

GI APPLICATION No.
459

GEOGRAPHICAL INDICATION OF GOODS
(REGISTRATION & PROTECTION ACT – 1999)

Received Rs. 5000 in cash/
Cheque/DD/MO on 31-10-13
vide entry no. 2299 in the
register of valuables
Cashier D.D.O.

FORM GI – 1C

[Handwritten signature]
21/10/13

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

1A	Name of the Applicant	1. Yuva Jagriti Pottery Shilp Samiti, Nizamabad, Azamgarh By its Ramjatan
		2. Jan Kalyan Evam Gramin Utthan Sansthan, Azamgarh By its Uma Shankar Sharma
		3. Human Welfare Association, represented by its, Dr. Rajani Kant
1B	Address	1. Secretary, Yuva Jagriti Pottery Shilp Samiti, Nizamabad, Hushainabad, Nizamabad, Rani Ki Sarai, Azamgarh , U.P.
		2. Secretry, Jan Kalyan Evam Gramin Utthan Sansthan, Gopalapur, Khalifatpur, Azamgarh,U.P.
		3. General Secretary, Human Welfare Association, represented S.15/116,2-AC, Mawaiya,Sarnath, Varanasi-U.P.
1C	List of association of persons/ producers/organization/ authority	A detailed list will be furnished if requested
1D	Type of Goods	Class-27: Black Clay Pottery
1E	Specification	The detailed specification of the different products is also attached in the Annexure-2
1F	Name of the geographical	Nizamabad Black Clay Pottery

	indication (and particulars)	
1G	Description of the goods	<p>The city of Azamgarh of Uttar Pradesh is famous for its Unique black clay pottery</p> <ul style="list-style-type: none"> ➤ Traditional black clay Products ➤ Religious Figure of God & Goddess of on Metal Sheet: ➤ Decorative items ➤ Utensils
1H	Geographical area of production and map	<p>Nizamabad is a small town situated about 100km (62 miles) north of Varanasi on the river Tons, which feeds several lakes on the outskirts of the town.</p> <p>Whole Azamgarh and Mau districts of Uttar Pradesh is the geographical area of this product.</p>
1I	Proof of origin (Historical records)	<ol style="list-style-type: none"> 1. In the ancient times, Azamgarh was inhabited by old indigenous people like Bhars, Soeris and Cherus who represented the descendants of the aborigines of this area. 2. In 18th century, Azamgarh was included in the sirkars of Jaunpur district and Ghazipur in the subah of Allahabd and was held by the Mohhabat Khan, popularly known as the Raja of Azamgarh. 3. Azamgarh is rich in cultural and religious activities as the district lies in the eastern part of Uttar Pradesh. The traditional languages of the district are Bhojpuri language and Purvi.
1J	Method of Production	<ol style="list-style-type: none"> 1. The clay is procured from local ponds and mixed with widely available local product goat excreta. 2. Clay in its unfired state is considered kachcha: uncooked, impure; once fired it becomes pakka: cooked. 3. Designs are etched or painted, and the objects fired in ovens fueled with cow dung 4. A pot is dipped in a thin liquid matter of clay mixed with a particular vegetable material. 5. The pot on drying is polished with a vegetable material, which produces a black coloration on the surface when baked in furnace.

		The details process with photo is enclosed in Annexure --
1K	Uniqueness	<ol style="list-style-type: none"> 1- The artisans follow the basic form and texture of the article along with their own creative excellence while making the objects. 2- The fine blend of vibrant hues makes the black pottery of Uttar Pradesh eye catching. The excellent designs, the texture of the crafted items and the choice of colours add a touch of beauty to these clayware. 3- The craftsmen create a special pitcher-like form which is designed with thick slip into a light relief. 4- Sometimes to sport floral designs, the artisans use sky blue motifs against a white background. 5- A special kind of water pots, which is called surahis in colloquial language, are one of the well admired pots of Uttar Pradesh, stand uniform for green-blue glazes with plain surfaces. The base of this pot is made of red clay. 6- A number of National and state award winner are from Nizamabad area is a national pride. 7- 100% export oriented product. 8- The silver work on the black pottery is a unique phenomenon of human skill in this craft.
1L	Inspection Body	<ol style="list-style-type: none"> 1. The Department of Industries, Government of U.P. 2. O/o Development Commissioner (Handicraft), Govt. of India having office at Varanasi. 3. Consortium of Handicraft and Artisans Society 4. District Administration Concern Department 5. Human Welfare Association, 6. Apex body of concern federation and export association. 7. Group of Mastercraftman and Awardees.
1M	Others	

Along with the Statement of Case in Class 27 in respect of the name(s) of whose addresses are given below who claim to represent the interest of the producers of the said goods to which the geographical indication relates and which is in continuous use in respect of the said goods.

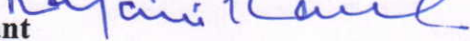
2. The application shall include such other particulars called for in rule 32(1) in the Statement of Case:

The statement of case with detail particulars is attached.

4. All communications relating to this application may be sent to the following address in India.

1. Ram Jatan,
Secretary,
Yuva Jagriti Pottery Shilp Samiti, Nizamabad,
Hushainabad, Nizamabad, Rani Ki Sarai,
Azamgarh , U.P.

2. Uma Shankar Sharma
Secretary,
Jan Kalyan Evam Gramin Utthan Sansthan,
Gopalapur, Khalifatpur, Azamgarh,U.P.

3. Dr. Rajani Kant 
General Secretary,
Human Welfare Association,
S.15/116, 2-AC, Mawaiya,Sarnath, Varanasi-U.P.
Mob.9415304759

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

Designation of the country of origin of the Geographical Indication.

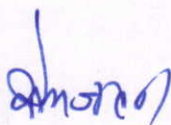
Evidence as to the existing protection of the Geographical Indication in its country of origin such as the title and the date of the relevant legislative or administrative provisions, the judicial decisions or the date and number of the registration and copies of such documents.

Not Applicable

SIGNATURE

NAME OF THE SIGNATORY

1. **Ram Jatan,**
Secretary,
Yuva Jagriti Pottery Shilp Samiti, Nizamabad,
Hushainabad, Nizamabad, Rani Ki Sarai,
Azamgarh , U.P.



SIGNATURE

NAME OF THE SIGNATORY

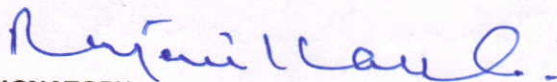
2. **Uma Shankar Sharma**
Secretary,
Jan Kalyan Evam Gramin Utthan Sansthan,
Gopalapur, Khalifatpur, Azamgarh,U.P.



SIGNATURE

NAME OF THE SIGNATORY

3. **Dr. Rajani Kant**
General Secretary,
Human Welfare Association,
S.15/116, 2-AC, Mawaiya,Sarnath, Varanasi-U.P.
Mob.9415304759



Dated this 23rd Day of October, 2013