



वस्त्र समिति
भारत सरकार, वस्त्र मंत्रालय
Textiles Committee
Government of India, Ministry of Textiles

GI APPLICATION No.

515 --

P. Balu Road, Prabhadevi,
Mumbai - 400 025
Tel: +91-22-6652 7507/510
Fax: +91-22-6652 7509
E-mail: secytc@gmail.com
Website: www.textilescommittee.gov.in

No: 10/47/6/2012 MR

9th October, 2014

The Registrar,
Geographical Indications Registry,
Intellectual Property Office Building,
GST Road, Guindy
Chennai - 600 032

Subject: Application for registration of Logo of selected craft indications of India.

Sir,

The Textiles Committee in collaboration with O/o the Development Commissioner (Handicrafts) has prepared the application for registration of logo of the following products under the Geographical Indication (GI) Act, 1999.

- 1 Karnataka Bronzeware, Karnataka
- 2 Ganjifa Cards of Mysore, Karnataka
- 3 Navalgund Durries, Karnataka
- 4 Thanjavur Art Plate, Tamil Nadu
- 5 Swamimalai Bronze Icons, Tamil Nadu
- 6 Temple Jewellery of Nagerkoil, Tamil Nadu
- 7 Palakkad Maddalam, Kerala
- 8 Brass Broidered Coconut Shell Crafts, Kerala
- 9 Screwpine Craft of Kerala

It may be noted that the above products have already been registered under the said Act and the O/o of the DC(Handicraft) is the registered proprietor. Hence, the application of Logo is being filed by the O/o the DC(Handicraft).

Therefore we are submitting here with the (1) Application in triplicate (2) Affidavit of the applicant (3) Application fees (4) other supporting documents for the registration of the Logo of the above mentioned craft indications.

Thanking you,

Yours faithfully,

(Dr P Nayak)
Secretary



Encl: As above & cheque No: '529856' & '529859' for
RS 30,000/- & RS 15,000/- respectively.

Handwritten note:
New GI applications

GI APPLICATION No.

515



भारतीय स्टेट बैंक
State Bank Of India

(00290) - WORLI (NORTH), MUMBAI
NIRLON HOUSE, DR. ANNIE BESANT ROAD WORLI, MUMBAI
MAHARASHTRA 400030
IFS Code: SBIN000290

19 DEC 2014

केवल 3 महीने के लिए वैध / VALID FOR 3 MONTHS ONLY

19 APR 2013
D D M M Y Y Y Y

Reval date on
का या उनके आदेश पर OR ORDER

PAY The Registrar, Geographical Indications
रुपये RUPEES Thirty thousand only

अदा करें ₹ 30000/-

खा. सं. / A/c No. 10865756128

VALID FOR Rs. 5,000,000.00 & UNDER

Prefix :
0438200021

R. PREMANAND
CHIEF ACCOUNTS OFFICER
TEXTILES COMMITTEE

MULTI-CITY CHEQUE Payable at Par at All Branches of SBI

Please sign above

⑈ 5 298 56 ⑈ 40000 2088 ⑈ 00000 7 ⑈ 29



सत्यमेव जयते

Geographical indications Registry

Intellectual Property Building,
G.S.T. Road, Guindy, Chennai - 600 032

Phone: 044-22502091 & 92 Fax : 044-22502090

E-mail: gir-ipo@nic.in



INTELLECTUAL
PROPERTY INDIA

Receipt

CBR NO :2520

Date : 08-01-2015

TO

Generated by :BABU

DEVELOPMENT COMMISSIONER (HANDICRAFTS),
MINISTRY OF TEXTILES, GOVERNMENT OF INDIA, SHASTRI BHAWAN, 26 HADDOWS ROAD ,
CHENNAI,
TAMIL NADU,
600 006,
INDIA

C B R Details :

Application No	Form No	Class	No of Class	Name of GI	Goods Type	Amount Calculated
513	GI-1A	14	1	Thanjavur Art Plate (Logo)	Handi Crafts	5000
514	GI-1A	6	1	Swamimalai Bronze Icons (Logo)	Handi Crafts	5000
515	GI-1A	14	1	Temple Jewellery of Nagercoil (Logo)	Handi Crafts	5000
516	GI-1A	15	1	Palakkad Maddalam Kerala (Logo)	Handi Crafts	5000
517	GI-1A	20	1	Brass Broidered Coconut Shell Crafts of Kerala (Logo)	Handi Crafts	5000
518	GI-1A	27	1	Screw Pine Craft of Kerala (Logo)	Handi Crafts	5000

Payment Details :

Payment Mode	Cheque/DD /PostalNO	Bank Name	Cheque/DD/Postal Date	Amount Calculated	Amount Paid
Cheque	529856	State Bank of India	19-12-2014	30000	30000

Total Calculated Amount in words : Rupees Thirty Thousand only

Total Received Amount in words : Rupees Thirty Thousand only

*** This is electronically generated receipt,hence no signature required ***

GI APPLICATION No.

515

**The geographical indications of goods
(Registration and Protection) act, 1999**

FORM G1-1A

**Application for Registration of LOGO of Temple Jewellery of
Nagarcoil of Tamil Nadu**



Temple Jewellery

OF NAGARCOIL INDIA

21 10 01

GI APPLICATION No.

515 --

Received Rs. 5000 in cash/
Cheque/DD/MO on 8-1-2015
vide entry no. 2520 in the
register of valuables
Cashier

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

FORM G1-1A

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

1A. Name of the Applicant:

O/o: The Development Commissioner (Handicraft) represented by
Shri P. Mallikarjuniah Regional Director(SR), Development
Commissioner (Handicraft), Ministry of Textiles, Govt. of India.

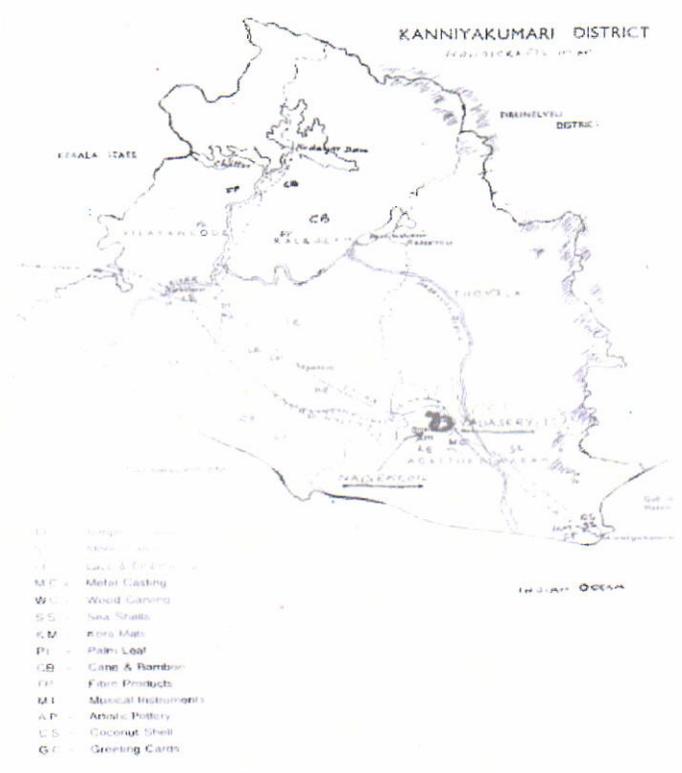
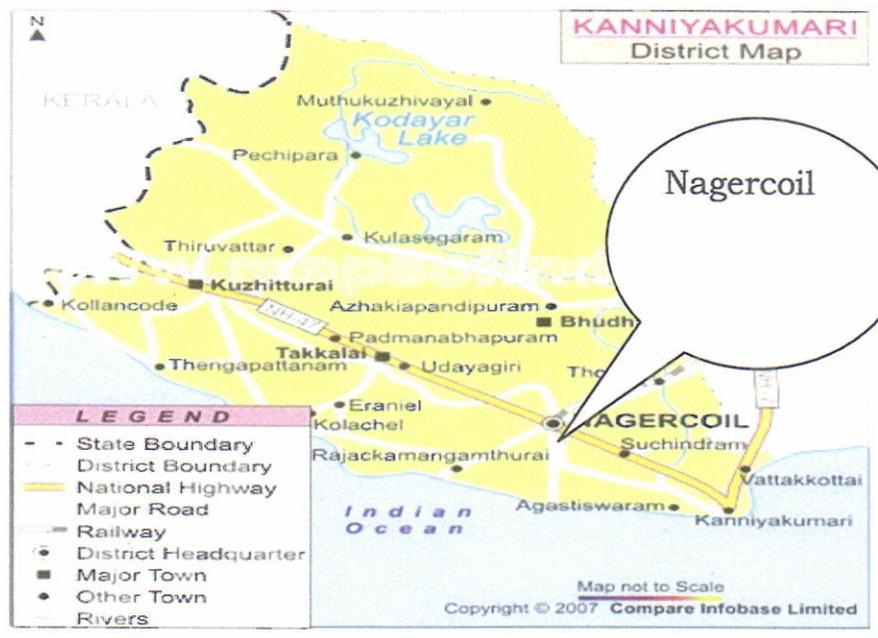
1B. Address:

**Development Commissioner (Handicraft)
Ministry of Textiles, Govt. of India
Shastri Bhawan, 26 Haddows Road
Chennai - 600 006 India**

1C. Name of the geographical indication: Temple Jewellery of Nagercoil



1D. Type of Goods:	Class- : 14	Jewellery
1E. Goods	: Jewellery	
1F. Type of Goods	: Handicrafts	
1G. List of Association of Persons/producers/organisations /authority: Attached		
1H. Description of the Goods:		
<p>It is believed that the craft, which could be traced back to early 17th century or even before when the Kings and Chieftains of the then Ramanathapuram District came to Nagercoil and purchased one set of gold ornaments set with real diamonds for offering to the temple in Chettinad a must for offerings to temple during festival and marriages. These jewels designed in large patterns could also be seen in nearby Suchindrum temple and Srirangam Temple at Trichy. Even now some pieces like coronets are being made for temples. Thus the jewellery came to be known as temple jewellery. During the course or time the gold gave place to silver and so is the real diamonds to synthetic stones. Mostly used by the Bharatnatyam dancers these jewels started finding market in the metropolitan cities as a substitute for real gold ornaments.</p>		
1I. Geographical area of production :		
<p>Nagercoil is located at 8°11'N 77°26'E latitude and 8.18°N 77.43°E longitude at the southern tip of peninsular India. Because of its close proximity to the Western Ghats, the topography of the town and its surroundings is generally hilly. The Western Ghats are the lifeline of the town, providing water sources for drinking, temperate climate, irrigation around the city, and a general eco-system influenced by this mountain range. Nagercoil is the 12th largest city in the Southernmost Indian state of Tamil Nadu and a municipality and the administrative headquarters of Kanyakumari District. The craft originates from 'Vadassery' area of Nagercoil town.</p>		



1J. Historical Origin:

Nagercoil derives its name from a famous old temple called the *Naga Raja Temple* (temple of the serpent king) which still exists in the central part of the town. It has been an important temple for Hindus for centuries, and it also is a tourist attraction.

According to craftsman the origin of this craft could be traced to the early 17th century or even before when the Kings and Chieftains of the then Ramanathapuram District came to Nagercoil and purchased one set of gold ornaments set with real diamonds for offering to the temple in Chettinad a must for offerings to temple during festival and marriages. These jewels designed in large patterns could also be seen in nearby Suchindrum temple and Srirangam Temple at Trichy. Even now some pieces like coronets are being made for temples. Thus the jewellery came to be known as temple jewellery. During the course of time the gold gave place to silver and so is the real diamonds to synthetic stones. Mostly used by the Bharatnatyam dancers these jewels started finding market in the metropolitan cities as a substitute for real gold ornaments.

Nagercoil derives its name from a famous old temple called the *Naga Raja Temple* (temple of the [serpent](#) king) which still exists in the central part of the town. It has been an important temple for [Hindus](#) for centuries, and it also is a tourist attraction.



1K. Production Process:

The required raw materials are silver, gold leaf, wax and synthetic stones. Majority of the producers are purchasing the raw materials from Chennai. However the synthetic stones are purchased from Tiruchengode of Nammakkal district.

Process:

The design to be made is drawn on a paper. Silver sheet is cut to shape of design. Then the silver tape is curled and vertically welded on the surface of the precut silver sheet so as to make a placed silver tape is soldered to the Sheet by heat. Bees wax is mixed with the fine power of a stone locally available called as 'Kittakkal'. Powder which helps the wax remains strong for longer period. This mixture is heated and filled in the cavities. The sides and back portion of the ornament is electroplated in gold in order to achieve a glittering uniform gold look. Then the stones are set on these cavities on wax. Now the stone studded jewel is ready for applying gold leaf. The fine leaf is fixed on the exposed wax in between the silver line and the stone so that the entire exposed wax is sealed with the gold leaf. The gold leaf is fixed on the wax with the use of a small pre heated "Kathir" (a small chisel like tool curved at the tip). The gold leaf firmly fixes on the surface and now the stones are seen in a particular design on the surface.

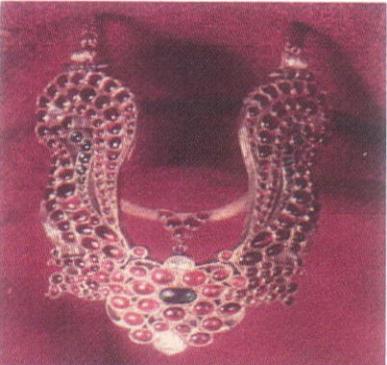
A single craftsman is not completing the entire job from preparing silver base to the finishing work. Silver bases are specialized by a group of designer's mostly young artisans. Fixing the stones and applying gold leaf is done by experienced craftsman who give silver sheets to the other craftsman for making silver base on piece work basis. Then the manufacturer engages two or three artisans for fixing stones & gold leaf on piece work basis. This work is being carried out at artisan's houses. No artisan is a regular employee with any manufacturer.

Process Flow Chart:



1L. Product Profile:

The products are basically stone/jewel studded temple jewellery which include head gears, coronets and special ornaments for temple deities. Bharatnatyam dancers also wear same type of jewellery for their performance. They are quiet heavy looking and with stones all-round embedded with gold foil. Red, Blue, Green and white stones are used for the making and the popular designs are makari, naga, yali, swan, parrot, mango, etc

Product	Specification
<p>Temple Jewellery of Nagercoil</p>   	<p>Heads gears Coronets Special ornaments for deities Jewellery for Bharatanatyam dances</p> <p><u>Description</u></p> <ul style="list-style-type: none"> • Bindha Saram (Headset) • Mookkuthi (Nose) • Pillakku (Nose), Nathu (Nose) • Maatti (Forehead) • Jimikki (Ear) • Necklace (Neck) • Maaya (Mala Chain) • Vangi (Hands) • Valaiy (Forearm) • Ottiyanam (Lips) • Kolusu (Legs) • Metti (Fingers of Leg) • Bahudicharam (Forehead) • Kanganam (Bracelets) <p>Jewellery for Common use</p> <p><u>Description</u></p> <ul style="list-style-type: none"> • Mookkuthi (Nose) • Necklace (Neck) • Maatti (Forehead) • Jimikki (Ear) • Valaiy (Forearm) • Metti (Fingers of Leg)

1M. Uniqueness:

This craft is practiced only at Vadassery and nowhere else. It's technique, process and application is even unique. Making silver framework and after laying stones filling the gaps with gold foil which deserves a lot of workmanship is very unique. The jewellery made like this remains for centuries. Making of headgears and special ornaments are again very uniqueness.

1N. Inspection Body:

The inspection body consisting of the following have been constituted for maintaining the quality of the product

- Officer In-charge, O/o the Development Commissioner (Handicraft), "Nagercoil, Tamil Nadu"
- Director (Market Rsearch), Textiles Committee, Ministry of Textiles, Mumbai

Representative of Producers Associations, & " " Prominent Master Artisans of the product

1O. Others:

There are 34 producers group engaged in the manufacturing of Temple Jewellery of Nagercoil. About 200 families are working on the product under these producers consisting of approximately 700 artisans. The head of the family (mostly male members) is working on full time where as the other members are working on part time basis. Two associations viz: Vadasery Temple Jewellery Urpathiyalar Sankam belongs to the producers group and Kumari Mavatta Vadasery Kovil Nagai Kaivinai Tholilalargal Nala Sangam belongs to the artisans are functioning at Nagercoil. This craft is manufactured only at Vadassery and nowhere else.

Along with the Statement of Case in **Class - 14** 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 attached.

APPLICATION No.
515 -

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

**Development Commissioner (Handicraft)
Ministry of Textiles, Govt. of India
Shastri Bhawan, 26 Haddows Road
Chennai - 600 006 India**

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

- 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 documents.

Not Applicable



SIGNATURE
NAME OF THE SIGNATORY

P MALLIKARJUNIAH
REGIONAL DIRECTOR (H)

Dated this _____ day of _____

Office of the Development Commissioner
(HANDICRAFTS), Southern Region,
Ministry of Textiles, Govt. of India,
Shastri Bhawan, Chennai - 600 006