

**P. SANJAI GANDHI**  
Additional Government Pleader  
High Court of Madras  
IP Attorney  
Ph No +91 98406 22474



Administrative Office:  
No:49, YMIA New India Building,  
Moore Street,  
Second Lane Beach Road  
Chennai – 600 001

GI APPLICATION No.

480

14<sup>th</sup> April 2014

To

Assistant Registrar  
Geographical Indications registry,  
Intellectual Property Office  
Chennai

Respected Sir

**Sub: Geographical Indications Application for 'Thirubuvanam Silk Sarees'**

With due respect, I herewith enclosed Geographical Indications Application for **Thirubuvanam Silk Sarees** under The Geographical Indications of Goods (Registration & Protection) Act, 1999 and The Geographical Indications of Goods (Registration & Protection) Rules, 2002. Demand draft of Rs. 10,000/- is annexed thereto. Details of the Demand draft is stated as follows:

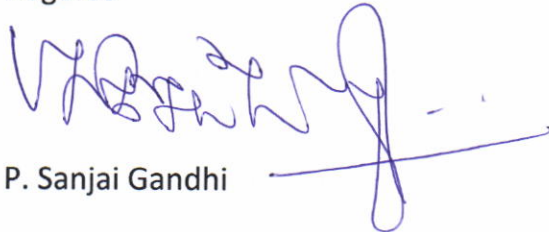
**D.D. No: 002707 (Rs. 10,000/-)**

**Date: 27/01/2014**

**Bank: IDBI Bank, Kumbakonam, Thanjavur**

Kindly acknowledge the application

Regards

  
P. Sanjai Gandhi



GI APPLICATION No.  
480



आईडीबीआई ओमनीपे / IDBI OMNIPAY  
Sr. No. : 2707

Premier Towers, No 2, Lakshmi Vilas Street,  
Kumbakonam, Thanjavur, Tamil Nadu - 612001

जारी करने की तारीख से तिन महिने के लिए मान्य  
VALID FOR THREE MONTHS FROM THE DATE OF ISSUE

दिनांक Date 27 01 20 14  
D D M M Y Y Y Y

एह  
O  
द  
TT  
एला  
दला  
TL  
एक  
OC  
दक  
TC

On Demand Pay \* THE REGISTRAR OF GEOGRAPHICAL INDICATION को या उनके आदेश पर / OR ORDER प्राप्त मूल्य के लिए

रुपये Rupees Ten Thousand only

अदा करें।

₹ \*\*\*\*\*10,000.00

अदा करें / FOR VALUE RECEIVED.

कृते आईडीबीआई बैंक लिमिटेड / For IDBI BANK LTD.

खाता सं. / A/c No. 36430100010050

\*\* Not Over INR. 10,000.00 \*\*

1  
2  
3  
4  
5  
6  
7  
8  
9  
0

Payable at par at all IDBI Bank Branches in India

प्राधिकृत हस्ताक्षरकर्ता  
Authorised Signatory  
क्रम सं. / Sr. No 12072

प्राधिकृत हस्ताक्षरकर्ता  
Authorised Signatory  
क्रम सं. / Sr. No

⑈002707⑈ 000259000⑈ 036900⑈ 16



सत्यमेव जयते

# Geographical indications Registry

Intellectual Property Building,  
G.S.T. Road, Guindy, Chennai - 600 032

Phone: 044-22502091 & 92 Fax : 044-22502090

E-mail: gir-ipo@nic.in



INTELLECTUAL  
PROPERTY INDIA

## Receipt

CBR NO :2401

Date : 15-04-2014

TO

Generated by :BABU

SHRI. P. SANJAI GANDHI,  
NO. 49, YMIA NEW INDIA BUILDING, MOORE STREET, SECOND LANE BEACH ROAD, ,  
CHENNAI,  
TAMIL NADU,  
600 001,  
INDIA

### C B R Details :

Application No	Form No	Class	No of Class	Name of GI	Goods Type	Amount Calculated
480	GI-1C	24,25	2	Thirubuvanam Silk Sarees	Textiles	10000

### Payment Details :

Payment Mode	Cheque/DD /PostalNO	Bank Name	Cheque/DD/Postal Date	Amount Calculated	Amount Paid
DD	002707	IDBI Bank	27-01-2014	10000	10000

Total Calculated Amount in words : Rupees Ten Thousand only

Total Received Amount in words : Rupees Ten Thousand only

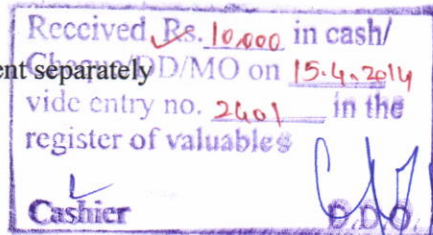
\*\*\* This is electronically generated receipt,hence no signature required \*\*\*

*Revised copy  
P. Sanjay  
15/4/2014*

## 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 geographical indication)

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



## FORM G1-1

Application for the registration of Geographical Indication in Part- A of the Register

Section 11(1) Rule 23(2)

Application is hereby made by, **Department Of Handlooms and Textiles Government of Tamil Nadu for The Thirubuvanam Silk Handloom Weavers Co-operative Production and Sale Society Limited (THICO Silks), No:55, Sannathi Street, Thirubuvanam, Thanjavur – 612103, Tamil Nadu**, for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars :

**A. Name of the Applicant :** Department Of Handlooms and Textiles  
Government of Tamil Nadu  
Behalf of  
Thirubuvanam Silk Handloom Weavers Co-Operative Production and Sale Society Limited  
No: 55, Sannathi Street, Thirubuvanam,  
Thanjavur – 612103  
  
Represented by: Mr. P. Sanjai Gandhi  
Additional Govt. Pleader – High Court of Madras

**B. Address of the Applicant :** Department Of Handlooms and Textiles  
Government Of Tamil Nadu  
  
Kuralagam  
2<sup>nd</sup> Floor, Esplanade Chennai – 600 108

Thirubuvanam Silk Handloom Weavers' Co-operative Production and Sale Society Limited  
No: 55, Sannathi Street, Thirubuvanam,  
Thanjavur – 612103

**C. List of Association of Persons/Producers/Organization/ Authority :** Thirubuvanam Silk Handloom Weavers Co-Operative Production and Sale Society Limited (THICO Silks)

**D. Goods** i) **Class of Goods :** Class 24 and 25  
ii) **Type of goods:** Textile and Textile Goods

**E. Specification :**

Thirubuvanam is a town located in the vicinity of Kumbakonam, Tamil Nadu. This historical town has preserved the art of silk weaving and has withstood the test of time. Like most other commercial silk weavers, Thirubuvanam silks are also made from the commonly domesticated silkworm of the Genus Bombyx. The finest quality raw silk and the highest fibre production come from this Bombyx Mori, which mainly feeds on the leaves of the mulberry tree. Thirubuvanam silk sarees are crafted by handlooms, as against the contemporary idea of power-operated or automated looms. Weavers at Thirubuvanam silks also make use of a number of design motifs that are especially attributed to them. The specifications are visually represented below:

PARTICULARS	BOMBYX MORI
1. <i>Shape Of Cocoon</i>	<i>Oval</i>
2. <i>Colours Of Cocoon</i>	<i>White Or Amber</i>
3. <i>Colours Of Yarn</i>	<i>Subject to the colour of the cocoon</i>
4. <i>No. of cocoons required for producing 1kg of Yarn</i>	<i>6,000 – 8, 000 cocoons</i>

Sources: 1) The Hindu, 12 January 2008  
2) [www.thicosilks.com](http://www.thicosilks.com)

**F. Name Of The Geographical Indication : Thirubuvanam Silk Sarees**

**G. Description Of The Goods:** Thirubuvanam is an ancient temple town associated with the making of aesthetic silk sarees, traditionally weighing around 450-1250gm. The silk weighs around 400 gm and the rest of the weight is constituted by the Zari. Conventionally, these silk sarees would measure about 12ft length and 4ft in breadth. In practice, it takes almost 15 days to complete the creation of a saree, with finesse. These sarees are elaborately hand-woven and contain intricate brocades and motifs which are well-received. Silk is stronger than most natural fibres, and is comparable in strength to synthetic fibres such as nylon and polyester. Garments made from silk are light, but warm and absorbent. They have excellent draping qualities and have a natural resistance to creasing and wrinkling. Notably, this is the only Society with an ISO Mark, which speaks volumes about the quality of the goods.

**H. Geographical Area Of Production and Map enclosed**

Area of Production of Thirubuvanam Silk Sarees is in and around the Silk Weavers Cluster of Thirubuvanam, about 9 km from Kumbakonam, en route to Mayiladuthurai of Thanjavur District.  
Co- Ordinates: 10°59'23" N 79°26'0" E

**I. Proof Of Origin / Historical Records :**

Almost each state has its own make of silk and weaving centres, and have revived their traditional designs and craft. The town of Thirubuvanam has been renowned for its aesthetically pleasing silk sarees right from the time of the Cholas. The city of Thirubuvanam was built by King Chola's family, believed to be named after Kulothunga Chola III, who was a Thirubuvanam Chakravarti. One of the most lucrative commercial ventures of this town was trading in pure silk sarees and handloom dhotis and towels. Since then, the town has progressed and diverged its craft, conforming to the contemporary Indian woman's tasteful attire.

The Thirubuvanam Silk Handloom Weaver's Co-operative Production and Sale Society Ltd was established in the year 1955. Before the establishment of the Society, the traditional weavers were subject to a feudal system of hierarchy and lived on a meagre income. However, since the establishment of the Society, the artisans and weavers have thrived on this trade, and weaving has become more of a way of life than a business. At present, the Society has around 1836 weaver members and provides employment to about 2000 families. The Society is presently functioning with 37 sales outlets spread throughout Tamil Nadu, and 2 more in Pondicherry. It sustains thousands of people and creates livelihoods. The silk sarees have an indispensable place in Indian tradition, and especially so in Tamil customs. The glowing trade of silk sarees reflects heavily upon Indian traditions and values.

Source: 1) [www.kumbakonam.info](http://www.kumbakonam.info)  
2) [www.thicosilks.com](http://www.thicosilks.com)  
3) [www.wikipedia.org](http://www.wikipedia.org)

J. **Method Of Production :** The step wise method of production of silk sarees is as follows :

**I) Breeding :**

A highly valued animal fibre, silk has long been used for the production of luxurious textiles of the finest quality. Silk is produced by silkworms. The silkworm is not really a worm at a; it is a caterpillar that spins a protective cocoon for use a shelter while it change from a caterpillar into a moth. This cocoon is the source of commercial silk. Almost all commercial silk is made from cocoons spun by silkworms of the genus Bombyx. The silk farmers let the larvae make cocoons, which are then harvested. Thirubuvanam silks makes use of filature silk. These yield high-quality fibres which withstand wear and tear.

**II) Reeling :**

The unwinding of the fine silk filaments from the cocoon is called reeling, and the process is carried out in a building known as a filature. The cocoons are first put into hot water in order to soften the sericin. After soaking, the cocoons are lightly brushed to find the ends of the filaments so that they can be unwound. Although there may be as much 13,000 feet(4,000 meters) of filament in one cocoons, only about one fifth can be reeled into the continuous filaments known as net silk. Depending on the final thickness that is desired, between five and ten cocoons are usually reeled simultaneously. The filaments are drawn upward together through a small hole or guide to form a single strand. To hold the sericin hold the filaments together and to remove any water that may be clinging to them, a system of small pulleys is arranged so that a filament is correct at one point either with itself or with neighbouring filaments. The resulting strand is then wound onto a reel and dried.

**III) Weaving of the fibres :**

The warp threads are laid out and the ends have are attached on horizontal beams, the weaver activates the heddle by means of either a crankshaft or a foot pedal. The weaver then passes the shuttle, which contains the bobbins on which the weft thread is wound, through the shed, pushing it close to the proceeding row with a comb like device called reed. The beams that hold the cloth rotates to take up the section of cloth already produced. The most common looms today are power-operated or automated. However, the Society resorts to handlooms as it brings in a degree of intricacy and meticulousness, along with a personal touch. The silk is dyed in the dye-house and given to the weavers based on the design required. The Thirubuvanam silk sarees are made by the highly skilled weavers and have floral and animal designs on them. The sarees are woven with a small box which is fixed above the loom. Skilled weavers set the border and body of the saree into a seamless flow. Zari buttas (gold coated pure silver thread) are used to decorate the body and have both single and double borders. Actually, Thirubuvanam silk saris are woven like Kancheepuram sarees; however, it is folded like an angavasthiram to have an extended life.

K. **Uniqueness:** There are several attributes and features that set the THICO Society's silk sarees apart from the rest. Apart from being an essential to any connoisseur's collection, these features speak of the Society's novelty :

- 1) The Thirubuvanam variety of Silk-sari has its own unique features. First of all, it is very smooth and it spreads over the body of the wearer elegantly. This uniqueness is due to the two-ply warp weaving style. On the other hand Kancheepuram variety of saris may feel little rough and look stiff because they are woven with three-ply warp. Moreover the pallu of a Thirubuvanam silk-sari is woven continuously on the loom and the pallu simply runs on from the body of the sari, whereas in Kanchipuram variety the pallu is added to the body separately so that sometime one can see the difference in texture between the body of the sari and the pallu. In this type the threads are not uniform in strength. Thus the THICO Society's silk sari is a rare combination of smoothness and strength.
- 2) Another specialty of Thirubuvanam Silk sarees is that they use filature silk for both warp and weft, resulting in high quality, uniform, and high-lustre sarees. The society uses best skilled yarn and pure Zari. The Society caters to both contemporary and traditional taste, and is a hub for sarees, especially during the bridal seasons.

L. **Others :**

- 1) The THICO Society is the winner of the National Award for master Craft persons and weavers in 1992, this hand-woven silk saree is called Vanasingaram or forest beauty for it has a whole range of wild animals with gold-gilded silver Zari, in a two-way jacquard weave.
- 2) The THICO Society has been the recipient of Indian Government's award for the best Silk Cooperative Weaver Society in 1977.
- 3) Notably this is the only society with ISO mark and it speaks volumes about its reliability and value.

Along with the Statement of cases in classes, and in respect of the Thirubuvanam Silk Handloom Weaver's Co-operation Production and Sale Society Ltd, are producers of the said goods to which the geographical indication relates and which is in continuous use since time immemorial in respect of the said goods.

1. The application shall include such other particulars called for in Rule 32(1) in the Statement of case.  
Enclosed.
2. All communications relating to this application may be sent to the following address in India – P. Sanjai Gandhi, Advocate, YMIA Building, New NO.49, Moore Street, 1<sup>st</sup> Floor, Second Line Beach Road, Chennai – 600 001.
3. In case of an application from a convention country, the following additional particulars shall also be furnished.



Signature

On behalf of the applicant