

STATEMENT OF CASE

(incorporating the recommendations of the Consultative Group Committee)

NAME OF THE GEOGRAPHICAL INDICATION :

KONDAPALLI BOMMALLU

NAME OF THE APPLICANT :

1) Lanco Institute of General Humanitarian Trust (LIGHT),

Lanco House, 141, Avenue 8, Road No. 2, Banjara Hills,
Hyderabad 500 034, Andhra Pradesh.

**2) Kondapalli Wooden Toys Manufacturers Mutually Aided Purchase And
Sales Co- Operative Society Limited,**

Kondapalli, Ibrahimpatnam Mandal,
Krishna District, Andhra Pradesh

LEGAL COMPETANCE OF APPLICANTS :

The applicant first mentioned above is a trust registered under the Andhra Pradesh Endowments Act. The applicant second mentioned above is a co-operative society registered under section 5 of the Andhra Pradesh Mutually Aided Co-operative Societies Act, 1995

As such both the applicants are legal entities. They also represent the interest of the artisans. The first applicant being a trust serves the need and promotion of the art, the second applicant has about 130 members as on date. The applicant society represents all (100% percentage) the artisans involved in the industry. That apart about seventy families are involved and benefited by the industry. The annual turnover is about 20 lakhs

PROOF OF ORIGIN/ BRIEF HISTORY

There is a legend regarding the origin of Kondapalli. It says that the word Kondapalli has been derived from the name of a shepherd named 'Kondadu' who showed the site to a

Kondaveedu Reddi King and hence it was called Kondapalli. A fort named 'Kondapalli Fort' was built in this place during the reign of King Anavema Reddy in 1360 A.D. It was however during the rule of the Qutab Shahis that Kondapalli gained paramount importance and fame as a hill fortress. The Sultans re-christened it as Mustafanagar. Later, the British East India Company considered it as a strategic location and a military school existed here till 1859. Though Kondapalli has lost its past medieval glory, it still retains its high and rich tradition in the sphere of fine arts with its world famous toy craft, namely Kondapally Bommallu.

The art of making Kondapalli Bommallu started about 400 years ago. Thereafter the craft developed and attained perfection. The craftsmen take up wood sculpture and painting as their hereditary profession.

The unique toys now marketed are the result of perfection, quality and reputation acquired over the past 400 years. In this regard The Imperial Gazetteer of India (1909) states as follows, "At Kondapalli there is a special industry - involved in the manufacture of small figures and toys from a light wood which grows on the hills."

There is also reference to this group of people in the "Brahmanda Purana". This community claims its origin to Muktharishi, who is said to have been endowed with skills in arts and crafts by Lord Shiva himself. These chitrakaras (craftsmen) claim that it was their ancestors who sculpted the numerous sculptures like the garuda, nandi, simha and the *vahanas* in the many temples in Andhra Pradesh.

For some years in the past there was neglect of the interests and development of the Kondapalli artisans due to the advent of mechanized toys. But now in recent years the scenario has completely changed. The Government, Government departments, certain institutions and organisations are giving a helping hand in developing this industry.



GEOGRAPHICAL AREA OF PRODUCTION :

The Kondapalli Bommallu (Toys) are produced/ made at Kondapalli Village, located about 20 kilometers from Vijayawada, in Krishna District of the state of Andhra Pradesh in India. The area of production i.e Kondapalli village lies in between longitudes 80 degree 31' 28''E and 80 degree 32' 32''East, and between latitudes 16 degree 37' 30''N and 15 degree 36' N, covering an area of 1.5 sq kilometers

DESCRIPTION OF GOODS & HUMAN ELEMENT INVOLVED :

Kondapalli Bommallu are delightful expressions of art of rich traditional value made from the wood of 'Tella Poniki' also called 'White Sander' (botanically called Jiuotia Rotteri Fromis). The trees are found in the forests and hills adjoining Kondapalli. The Toys and figures are of different sizes and shapes.

The utter simplicity and expressive features of these toys and figures are disarming. They portray various themes of village life and also spiritual themes. These toys traditionally depict mythological characters, occupational figures like the village potter, fisherman, toddy tapper, besides rural folk and their animals and birds. The famous forms and figures of Kondapalli Bommallu are Elephant (Ambari), Dashaavataralu. These exquisite pieces of art made by the artisans conveying the said themes falls in three distinct category.

1. animals and birds.
2. male and female figures depicting rural life, &
3. mythological figures.

These toys and figures of wood are painted in bright and vibrant colours which are very pleasing and appealing to the eye. For painting the toys vegetable or enamel colours are used. These are prepared by the artisans themselves from locally available material which are extracts of plants like Karakkai, Moduga etc.

Kondapally Bommallu are unique, being light in weight, not easily breakable and brightly coloured are considered to be the best. The artisans are excellent wood carvers who have also carved *vahanas* or vehicles for the presiding deities in the temples. They make temple cars and chariots strictly in accordance with tradition. The artisans are not only experienced but are also well versed in the theoretical aspects of the craft. They have adopted the South Indian style of architecture of wood, which is evident in their work. The popular classical collection include *Dasavatars*, the *Gitopadesa*, and toys depicting events associated with the life of Lord Krishna. The mythological toys pose a great challenge, as they require skill in portraying half-human and half-animal god figures.

The village set constitutes toys of various occupations of people in the village as mentioned earlier. The artists choose colors symbolizing the character of the image. They display a perfect blending of science, aesthetics and religion in their work. The skilled craftsmanship of the artisans and the use of the instruments 'bahudara' and 'palapu chekka' (described in the production process) is a very unique feature in the production of Kondapalli Bommallu.

CLASS AND TYPE OF GOODS :

CLASS 16 - Stationery, artist materials, instructing and teaching material, printing blocks

CLASS 20 - collectibles, souvenirs, mementos, artifacts, awards, prizes and gifts being goods (not included in other classes) of wood

CLASS 27 - Wall hangings (non-textile), and

CLASS 28 - Games, playthings, sporting articles not included in other Classes, decoration for Christmas trees.

UNIQUENESS OF KONDAPALLI BOMMULLU:

Kondapalli Bommallu are unique in quality, reputation and other characteristics. They are defined to the following effect;

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“Kondapalli Bommallu are exquisite pieces of art

- A) originating from the geographic region of Kondapalli Village in the State of Andhra Pradesh, India, and
- B) made from the cut and seasoned soft and light wood of Tella Poniki by hand carving using a special chisel Bahudara and painting with vegetable and/ or enable colours in bright and vibrant colours appealing to the eye, so as to portray and depict themes relating to spirituality and village life falling under any one or more of the following three distinct categories namely,
 - 1) animals and birds,
 - 2) male and female figures depicting rural life, and
 - 3) mythological figures.

SEQUENTIAL METHOD OF PRODUCTION:

Kondapalli Bommallu are made by a sequential process starting from the selection of good quality wood of Tella Poniki Trees till the toy is painted and dried.

Selection of Wood, Cutting and Seasoning -

Healthy and mature trees of ‘Tella Poniki’ also called ‘White Sander’ (botanically called *Juotia Rotteri* Fromis) that have reached a height of minimum 10 –15 feet and 2-3 feet bark diameter are selected from the nearby forests of Kondapalli for making Kondapalli Bommallu. The selected tree is cut/ chopped into wood of manageable pieces. The freshly wood is usually heavy in weight. It is are allowed to dry in the sun for about month. This is called seasoning. During this time the cut wood loses sufficient moisture and becomes light and soft, to the extent that you can cut through the wood with ease. This makes it suitable to carve interesting figures (i.e. for artistic wood carving).

It is to be noted that proper seasoning is very important. For wood not seasoned properly or for long enough, becomes worm infested and unusable for toy making. As such no external pest control measure is adopted.

Cutting Into Desired Sizes -

The dried wood is then cut into pieces according to the desired size of the toy to be made, by using an axe

Carving -

Then, a “BAHUDARA” is used to carve the desired shape of the toy. Bahudara is an instrument used to carve the soft wood in order to get the desired shape. This instrument is unique in the production of Kondapalli Bommallu

Filing -

The carved soft wood is then filed using a shaper so as to give it a better shape.

Joining of parts/ pieces -

Then the artisan joins the shaped wood pieces (i.e. glue them together) by using a locally prepared adhesive called temma jiguru. Temma Jiguru is the gum used for gluing, prepared as per traditional methods. Now synthetic glues are also being used to reduce cost. Thus the outer look of the toy is prepared

Final Stage : Concealment of signs and joints -

This skeleton of the toy has rough and square edges. These edges are rounded to give the toy a smooth body by applying ‘makku’. This gives final shape to the toy. This also conceals all signs and joints. “Makku” is made by boiling a mixture of finely ground powder of tamarind seeds and saw dust in water until it becomes a smooth paste. It is applied using a tool called ‘palapu chekka’. This tool is a thin and smooth piece that fits comfortably in one's hands, made by filing a cow's horn into a smooth oval shaped device. The use of this tool is also a unique feature in the production process

Finishing Process:**a) Application of Lime –**

When the makku dries completely, the toy with its smooth edges and all basic components resembles the final shape. But it as such is not yet finished. Its initial finish is brought about by skillfully applying a coat of lime mixed with 'tumma jiguru' through a brush.

All the tasks until this point are usually done by men in the family. Then the women of the family take over to finish the toy.

b) Colouring -

The next step involved is the colouring of the toys. For a few toys, wood primer is first applied before colouring. In other cases, vegetable colours and/ or enamel colours are used for painting. (In olden days, artisans used vegetable colours which involved a lengthy process for its extraction. Later on chemical colours came into use, which were found to be dangerous if consumed accidentally and so its use was discontinued. So at present only enamel colours and vegetable colours are used for painting the toys. These vegetable colours are prepared by the artisans themselves from locally available material which are extracts of plants like Karakkai, Moduga etc. The painting is done by brushes made of goat hair. Now ordinary paint brushes available in the market are also used.

INSPECTION

The Kondapalli Bommuffu material that are made through the above mentioned process are ensured as to quality by the artisans at the following stages,

- a) cutting – to ensure that the tree used for cutting should have reached a height of minimum 10-15 feet and 2-3 feet of bark diameter,

- a) Drying - to ensure that the wood after drying in the sunlight for one month loses sufficient moisture so as to enable artistic carving of wood.
- b) Painting - to ensure that the overall size, shape and presentation of the toys are of the required good standards

That-apart the applicants are currently in the process of working out an effective and efficient inspection structure, which can be installed so as to certify all the toys

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MODE OF MARKETING:

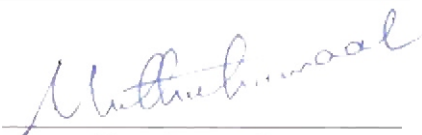
Like in most crafts villages, bulk market orders are handled by key-craftsmen with expertise and financial clout. They who then involve the other artisans to execute the order. To increase the market and provide marketing facilities stalls manned by artisans themselves are displayed at various fairs and exhibitions conducted by the Government. Government Departments concerned Instituted like NIFT and Organisations.

FUTURE OF KONDAPALLI BOMMALLU PROTECTIN OF INTEREST OF ARTISANS -

Kondapally's wooden toys are slowly but surely winning back hearts. The toys are now gaining momentum as a collectible also. They are used during the traditional "BOMMALA KOLUVU" OR KOLLU where dolls are displayed ceremoniously during the Dasara festival.

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The export market has good potential. The Andhra Pradesh Handicrafts Development Corporation (APHDC) plays a vital role in marketing and export. It is heartening to note that many of the children of the craftsmen intend to continue with their hereditary craft. Long term and short term action planes are being made by the authorities concerned for imparting training, packaging and marketing of the toys which are a pride of Andhra Pradesh and our country. Details in this regard are available in the documents filed along with the application.



**For the applicants,
Anand And Anand, Advocates**