



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

GI APPLICATION No.

517

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 Nagercoil, Tamil Nadu
- 7 Palakkad Maddalam, Kerala
- 8 Brass Brodered 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,

(Signature)
(Dr P Nayak)
Secretary

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

*08/10/2014
New GI Application*

GI APPLICATION No.
517 -

भारतीय स्टेट बैंक
State Bank Of India

(00290) - WORLI (NORTH), MUMBAI
NIRLON HOUSE, DR. ANNIE BESANT ROAD WORLI, MUMBAI
MAHARASHTRA 400030
IFS Code: SBIN0000290

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

Revalid date on
को या उनके आदेश पर OR ORDER

Pay to The Registrar, Geographical Indications

रुपये RUPEES Thirty thousand only

अदा करें ₹ 30000/-

खा. सं.
A/c No. 10865756128

Prefix :
0438200021

VALID FOR Rs. 5,000,000.00 & UNDER

R. PREMANAND
CHIEF ACCOUNTS OFFICER
TEXTILES COMMITTEE

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

Please sign above

⑈ 529856⑈ 400002088⑈ 000007⑈ 29



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



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.

517

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

FORM G1-1A

**Application for Registration of LOGO of Brass Broidered
Coconut Shell Craft of Kerala**



Brass Broidered

Coconut Shell Crafts of Kerala

India

GI NO 37

**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: Brass Broidered Coconut Shell Crafts of Kerala



Brass Broidered
Coconut Shell Crafts of Kerala
India

GI NO. 57

1D. Type of Goods:	Class- : 20
1E. Goods	: Brass Broidered Coconut Shell Crafts of Kerala
1F.Type of Goods	: Handicrafts
1G. List of Association of Persons/producers/organisations /authority: Attached	
1H.Description: <p>Brass broidered coconut shell products like Malabar Hookahs, bowls, cups, small boxes, flower vases, snuff boxes, sugar basins, nut bowls, spoons, key chains, agarbathi stands, clocks, buttons, beads, necklace, lockets, hair clips, soap box etc. Some of these items are produced with brass decoration work through lost wax process. Colour combination of coconut shell with brass gives an excellent appeal.</p> <p>The craft is practiced with the coconut tree (<i>Cocos Nucifera</i> L.) is called "The tree of Life" because of the endless list of products and by products derived from its various parts. Food, shelter, fuel – the coconut has it all. The coconut shell is the most versatile part of the coconut – the shell which is organic in nature. Since it has good durability characteristics, high toughness and abrasion resistant properties, it is suitable for long standing use. The shell is similar to hard woods in chemical composition though lignin content is higher and cellulose content is lower.</p>	
1I. Geographical area of production : <p>The coconut shell craft is widely practiced in Kerala especially in Kollam District (Latitude 10° N to 8° N and Longitude 76° E to 78° E), Ernakulam District (Latitude 10.25° N to 9.75° N and Longitude 76° E to 76.8° E), Kozhikode District (Latitude 12° N to 11° N and Longitude 75° E to 77° E), Kottayam District (Latitude 10° N to 9° N and Longitude 76° E to 77° E), Wayanad District (Latitude 12° N to 11° N and Longitude 75° E to 77° E), Malappuram District (Latitude 12° N to 10° N and Longitude 75° E to 77° E), and Thiruvananthapuram District (Latitude 9° N to 8° N and Longitude 76° E to 78° E). The main centers of the location were Coconut shell brass broidered products are manufactured are:</p> <p>Within Kozhikode District:</p> <p>1. Quilandy or Koyilandy 2. Kunnathara</p>	

KOZHIKODE

TTK MAPS



1J. Historical Origin:

Coconut is a gift to the people of Kerala. In Topographia Christina of the 6th Century A.D., Cosmas refers to 'Argellia', which it is presumed, is an erroneous translation of the Sanskrit word 'Nalikeram' or 'Narikelam'. The inevitable reference is that the coconut palm would have been introduced in Kerala sometime between 1st Century A.D. and the 6th Century A.D. Varthema, Barbosa, Barros and Garcia use the Malayalam term 'Thenga' for coconut. Marco Polo describes

the nut *“of the size of man’s head, containing, an edible substance that is sweet and pleasant to the taste and white as milk. The cavity of this pulp is filled with a liquor clear as water, cool and better flavoured and more delicate than wine or any other kind of drink whatever”*. The coconut tree and its produce formed the wealth of Kerala for ages are undisputed.

The coconut shell has been identified as one such wonder material that should invariably find its place in all the homes, hotels and institutions as a decorative cum utility item that people will use in the form of cutlery, crockery or stationary. Originally coconut shells must have been used as a cup. Slowly greater possibilities of exploiting it must have opened up.

1K. Specifications:

Brass Broidered Coconut Shell Crafts is a popular craft in Kerala especially in the Districts of Kollam, Ernakulam, Kottayam, Wayanad, Malappuram and Thiruvananthapuram. A high degree of skill is required for carving brass broidered items out of coconut shells, especially hookahs. The coconut shells are naturally hard. The brass broidered decoration work is made through lost wax process which requires high degree of skill and perfection.

Coconut shell has a high hardness and micro porosity which increases its durability and absorption and retention capacity. The raw material needed is just fine quality of coconut shell which is obtained from coconut trees abundantly cultivated in Kerala.

1L. Production Process:

The craftsmen of Kerala have created art and craft from the coconut shell which adorn the showcase of homes across the world as collectors’ delight. The tools mainly used are grinder, different files, hacksaw, mator, akamthondi, hand driller, sand paper etc.

The raw material for this craft is the Coconut Shell, obtained from the coconut tress (*Cocos nucifera* L.) abundantly cultivated in Kerala. Kozhikode has the largest area under coconut cultivation. Kozhikode District has highest coconut production. The shell is similar to hard woods in chemical composition though lignin content is higher and cellulose content is lower. Coconut shell has a high hardness and micro porosity which increases its durability and absorption and retention capacity. Since it has good durability characteristics, high toughness and abrasion resistant properties, it is suitable for long standing use.

The shell of required size is selected, its outer surface rubbed by a steel tool while the inner part is smoothened with a chisel. A circular base and a handle separately made with shell are attached to the cup by fixing screws. First boot polish is applied and then a final coating of French polish is

given for high class finishing. It also involves the casting of whole bell-metal article for ornamentation.

Bee wax and charcoal are mixed and melted, filtered through a piece of cloth and deposited in cold water, heated again and pressed on a small square piece of lead with a variety of designs. This is then pressed against wooden model of article under preparation. When this model has been completely covered by wax, it is removed and the wax mould given three coatings of a mixture of clay and chalk powder. Sometimes paddy husk is also added and it is then dried in the Sun. After it gets heated the wax comes out through the opening provided for the purpose. The mould is then placed over a crucible in which copper and zinc are melted, and the positions of the two are interchanged so that the liquid fills the cavity left by the melting of the wax. When the metal cools, the mould is removed and the surface smoothened.

Then the coconut shell is fixed inside the frame with gum and a paste prepared by boiling sealing wax in water, is rubbed over the coconut shell to get a shining.

1M. Product Profile:

Coconut is one of the plentitudinous fruits every bit of which is utilised. The coconut shell which enclosed the kernel and a very beautiful and hardy object. The eco-friendly bio-degradable in nature coconut shell products can easily substitute daily utility products made of synthetics.

Coconut(*Thenga*). is described as *“of the size of man’s head, containing, an edible substance that is sweet and pleasant to the taste and white as milk. The cavity of this pulp is filled with a liquor clear as water, cool and better flavoured and more delicate than wine or any other kind of drink whatever”*.

The coconut shell as decorative cum utility item in the form of cutlery, crockery or stationary has been utilised at homes, hotels and institutions.

1N. Uniqueness:

The coconut shell products crafted by artisans of Kerala are so unique that they can easily substitute daily utility products made of synthetics.

Another unique feature of coconut shell products is its eco-friendly bio-degradable nature. The globally popular Malabar Hukka, among other brass broidered coconut shell crafts of Kerala, has many significant specialities in its raw materials and method of production. The major specialities of Malabar Hukka are:

1. Purely handmade.
2. Good finish
3. Has artistic & utility values.

4. Used in pharmaceutical industry: In the process of manufacturing Ayurvedic medicines hookas are used as one among the instruments to extract the medicinal vapour to mix with the medicine.
5. Eco-friendly and bio-degradable
6. Taste: When other hookas are made by glass and brass, the Malabar Hukkas are made by eco-friendly coconut shells distinguished by taste when inhale tobacco through other hookas.

10. Inspection Body:

1. Regional Director (H) SR, Office of DC (Handicrafts), Chennai
2. Chairperson, Crafts Council of India, Chennai
3. A representative from Handicrafts NGO.
4. A representative from NID
5. A non-official Member associated with art and craft

1P. Others:

Coconut shell crafts attracts attention of the world due to its inherent natural hardness, durability & bio-degradability and because of skilful workmanship. From ancient time coconut shell has found immense use in production of kitchenware like spoons, cups, bowls, ornaments etc. Sculptures and other utilities carved out of coconut shell are indeed incredible artistic feats. And they have a shelf life of over 100 years as coconut shell is a resilient organic material, resistant to damage by termites and other insects.

Along with the Statement of Case in **Class - 20** 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.
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 MALLIKARJUNAIAH

REGIONAL DIRECTOR (H)

Dated this _____ day of _____

Office of the Development Commissioner
(HANDICRAFTS), Southern Region,
Ministry of Textiles, Govt. of India.
Shastri Bhanvan, Chennai - 600 008