

FORM GI - 1

Received Rs. 5000 in cash
Cheque/Deposit on 1.8.09
vide entry no. 0294 in the
register of valuables

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

Application for Registration of a geographical indication in Part A of the Register; Section 11(1), Rule 23(2)

NIRMAL FURNITURE

Application is hereby made by for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars :-

NAME OF APPLICANT:

Andhra Pradesh Handicrafts Development Corporation Ltd.

ADDRESS OF APPLICANT:

"Hasthkala Bhavan",
Musheerabad,
Hyderabad-20

TYPE OF GOODS :

Class 20 - All types of Furniture.

SPECIFICATION:

Nirmal Furniture is made of teak wood and the typical characteristic is that the *golden color floral designs* engraved on it are made from gold powder. In fact all furnitures carry the floral design as their unique characteristic. That apart these furnitures also depict a typical nawabi style of artisanship.

NAME OF THE GEOGRAPHICAL INDICATION:

NIRMAL FURNITURE

DESCRIPTION OF GOODS:

Nirmal Furniture is furniture made of teakwood with floral designs painted in Golden color using gold colour. Some of the various types of Nirmal Furniture are Beds, Dewans, Sofa sets, Dinning Tables, Tea Pois apart from all routine type of furniture.

GEOGRAPHICAL AREA OF PRODUCTION:

The geographical area of production comprises of the following places;

- a) The town of Nirmal in the District of Adilabad, and
- b) The entire District of Adilabad, and
- c) The city of Hyderabad,

All in the State of AndhraPradesh in India. The latitude and longitude of these places are as to be furnished in the Statement of Case.

PROOF OF ORIGIN:

It is learnt that when this craft first started it was limited in its range. The first articles were based on figures and episodes from mythology and were purely art objects. But the dawn of 17th century saw a new horizon of this art form. The local talent was exploited and articles of utility and decoration started to be manufactured.

The furniture craft was started and concentrated in Nirmal until Lady Ali Hydri in 1951 brought the artisans to Musheerabad in Hyderabad as the demand for the furniture was more and since then the Nirmal Industry started manufacturing Furnitures in the said places.

Legend says that the Nizams of Hyderabad were very much inclined by the Nirmal craftsman ship. Once during the Nizam's visit to Nirmal, The Nizam was given a tremendous grand welcome; all the craftsmen indulged themselves in decorating the venue; which included an intricately designed banana bud whose petals were coloured gold. This embellishment was suspended above the Nizam's seat, which unfurled and showering cascade of golden coloured petals on The Nizam. The

SomaKshatriyas or the woodcarvers received the royal patronage of the overwhelmed Nizam. Since then the art is being flourishing

The artisans have imbibed this art of manufacturing the furniture from their forefathers and the same is now practiced from generation to generation.

METHOD OF PRODUCTION:

1. The furniture is made of teak wood and the process begins with cutting and carving the wood into desired shape based on the required furniture.
2. Then sawdust paper is rubbed for a smooth finish painting and then a coat of primer and lapam is applied to make the surface smooth.
3. Once the surface is smooth, varnish is applied and then allowed to dry and then on that the floral designs are made.
4. Different furniture are made and painted with ***golden color floral designs***. The golden color is obtained from the Gold powder which is mixed with colorless varnish and thinner to get a paint solution which is used to draw the floral designs. This gold powder is imported from England.

UNIQUENESS:

Golden color floral designs are made on the furniture which is a very important feature to distinguish it from other furnitures. That apart the nawabi style i.e. a tinge of the Nawabs lifestyle can be visible in these furnitures. The basic material used in the furniture is wood. *Further details of the uniqueness are as to be detailed in the Statement of Case.*

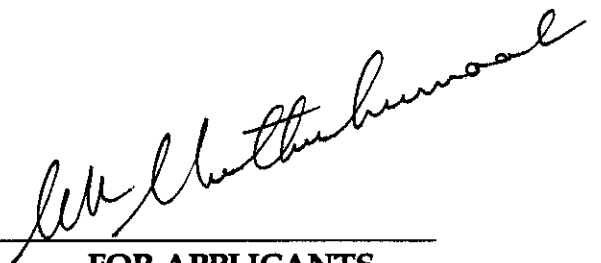
INSPECTION BODY:

A specially qualified team is established in each department to check the quality of the furniture. Each department carpentry, lapam, tracing of the painting and polish have their own standard to check the quality of the painting and furniture. If any quality parameter is

not met then the process is stopped and the quality requirement complied with.

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

Address for service:
Anand And Anand, Advocates,
New No.31, Old No.13, Flat GA, AR Villa,
3rd Main Road, Gandhi Nagar, Adyar,
Chennai- 600 020.



FOR APPLICANTS
ANAND & ANAND, Advocates

To,
The Registrar of Geographical Indications
The Geographical Indications Registry
Chennai

Fee of Rs.5,000/-.