is actively involved in granting various assistance to the Handloom sector and at Maheshwar as well. There have been serious constructive efforts on various accounts to provide the weavers of Maheshwar with legal ownership and educate them about the various financial assistance schemes available and with the fast changing markets scenario.

7. I say that in order to provide legal ownership to the weavers of Maheshwar and its artisan's cluster, the registration of its products is necessary. It is also required so that restricted business due to its misuse of the typical product by the sub-standard and mechanized firms who are mass producing those items and eating substantial into the potential market of the Maheshwar weavers/ artisans. The weavers are thus



keen to have legal protection against its misuse and economic invasion. Handloom, which is next to agriculture in providing employment and job opportunities to the people of India, needs to given legal protection so that it is able to fight with the Handloom Sector and generate a congenial and healthy environment.

8. I say that the people involved in the process of manufacturing Maheshwar Sarees and Fabric and its trading have been appraised of the present application and registration of Geographical Indications and its legal implications. The interests of the entire person involved in these activities have been duly taken care. The applicants directly represent the interests of the entire handloom community of Maheshwar Sarees & Fabric under Section 11 of the GI Act 1999.

9. I say that the applicant society thus represents the larger interest of all the groups involved in process of manufacturing of Maheshwar Sarees and Fabric and its



further trading and of the Weavers and Master Weavers and Traders as well.

[Signature]
अध्यक्ष
शेखर हाथ करीया विकास समिति
महेश्वर
DEPONENT

VERIFICATION:

Verified at Delhi on this ⁵ day of ^{February} January, 2010 that the contents of the above affidavit are true and correct to the best of knowledge and belief. Nothing material has been concealed there from.

I Identify the Deponent who has signed in My Presence
[Signature]
V.K. Singh
(D.S. 1187)

DEPONENT
[Signature]
अध्यक्ष
शेखर हाथ करीया विकास समिति
महेश्वर

Entered in Notary Register
at Sl. No. 332/2010

Solemnly affirmed before me read over & explained to the deponent
[Signature]
Notary Public, Delhi



5 FEB 2010