

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

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

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

FORM GI - 1

Stamp: 5000
Date: 12-7-27
0273 in the
Cashier
12/8/27

Application for the registration of a geographical indication in Part A of the Register
Section 11 (1), rule 23 (2)

Fee. Rs. 50000

1. Application is hereby made by Santiniketani Artistic Leather Goods Manufacturer's Welfare Association, having its Registered Office at Village Surul, Post Office Sriniketan (Santiniketan), District Birbhum, PIN 731236, West Bengal, India for the registration in Part A of the Register of the accompanying Geographical Indication furnishing the following particulars-

Name of the Applicant-

**Santiniketani Artistic Leather Goods
Manufacturer's Welfare Association**

Address-

**Village - Surul, Post Office - Sriniketan
(Santiniketan), District - Birbhum, PIN
731236, West Bengal, India**

**List of Association of persons /
producers / organization / authority-**

As annexed herewith

Type of goods-

Leather Goods under Class 18

Specification-

Santiniketan Leather Goods bears an exquisite colorful handcrafted leather product and cultural nurturing special social values of the region. Such colorful leather goods are not restricted to one type of leather product but include block printed products and also batik dyed products having smooth and glazing surface. Its customers all over the world admire such products due to its craftsmanship, softness, grained effect and exquisite aesthetic value, which makes such products exclusive, compared to other leather goods which are available in the market. The wide variety of Santiniketan Leather Goods is famous due to its applicability of batik, appliqué, stencil, modeling, poker, embossed relief work etc. Santiniketan Leather Goods are by themselves unique for their colorful and decorative surface treatment using design idiom and motif which were originated and/ or innovated in this part of territory, and were infused or integrated in such leather products of Santiniketan.

The different types of leather products of Santiniketan are shown in the annexure of the affidavit as submitted herewith.

**Name of the Geographical Indication
[and particulars]**

SANTINIKETAN LEATHER GOODS

Santiniketan Leather Goods are named after Santiniketan. Santiniketan is a popular township near Bolpur in the district of Birbhum, West Bengal, India. This township is located approximately 180 kilometers north of Kolkata. This place has a rich cultural heritage and the references of Santiniketan are found in many literatures including historical books. It was made well known and famous by Nobel Laureate and world famous poet, Rabindranath Tagore, whose vision became what it is now; a university town (Visva- Bharati University) that attracts thousands of visitors every year during Poush Mela a 3-day fair starting on the seventh day of the Bengali Poush month. It was here Rabindranath Tagore started Patha Bhavana, the school of his ideals, whose central premise was that learning in a natural environment would be more enjoyable and fruitful. After he received the Nobel Prize (1913), the school was expanded into a university. Many world famous teachers and scholars have become associated with this university; and late Prime Minister Indira Gandhi was one of its most illustrious students. Santiniketan is also hometown of Amartya Sen, the 1998 Nobel Prize winner in Economics among many others.

Santiniketan Leather Goods were originated and are made from Santiniketan; precisely speaking from Silpa Sadan, the Craft Wing of Visva Bharati University founded by Rabindranath Tagore . It is in existence since 1932 i.e. nearly eight decades in the certified geographical area. Many local entrepreneur and craftsman of the villages Surul, Ballavpur and municipal area of Bolpur are engaged in this trade for their livelihood. Santiniketan Leather Goods with its unique characteristics and style has created a demand in the global market.

Description of the goods-

Santinikatani style refer to the artistic style initiated by Rabindranath Tagore in 1932 as rural construction and developed as an integral part of Rabindranath Tagore's Sriniketan experiment of Rural Reconstruction development programme of Visva Bharati University. The basic trainings were imparted by the Silpa Sadan to the rural folks in and around Santiniketan. That skill transcended from generation of these rural families. The products are made from vegetable tanned skin. Vegetable tanned leathers have a unique property of retaining embossed imprint permanently and turn its grain surface glossy if rubbed with smooth surface like glass or cotton pad etc. This type of leather can be dyed easily with natural dyes. The products are colorful with embossed design or batik designs. The products can be classified in various ways like,

- a) Products of Small, medium and large size variety,
- b) Stitched products and pasted products and
- c) Embossed and hand dyed products or batik dyed products etc.

The products include a wide variety of items like wallet , pouch , handbag, coin purse, ornament box, pencil box, spectacle cover, shopping bag, ladies side bag , piggy bank, cushion cover, chapel and sandal upper / footwear and many more as shown in the annexure of the affidavit as submitted herewith.

Geographical area of production and map-

Santiniketan Leather Goods are produced in and around Bolpur, Saantiniketan and Sriniketan. The villages Surul, Ballavpur and municipal area of Bolpur are the main concentration of artistic units who make Santiniketan Leather Goods.

The District Resource Map of Birbhum, West Bengal issued by the Director General, Geological Survey of India, Calcutta (Year of Publication 2001 A.D) and duly certified by Sub-Divisional Officer, Bolpur, Birbhum is enclosed.

Proof of origin [Historical records] –

The product “Santiniketan Leather Goods” bears the name of the place of origin and was initiated by Rathindranath Tagore son of Nobel laureate and world famous poet Rabindranath Tagore at Silpa Sadan of Visva Bharati University. This art work was started since 1932 till today. This project and its welfare are now been taken care of under the supervision of Small Industry Cluster Development Programme of the Development Commissioner (Small Scale Industries) Government of India, Ministry of Small Scale Industries, Service Institute, Kolkata is developing Leather Goods Cluster at Santiniketan. Rabindranath Tagore, the Nobel laureate and poet of all countries for all time was famous for his depth of philosophy, rich melodious songs, poetry and other literary works. However, he was a noted social thinker too. He founded Visva Bharati University at Santiniketan. In this University, creative and practical learning process was viewed more important than memorizing from books for education. In the way Craft movement in India was initiated from Santiniketan through Visva Bharati University nearly 80 (eighty) years ago under the able leadership of Rabindranath Tagore and his son

Rathindranath Tagore. This led to a larger movement for reviving Art and Craft in the wake of Swadesi movement. Rathindranath Tagore., his wife Protima Devi, Andrew Karpele alongwith other local craftsmen started a craft wing in the Visva Bharati University under the name of "Vichitra Studio". Soon it was shifted to 'Surul Kuthibari' and subsequently to the spacious hall of Industries at Sriniketan. Other Stalwarts like Nandalal Bose, Suren Kar and Ramkinkar Beji also joined to inspire them with innovative ideas and designs . Research and experimentations, innovation in design, materials and techniques were developed through assimilation of design ideas from nature and different crafts from India and abroad. For the first time in the Indian history, traditional cast barrier in participating a craft area was removed for ever. Training and practice in craft started on an institutional basis. Energetic unemployed youth came forward to learn the craft and turn out functional products with artistic sensibilities for the local as well as national market and abroad.

The forgoing initiatives lead to distinctive Art – deco style of Santiniketan successfully

integrating Indian taste with creativity and traditional techniques and modern methods of the west. Certain indigenous features like Alpana and Embroidery work of Bengal and other traditional mannerism-using motif that originated in Bengal were infused and integrated in the products made in the process.

Rathindranath Tagore and his wife Protima Devi had acquired expertise in leather craft from a vocational school in 1930. In the same year, Rathindranath Tagore started a regular leather goods workshop in Visva Bharati University. Artistic Leather Work activity at Santiniketan on a business scale started in 1932. The products developed initially were ladies bag, wallet, shopping bag, purse, clutch bag, folder, seat cover, tray, portfolio bag, sandal etc. The products are famous for their Batik, Appliqué, stencil, Modeling Poker, Embossed and Relief work. These products still possess a strong visual and aesthetic image of a living craft tradition, which solely belongs to Sriniketan – Santiniketan of Visva Bharati.

Method of production –

Raw Materials

Vegetable tanned sheep and goat skins known as E.I. Tanned leathers are the main raw materials of these products, these are often pretreated.

Other raw materials for the Santiniketan Leather goods are

1. Paper boards of different thickness
2. Lining Cloth of different types like cotton, velvet, silk etc.
3. Rubber Foam Interlining
4. Natural Dyes and Spirit (as medium for the dye)
5. Rubber Solution and PU adhesive
6. Accessories like D-ring, Press Button , Zipper , Lock , Magnetic Button , etc and
7. Grinders like thread etc.

Process

E.I. Tanned leathers arranged in role form enclosing 3 or 4 skins heavily covered with Magnesium Sulphate commonly called Epsom salt to prevent oxidization. At first the skins are washed well and soaked in wooden vat or pit. The leathers are then stretched to make them flat and dried.

The leathers are then marked with cutting patterns of the desired products and cut with scissors.

In case of Block Printed Products, the cut components are moistened and imprinted with graphic designs by pressing zinc block on their grain side with Ball Press. The embossed components are then colored with spirit based natural dyes by manual touch dyeing and by mouth spray.

The batik dyed products are not block printed. They are applied with a solution of Gum Arabic on the portions that are not to be painted and using spirit based natural dyes applied with mouth spray.

Thereafter, they are sprayed with spirit based natural dyes of the desired color. The process is repeated till the desired color design is achieved. The lighter shade colors are applied before the darker shade. The dyed leather components are then glazed manually with a piece of smooth stone or by a glazing machine.

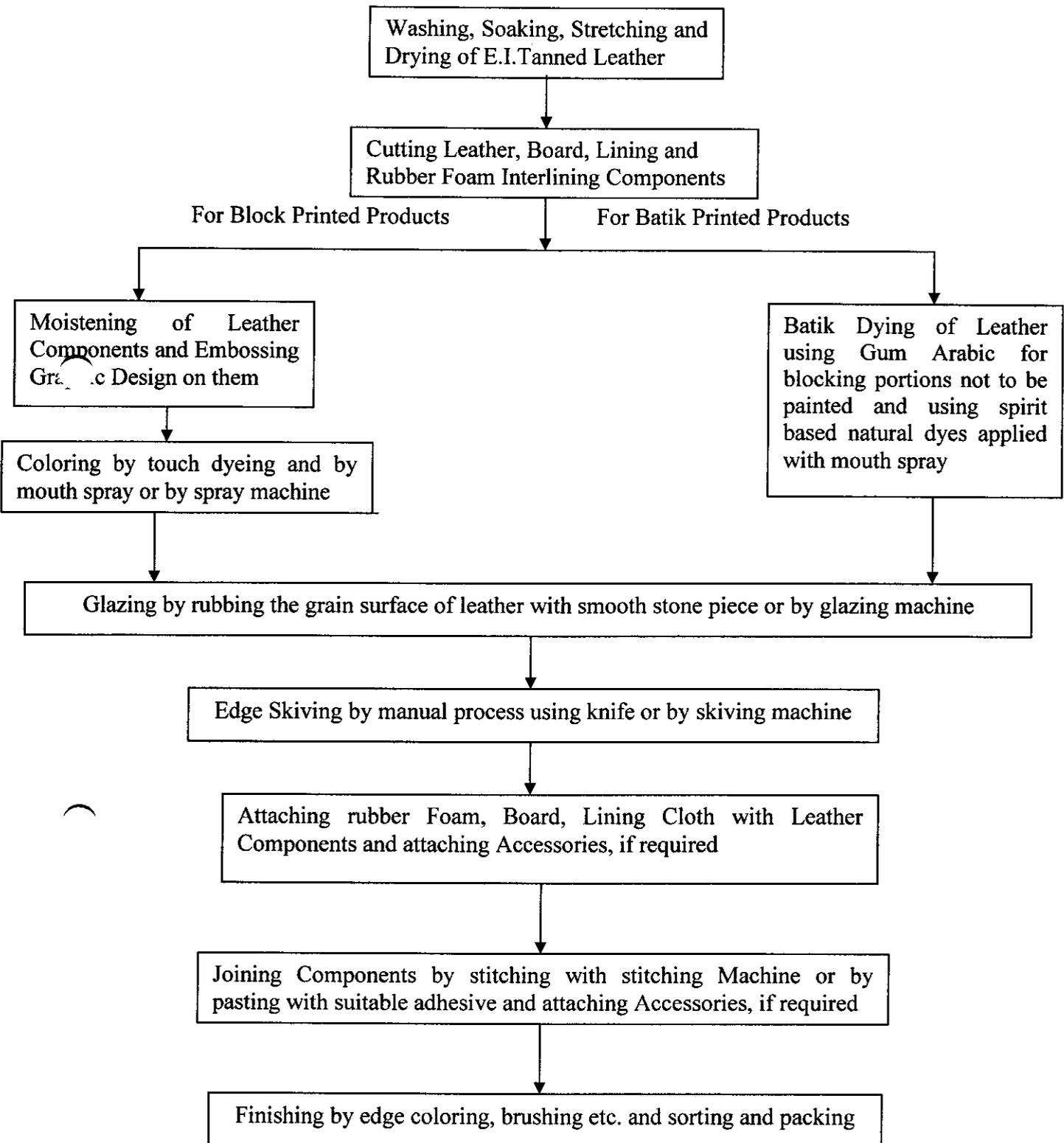
The dyed components are then skived by hand or with skiving machines. Rubber foam interlining, paper board and cloth lining are attached to the leather components by suitable adhesive. Accessories like button, zip, D- ring, Press Button, Zipper, Lock, Magnetic Button etc, if required, are attached to the components. The components are then joined

- By stitching machine in case of stitched leather products, like clutch bag, shopping bag, or
- By pasting with suitable adhesive in case of pasted products, like piggy bank, ornament box etc.

The products are then finished by edge coloring, brushing, etc and then they are sorted and packed.

The detailed process steps of the method of production of Santiniketan Leather Goods are stated clearly in a flow chart as shown herein below.

PROCESS FLOW CHART



Uniqueness-

Santiniketan Leather Goods is a unique handcrafted product because of its exclusivity known throughout the world. It can be distinguished from other leather goods with the following characteristics:

- The Santiniketan Leather Goods are shining, glossy and smooth dyed colorful products.
- There is no particular size of any type of Santiniketan Leather Goods products.
- The Santiniketan Leather Goods products have unique property of retaining embossed imprint permanently and turn the grain surface glossy if rubbed with smooth surface like glass or cotton pad.
- They are made of vegetable tanned leather which gives an exclusive appearance.
- The products are given traditional motifs and colors which make such products unique.
- It is believed that the uniqueness of Santiniketan leather goods and its exclusivity in expression and style are due to more than one reasons. The uniqueness of the product which is originated in Bolpur, Santiniketan and Sriniketan is due to the local skilled artisans and manufacturers who have been in the trade for nearly eight decades.

Some are of the opinion that this unique quality of leather goods has its relationship with the natural geographical origin so far as the warm and dry climate and particular water composition are concerned. Bolpur, Santiniketan and Sriniketan are well known as the places of “Laal Maati” which has its uniqueness. Perhaps all these are responsible for the special quality and exclusivity of leather goods manufactured in this territory or region of West Bengal.

Inspection Body

There is an inspection body to supervise and monitor the quality of Santiniketan Leather products. The details of inspection body stated herein below:

1. Prof Raj Kumar Konar, Head of the Department, Silpa Sadan, Visva Bharati, Santiniketan
2. Shri Debabrata Sengupata, Secretary Santiniketani Artistic Leather Goods Manufacturer's Welfare Association
3. Shri Anil Dutta, Member, Amar Kutir Society
4. Shri Manik Ghosh, Member Santiniketani Artistic Leather Goods Manufacturer's Welfare Association.
5. Shri Bhanu Das, Member Santiniketani Artistic Leather Goods Manufacturer's Welfare Association.

Other-

Today in this era of competitiveness it is imperative to ensure that fruits of economic growth should not only benefit the middleman or any others who are not directly concerned with the core activity. We are really grateful to Small Industries Service Institute, Kolkata and other organization for lending their hands for arranging to protect the Geographical Indication for the Santiniketani of Leather Goods products for the benefit of the rural entrepreneur working in and around Santiniketan.

Along with the Statement of case in class 18 in respect of SANTINIKETAN LEATHER GOODS in the name of Santinekatan Artistic Leather Goods Manufacturer's Welfare Association whose address is Village – Surul, P.O. Sriniketan, Dist. Birbhum, PIN 731236 West Bengal, 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 since 1932 in respect of the said goods.

2. The application shall include such other particulars called 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

MKC & Associates
(IPR Attorneys)
365 Jodhpur Park
Kolkata – 700 068
Tel.No. (033) 2414 8515 / 2429 2174 / 2429 2636
Fax. No. (033) 2472 0687; Mob. 98311 72062
E-mail < mkcandassociates@vsnl.net >
< mihirkchakrabarti@vsnl.net >

4. Application from convention country

Not applicable

Dated this 09 day of July 2007


M K CHAKRABARTI
(Advocate)
of MKC & Associates