

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

(To be filled in triplicate along with the Statement of Case accompanied by five additional representation of the Geographical Indication)

One representation to be fixed within the space and five others to be sent separately

FORM GI-1 (C)

C	<p>A single application for the registration of a geographical indication in Part A of the Register for goods falling in different classes Section 11(3), rule 23(5) Fee: Rs. 5,000 for each class (See entry No.1C of the First Schedule)</p>	
---	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--


President

The Nirmal Toys & Arts Industrial
Co-op. Society Ltd; NIRMAL

1. Application is hereby made by the registration in Part A of the Register of the accompanying geographical indication furnishing the following:

Particulars:

Name of the Applicant:

Nirmal Toys & Arts Industrial Co-operative Society Ltd. Nirmal Adilabad Andhra Pradesh.

Address:

Beside Govt. Boys Junior College,
NIRMAL – 504 106
District Adilabad (A.P.)
Phone: 08734 – 242356

2. List of Association of persons/producers/organization/authority.

Nirmal Toys & Arts Industrial Co-operative Society Ltd.
Beside Govt. Boys Junior College,
NIRMAL-504 106
Dist. Adilabad (A.P.)

PHONE: 08734 – 242356

SOCIETY:

1. **D.C. Poshetty, President**
2. **S. Pentaiah, Secretary**
3. **B.R. Shankar, Manager**

1. **B. Narsingam, Vice President,**
2. **N. Satyanarayana, Treasurer,**

DIRECTORS:

1. **R. Shankar**
2. **P. Narayana,**
3. **G. Narayana,**
4. **N. Raja Shekhar**
5. **D. Purushotham.**


President
The Nirmal Toys & Arts Industrial
Co-op. Society Ltd; NIRMAL

-Type of goods :

Wooden toys

Class 20: mirrors, picture frames; **goods (not included in other classes) of wood**

Class 28: handicrafts

Note: See Annexure 1(b) for details.

-Specification :

'poniki' wood is used to make Nirmal toys, is sourced from the surrounding local forests in Adilabad. (refer annexure-7)

The toys can be easily differentiated from other wooden toys because of the poniki wood used and by their weight. Also the shape of toys are made so aesthetically that the finished product i.e., the toy has a life like quality which is expressive of natural forms like animals, birds, fruits and vegetables. There is no particular size for the toys and the same form is made in different sizes as per requirement.

-Name of the geographical indication [and particulars] :

Nirmal town in Adilabad district of Andhra Pradesh.

Note: See Annexure 2 for details.

-Description of the goods :

Nirmal toys are delightful expressions of art of natural forms made from the wood of 'poniki'. These trees are found in the forests and hills adjoining Nirmal. The toys are of different size and shape.

These toys made by the artisans can be classified into three categories:

1. Animals and birds that include tiger, deer, peacock, parrot, etc.
2. Fruits and vegetables that include brinjal, tomato, grapes, mango, etc.
3. Idols of Gods and Goddesses like Kaamdhenu, Ram, Sita, Hanuman, etc

These toys of wood are painted in colors which are very pleasing and appealing to the eye. For painting the toys natural, water based or oil based colors are used. The natural colors are prepared by the artisans themselves from locally available material like flowers of moduga tree, bark of pomegranate tree, indigo plant, turmeric, etc.

Nirmal toys are unique, being light in weight, not easily breakable, having natural forms and are handcrafted except for the cutting machine that is used for cutting the wood in the initial stage of production. The artisans are not only experienced but are also well versed in the theoretical aspects of the craft.

The skilled craftsmanship of the artisans and the use of instruments 'taapi' and 'tochan' (described in the production process) is a very unique feature in the production of Nirmal toys.

Note: See Annexure 3 for details.

-Geographical area of production and map :

The Nirmal toys are made at Nirmal town (in Adilabad district), located at about 280 kms. from Hyderabad (capital of Andhra Pradesh , India). The area of production i.e., Nirmal Revenue Mandal is situated between 19.06 N latitude and 78.25 E longitude covering an area of 51,447 Acres.

The mandal is formed with 39 villages. Out of these 39 villages, Siddapur, Gajulpet and Vishwanathpet are merged in Nirmal Municipality. Five villages namely Timmapur, Nagnaipet, Mambapur, Kamalapur and Yedulapur are deserted.

Following figure is a map of locality – Kalanagar, where the artisans making Nirmal toys reside.

Note: refer to annexure-2 for more details.

-Proof of origin [Historical records] :

- Nirmal was renamed after a village headman and a chieftain Nimma Naidu who manufactured weapons of war.
- He brought 4 craftsmen from Rajasthan - 400 hundred years back. Nirmal then didn't exist.
- They worked for the Nizams of Hyderabad until independence.
- People started to migrate to Nirmal, and the toys were developed, before

which only furniture and paintings were made.

- Artisans used to make religious figures, but now are making brightly colored depictions of fruits, vegetables, animals, toys and dolls.

Note: refer annexure-4 for the proof of origin

-Method of production :

A detailed description of the production process is as follows:

1. Seasoning of wood

The fresh 'poniki' wood is usually heavy in weight. As the wood is found in forests so it has some amount of rain water in it. This wood is kept in the sunlight for drying to evaporate the moisture content. This process is known as seasoning of the wood. Seasoning is compulsory as it prevents the wood from decaying, protects it from pests and also makes the wood lighter. This usually lasts for the whole rainy season. The seasoning will help in retaining the shape of the wood as well it helps in reducing the humidity in the wood.

2. Cutting of the wood:

The seasoned 'poniki' wood is cut to sizes with a cutting machine at the workshop or with a saw at homes. The shapes are usually squares or rectangles from which the product is further shaped. The wood is measured in centimeters (cms) and cut as per the requirements by the artisan himself.

3. Joining of parts (using 'chintambali')

If the toy has to be made up of two or more pieces of wood then these pieces are joined using 'lappam'. If the toy can be made from one solid piece of wood then filing is done using the 'aakurai'. After this the 'lappam' is applied to give a proper definition to the shape of the toy.

4. Drying

These forms are then kept in sunlight for drying. This can take up to two days provided the weather is clear with plenty of sunlight. In the rainy season it can take up to 7 to 15 days to dry. If the orders are plenty in number and have to be completed in a short span of time then the artisans use indigenous heaters to dry the forms artificially.

5. Filing

The dried forms are then checked for cracks and if found are mended using

'lappam' paste and kept in sunlight for drying again. After drying, the forms are then filed with an 'aakurai' to smoothen the surface. At this stage the details in the shape of limbs, legs, beaks etc. are worked upon. This is done by drilling small holes into the forms with a sharp pointed drilling instrument called a 'tochan'. Bamboo sticks are then dipped in the indigenous paste called 'lappam' and inserted into the holes. Finer quality lappam is then used to give the final shape for the article. These forms are then left out for drying. The dried forms are then filed with sandpaper number 50 to remove the roughness of the form. Cotton cloth is then used to cover the joints of the toys. This helps in reinforcing the limbs together and helps in retaining the shape.

6. Application of 'Paatu'

The fine cotton cloth is coated with 'paatu' (a mixture of tamarind seed paste and water) which reinforces the joins of the article. 'Paatu' is then applied on the whole body of the toys with the help of 'Taapi'. This layer of cloth and 'paatu' make sure that no cracks appear on the joints in the future.

7. Smoothing using sandpaper no. 100

Sandpaper of number 100, which is of a finer quality, is then used to smoothen the surface of the toy.

8. Application of 'Suddamatti'

A solution of 'suddamatti' (clay found on river beds or near canals), water and gum is applied onto the form using squirrel hair brushes. This works as an adhesive and also provides a fine surface for painting. It also reduces the amount of color absorbed by the toy during painting. It does not take much time to dry. After this process, if any cracks appear on the surface, then small strips of paper called 'chiri' are pasted onto these cracks using 'paatu'.

9. Coloring & varnishing

The artisan can select color from a variety of paints like natural color, water colors, and oil paints. After the white color, coats of paints are applied. Generally the number of coats is decided depending upon the color used. The finer details are painted at the end like painting the eyes, fur, tail etc. After the final painting, the toy is coated with varnish. Varnish is used to give a glossy finish on the toys colored using water colors. Varnish not only gives a glossy

finish but also increases the life span of the color. It takes approximately 1 day for the varnish to dry. These toys are then packed and sealed in transparent cellophane bags and sent to the showroom for sale.

-Uniqueness :

Nirmal toys, as the name suggests comes from a village Nirmal and comes under the handicrafts sector of India. It has some very unique features which makes them different from other hand-made toys.

- 'poniki' wood is used to make Nirmal toys, is sourced from the surrounding local forests in Adilabad. (refer annexure-7)
- 'lappam' i.e., adhesive (made of tamarind paste and saw dust)
- Light weight (as the wood is seasoned)
- Toys depict natural forms (birds, animals, fruits, vegetables, etc.)
- Bamboo sticks acts as the joining material between two wooden blocks.
- Before the final painting these toys are covered with fine cotton cloth
- 'taapi' is an indigenous tool used to apply 'lappam'
- The intricate details painted on the products give a visual texture.

Refer: Annexure-7 for raw material certification by Divisional Forest Officer, Nirmal, Adilabad and annexure-8 for other proofs of uniqueness.

-Inspection body :

The ~~inspection~~ inspection body established at present officially, but the society forms a committee of the senior craftsmen and make suggestions on the quality aspects. (note: refer annexure-5)

- Other :

Long term and short term action plans 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

Refer annexure-10 for NOC and statement of cooperation and commitment from the society


Along with the statement of case in class:

- (i) class 20 in respect of picture frames; goods (not included in other classes) of wood
- (ii) class 28 in respect of ~~toys~~ (Note: See Annexure 1(b) for details)

In the name (s) of Nirmal Toys & Arts Industrial co-operative Society Ltd., whose address is Beside Govt. Boys Junior College, Nirmal – 504 106 , Dist. Adilabad (AP), who claims to represent the interest of the producers of the said goods to which the geographical indication elates and which geographical indication is continuously used since 20 years in respect of the said goods.

Ref: Affidavit attached as Annexure 1(a) and Annexure 2 for By Laws of the society.

SIGNATURE



NAME OF THE SIGNATORY

(IN BLOCK LETTERS)


President

The Nirmal Toys & Arts Industrial
Co-op. Society Ltd; NIRMAL

Address for services & communication:-

The Director,
NIFT (Ministry of Textiles, Govt of India),
Madhapur, Opp. Hi-Tech city,
Cyberabad, Hyderabad - 500 081
PH # 91-40-23110841-45
FAX # 91-40-23114536
Email: assinivasaarao@niftindia.com