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THE GEOGRAPHICAL INDICATION OF GOODS (REGISTRATION & PROTECTION)
ACT, 1999

PROTECTION AND DEVELOPMENT OF HANDICRAFTS OF
INDIA UNDER IPR/DC (H)

LEATHER TOYS

(INDORE)

MADHYA PRADESH

Handwritten signature

Govt of India
Minister of Textile
O/o T. Development
Commissioner (Handicrafts)
Handicrafts Marketing & Service Extn. Centre
17, Daji Asha Marg Jail Road, Madoke Complex
INDORE-462007

OUTREACH PROGRAMME



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

**THE GEOGRAPHICAL INDICATION OF GOODS
(REGISTRATION & PROTECTION) ACT, 1999**


**To be filled in triplicate along with the statement of
Case accompanied by five additional representation
of the geographical indication**

FORM GI-1

A	Application for Registration of a geographical indication in Part A of the Register Section 11(1), Rule 23 (2) Fee: Rs.5000 (see entry No: 1A of the First Schedule)	
B	Application for Registration of a geographical indication in Part A of the Register from a convention country Section 11(1), 84 (1), Rule 23 (3) Fee: Rs.5000 (see entry No: 1B of the First Schedule)	

1	Application is hereby made by Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, West Block No 7, RK Puram, New Delhi.
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a	Name of the Applicant	Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, West Block No 7, RK Puram, New Delhi.
b	Address	Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, West Block No 7, RK Puram, New Delhi.

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c	List of Association of persons / producers / organization/ authority	To be filled by DC(H) <i>Enclosed</i>
d	Type of Goods and class	Leather Toys of Indore falling under class 18
e	Specification	Sheep and Goat leather used as finishing coverings on iron and dry hay moulds giving interesting shape of animals. This is done in different sizes and different animals are depicted at present giving them natural look, texture and finish. The horses and elephants are highly popular and one has also gone and made dinosaurs to meet the up market interest. These have also become popular.
f	Name of the geographical Indication (and particulars)	Leather Toys of Indore

<p>g</p>	<p>Description of the Goods</p>	<p>The animal figures created bear a very natural textural quality as seen originally on the animals. The colors are also kept natural as far as possible. The sheen of the animal skin is also maintained on to the toy animals to keep their natural look intact. The animals are done in varied sizes ranging from 4"- 36" . These are the common sizes that are maintained to give uniformity for export market. Some exceptional work is also done for rare collection where in large size that is the actual original size of the animal are also worked out using the same structural pattern and method. This gives an illusion of the original when seen from a distance.</p> <p>The craft which began as a persons artistic venture has now taken a huge shape, and many in Indore are today engaged in creating animal shapes for export market.</p>
<p>h</p>	<p>Geographical area of Production and Maps</p>	<p>The city of Indore is 188km. from Bhopal , the capital of Madhya Pradesh and is situated in the southwest direction of the state. Indore is a progressive city and is also termed as mini Mumbai due to its adoption of advanced technology, life style and a large number of textile mills. It has a population of 25,85,321 and covers around 624 villages, as per survey done by SEDMAP in 2003. The craft here is intense and spread mainly in <u>Roostam ka bageecha , Lala ka bageecha, the old Malwa mill area, Nehru nagar which is adjacent to malwa mill area, polo ground industrial area and Netaji Subhash marg, near imli bazaar.</u></p> <p>The city is surrounded by other important cities; to the west of Indore is dhar district, to the east is dewas about 35km. From Indore, to the south is west nimar wherein the town of maheshwar is situated which is famous for the cotton and silk saris, about 80-100km. from Indore and to the north lies the famous holy city Ujjain. (Relevant maps are enclosed)</p>

	<p>Proof of Origin / historical records</p>	<p>Shri A.G.khan is still alive and does remember the initial struggle and turmoil's when the craft was taking shape as a art and has immensely contributed towards the fine development as an artist and the entrepreneurship that he has shown by bringing about the gradual changes in the form of the craft. There are his certificates and work that establishes the gradual growth of the art and craft, which is apparent from the exhibitions he attended at, dewas before coming to Indore. This does establish the existence of the craft and having being awarded the national award in the year 1996-97 also establishes the fact of acceptance of the craft as a commercial art.</p> <p>The existence of 12 major exporters who have come together to form an association also talks of the immense work involved over a short period of time.</p>
<p>j</p>	<p>Method of Production</p>	<p>Raw material used for the making of leather toys are-</p> <ul style="list-style-type: none"> • Galvanized wire for small toys. • Iron rods of 6mm, 8mm, 10mm, 12mm, 16mm, are used for bigger structure of 96" (8 ft.) • Wood wool, rice crop waste (hay) • Plastic moulds are used for general teeth and paws. And for long elephant teeth fiber is used, a separate group makes these. • Paper pulp. <ul style="list-style-type: none"> • Tamarind powder (chiyaa ka atta) • Goat and sheep skin leather (tanned) • Finishing tools. (Blade etc.) • Dye powder for painting. • Fabric colors. • Lacquer polish and shoe polish. • Small spray gun and brush. <p>Raw material for packing-</p> <ul style="list-style-type: none"> • Polythene bags. • Silica gel. • Carton boxes. • Air bubble roll. • Wooden box. • Paper cuttings. • Corrugated roll for sides.

Method of Production	Process----
	1. Basic linear wire structure is made wherein two to three wires are twisted together for strength and pliability and given the desired shape.
	2. Wood wool/rice hay is then covered on this structure, giving the structure dimension, shape and volume as required.
	3. Then the paw of the animal is fixed in their place using the tamarind gum and waste cloth strips are wound around the legs and tail for added strength.
	4. This is then covered by paper pulp paste (which is prepared by mixing paper pulp powder and tamarind powder with water using mixer machines, earlier this was done by hand and is immediately ready to use) this paste is usable up to one day only. Every day new paste is made.
	5. This is then worked on with finishing tools like blade etc and given the desired texture of the skin according to the original animal skin.
	6. This is then dried in the sun completely taking 3-4 days. During monsoon a heated room is used. Bigger animal may take more no. Of days. If left UN dried slightly fungus develops later – so precaution is required.
	7. Tanned leather of goat & sheep of thickness 1 mm is bought from the market and soaked in water 10 minutes and then beaten by “moongri”, 10 minutes to make it pliable. This when wet is pasted on the pulp-applied structure of the animal, using chiyaa gum.
	8. After the leather dries on the figure it is rubbed using plastic or a soft stone to make the leather fall in places and get closer to the texture already done on the paper pulp.
	9. Wooden pen (kalam) is used to give wrinkles to the animal figure over the leather.
	10. The joins of the leather pieces are then finished / cut using blades and then stuck to the figure.
	11. Hollow is made using wooden or needle (suja) for eyes, nose etc.
	12. Separately made ears are then fixed in the hollow thus made; now glass is used for eyes, which painted at the back as required color. Earlier black meena was used for the same purpose.
	13. The figure is now ready to be painted. Color is dissolved in water. For small and many pieces dip dyeing is done in a tub. Then a deeper shade is used for giving shades or dimension to the figure using spray gun, earlier to achieve the same and better effect hand painting was the specialty. Wherein the shade was achieved by minutes strokes of the brush – and then according to the animal fig the details of the skin pattern is also painted on.
	14. The figure is now ready for finishing ---- polish is now applied by spray gun.
	15. The figure is then packed and ready to be sold. Up to 24” toys are packed in cartage boxes above that are packed in bubble pack first and then in the cartage box.

k	Uniqueness	<p>The leather toys appear realistic and most of them in animated sequence, in that each toy represent a different motion e.g. there are different types of horses in different motions like a running horse, a jumping horse, a grazing horse, a neighing horse, a galloping horse, a standing horse. So there is a range to pick from. Similarly there is a sitting elephant, elephant blowing his trumpet, etc.</p> <p>The texture of the skin of the animal is given using pointed tools on the paper pulp when it is still wet and applied on the hay mould by hand keeping in mind the texture of the animal skin in question. Working like an artist this gives it a very realistic look. Later when it is dyed and given deeper shades by hand painting the texture is further enhanced.</p>
l	Inspection Body	To be decided by DC(H) <i>Enclosed</i>
m	Others	<p>Communities involved are generally scheduled caste and the sick textile unit workers they are generally a mix. The leather toys are used and sold as decorative items.</p> <p>Annual turnover of the craft in totality is approx. 12-15 crores.</p> <p>Generally all the family members are involved in the making of the toys including children and women.</p> <p>Leather used is brought from hydra bad, rajasthan and Gujarat. The cost of leather is 250/- to 300/- per kg. And waste leather for Rs.60/- per kg.</p> <p>Split leather comes cheap therefore is now in use for smaller animals.</p> <p>The leather thus used is completely tanned and therefore does not spoil.</p> <p>Total leather consumption in a month is approx. 400kg.</p> <p>SADMAP has worked towards the upliftment of these craft persons by forming around 14 clusters each cluster has 15-20 members called the self help groups wherein each member pays 50/- per month and they help each other. Generally most of them are doing job work for the bigger exporters.</p> <p>Production per month is 1500-1800 pieces in a family.</p>

<p>m</p>	<p>Others</p>	<p>The rate at which the job workers supply the finished toys to the exporters is as follows.</p> <p>4"toy...Rs. 22/- 6"toy...Rs. 35/- 12"toy..Rs.80/- 18"toy..Rs.225/- 24"toy..Rs.450/- 36"toy..Rs.900/-</p> <p>The 15 self-help groups are as follows---under ambedkar leather handicrafts service center. Add. --- 125-roostam ka bageecha,</p> <ol style="list-style-type: none">1. Lakshya self-help group.2. Vijayti self-help group.3. Sanskruti self-help group.4. Sant ravidas self-help group.5. Triveni self-help group.(men)6. Triveni self-help group (women)7. Sarthak self-help group.8. Gulsan art self-help group.9. Prayas self-help group.10. Star self-help group.11. Yadav self-help group.12. Reliance self-help group.13. Nandani self-help group.14. Vaisnu Devi self-help group. <p>SADMAP organizes exhibitions for these craftsmen for toys that they make apart from what they sell to the exporters through MPHEHVN and DCH.</p> <p>The list of the crafts men is enclosed along the other documents.</p>
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Along with the Statement of Case in Class (b) Class 24, in respect of " not included in other classes" –

in the name of the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, West Block No 7, RK Puram, New Delhi who claim to represent the interest and producers of the said goods to which the geographical indication relates and which is in continuous use since

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.

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

(a) Development Commissioner of (Handicrafts), Ministry of Textiles, Government of India, West Block No 7, RK Puram, New Delhi.

Authenticated by

(Shirsandhi Ghosh)
N.I.D, Ahmedabad

Verified

S.V. DESHPANDE
Asst. Director (H)
H. M. & S.E.C. INDORE

Signature:

Name of the signatory in

Block Letters: