

FORM GI - 1

**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 PAINTINGS

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:

**AndhraPradesh Handicrafts Development
Corporation Ltd.**

ADDRESS OF APPLICANT:

"Hasthkala Bhavan",
Musheerabad,
Hyderabad-20

TYPE OF GOODS :

Class 16 - Paintings, works of art framed
and unframed and/or for
mounting on frames

Class 20 - Art works of wood/ works of art
of wood

SPECIFICATION:

Nirmal Paintings are very unique because the medium used for
painting is wood. That apart, most Nirmal Paintings are not free
hand painting where the theme is drawn by a paint brush. The
typical characteristic of a Nirmal Painting is that a sketch of the art is
traced and then filling of colors is done to make the painting. Also
the appearance looks very beautiful and the finish is very smooth.

Further particulars in this regard are as to be furnished in the Statement of Case.

NAME OF THE GEOGRAPHICAL INDICATION:

NIRMAL PAINTINGS

DESCRIPTION OF GOODS:

Nirmal Paintings are special paintings that are made on wood as the medium instead of canvas and/ or paper, with the use of nitrocellulose colors and special gold powder.

GEOGRAPHICAL AREA OF PRODUCTION AND MAP:

The geographical area of production now comprises of the following places;

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

All in the State of AndhraPradesh in India.

PLACE 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 paintings were started and concentrated in Nirmal until Lady Ali Hydri in 1951 brought the artisans to Musheerabad in Hyderabad as the demand for these paintings was more there and

since then the Nirmal Paintings are made in Nirmal, Hyderabad and other parts of the District of Adilabad in Andhra Pradesh.

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. When the Nizam sat this unfolded and showered cascades of golden coloured petals on The Nizam. The SomaKshatriyas or the woodcarvers received the royal patronage of the overwhelmed Nizam.

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

METHOD OF PRODUCTION:

1. Teak wood rippers are made to form a frame on which the oil Tempered hard board is fixed up. After this sawdust paper is used to rub on the surface of the board to make it smooth.
2. Now on the smooth surface of the Board primer is coated and allowed to dry. After drying a coat of Ducor lapam is applied to the board. The primer applied before helps in better grip to the board. Now after drying of the lapam water paper is rubbed on the surface to get a very smooth finish.
3. On this now desired background color is applied on the board like black, brown, yellow etc based on the theme. The colors are synthetic (Nitrocellulose colors).

4. Now the sketch of the desired theme is drawn by the chief artisan and a tracer is used to trace the figure on which a pin is used to make holes/perforation on the entire outline of the figure.
5. This trace of the figure is kept on the board with the color background and chalk powder is applied over it. The chalk powder penetrates through the holes and form a beautiful trace of the figure on the board.
6. Once the trace is formed colors are filled and this process is called as "**Filling of colors**" which is very unique to this art. After the colors are filled in water paper is used to smoothen the surface and again traces are made for intricate designs like the eyes, hands, legs and other parts to fill colors and finish the painting. Finally water paper is used again to make it smooth and a coat of colorless varnish is applies to give it the gloss and finish.

UNIQUENESS:

Nirmal paintings are always made on wood medium (which is locally available) and also the paintings are not free hand and they are traced and filling of colors is done which is very unique to the art. The paintings are well finished and polished and have a special glaze. *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 painting. 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.

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.

Henry Dash
30/7/08
MANAGING DIRECTOR.
A. P. Handicrafts Devpt. Corpn. Ltd.,
HYDERABAD.
SIGNATURE OF APPLICANT

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

Fee of Rs.10,000/-.