



GI APPLICATION No.

567

Received Rs. 10,000 in cash/  
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D.D.O.

(REGISTRATION & PROTECTION) ACT, 1999

(To be filed in triplicate along with the Statement of Case accompanied

by five additional representation of the geographical indication)

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

### FORM GI-1 C

**A single application for the registration of a geographical indication in Part A of the Register for goods falling in different classes**

Section 11(3), rule 23(5)

Fee: Rs. 5,000 for each class (See entry No.1C of the First Schedule)

Application is hereby made by (a) The Secretary Rural craft hub- *Madurkathi* for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars:

- i. Name of the Applicant      The Chief Executive Officer, West Bengal Khadi & Village Industry Board, Government of West Bengal
- ii. Address of the Applicant      West Bengal Khadi & Village Industries Board,  
Hemanta Basu Khadi 'O' Gramin Shilpa Bhaban  
12, B.B.D. Bag (East), 2nd & 3rd Floor, Kolkata - 700 001
- iii. Name & Address of the Facilitator:      Patent Information Centre,  
West Bengal State Council of Science & Technology,  
3<sup>rd</sup> Floor, Vigyan Chetana Bhavan. Block-DD, Plot-26/B,  
Sector-1, Salt Lake, Kolkata-700 064, Ph-03323211342,  
e-mail:picwbscst@gmail.com

**1. List of association of persons/producers/organisation/authority**

**District: Paschim Medinipur**

SI No	Name of the unit/Individual/GP	Block
1	Maligram GP	Pingla
2	Suchatana Mat Unit (Akhil Jana)	Sabang
3	Bakhrabad GP	Narayan Garh
4	Atul Chandra Madur Shilpalaya (Madan Mana)	Sabang
5	Belun Hastha Shilpa Kuthi Society (Arun Khatua)	Pingla
6	Maa Kali Mat Industriy (Tapas Jana)	Debra
7	Tia Mat Centre (Srikanto Mondal)	Pingla
8	Tetulmuri Samabay Krishi Unnayan Samity	Pingla
9	Sabang Block Mat Industrial Co opp soc Ltd (Mrigen Bera)	Sabang
10	Netai Gayen	Sabang
11	Aloke Jana	Sabang
12	Debhoge GP	Sabang
13	Tapas Mat Factory (Adwaita Gayen)	Sabang
14	Ruinan Maa Bagaladevi Welfare Soc. (Chandan Mula)	Sabang
15	Kusbashan GP	Narayan Garh
16	Sabang GP	Sabang
17	Khurshi GP	Narayan Garh
18	Jalchak - I GP	Pingla
19	Jalchak - II GP	Pingla
20	Sarta GP	Sabang
21	Danra GP	Sabang
22	Murarichak Gramin Shilpa Unnayan Sansthan (Balai Das)	Sabang
23	Chawlkuri GP	Sabang

**District: Purba Medinipur**

SI No	Name of the unit/Individual/GP	Block
1	Tanushree Mat Making Centre (Jadav Samanta)	Patashpur 1
2	Kamala Mat Centre (Kalachand Prodhan)	Patashpur 1
3	Budhadev Samanta Unit (Budhadev Samanta)	Patashpur 1
4	Samanta Mat Centre (Pabitra Samanta)	Patashpur 1
5	Bhanja Mat Centre (Bankim Bhanja)	Patashpur 1
6	Maity Mat (Pranab Maity)	Patashpur 1
7	Mat Making (Gopal Jana)	Patashpur 1
8	Kanailal Sarkar	Egra II
9	Sarbamangala Mat Unit (Rajkumar Ghosh)	Moyna

10	Pairachak Vivekananda Jana Seva Sangha (Ajit Bera)	Moyna
11	Tajpur Maa Saradamoï Nari Kalyan Samity ( Sangamitra Paria)	Ramnagar II
12	Pragati Mat Unit _Ranjit (Bhagabanpur)	Bhagabanpur I
13	Aravinda Giri	Ramnagar I
18	Purna Hasta Shilpa Shambhar (Purna Chandra Giri)	Ramnagar I
14	Swapan Handicrafts (Swapan Giri)	Ramnagar I
16	Sasmal Enterprise (Sushanta Shasmal)	Egra II
17	Bijan Pusti	Contai I
19	Silampur Tiger Club (Anil Jana)	Egra II

**List of Artisans is enclosed in Annexure**

**2. Type of goods :** Handicraft

Madurkathi of Bhagabanpur of the district of Purba Medinipur and also Sabang, Pingla and Narayangarh of Paschim Medinipur falling under class 20, 27

**3. Specification:**

**Madur Kathi** produced within the frame of bamboo. A spongy reed Madur Kathi is used as raw material for the preparation of the mat. The locally available grass / soft reed (*Cyperus tegetum* or *Cyperus pangorei*) is found abundantly in the alluvial tracts of Purba and Paschim Medinipur in West Bengal.

It grows in the damp and morass area. It is popular mainly because of its use in weaving mats (Madur kathi). The grass (*Cyperus tegetum*) cultivation is encouraged in Medinipur area as it is at the coastal side of West Bengal. The Madur grass weeds required for making Madur is largely available in Sabang area of Paschim Medinipur. Weaving mat and other diversified products has become an alternative household economy in that area.

Other than *Cyperus tegetum* variety of Madur kathi which is mainly found in West Bengal, there are some other varieties of that such as *Cyperus iiria* and *Cyperus corymbosis* which is found in Bangladesh and Tamilnadu respectively.

**Structural definition:**

The produced *Madur* mats from the reed are generally 4ft wide and 6ft long. The quality of *Madur* depends on the skill required in their production. The weaving also involves the use of threads which bind the mat together. Following are the technical specification of some types/samples:

The craftsman or *Mahishyas* make three types of mat- *ak rokha*, *dui rokha* and *masland*. *Ak rokha* is a thin and light mat whereas *Dui rokha* is heavy and thicker. *Dui rokha* is more superior to *Ak rokha* in respect of portability. The third one is *masland* which is a textured mat with the decorated aesthetic appearance. *Masland* is the finest and most expensive mat among these three types. These days apart

from making of mats for bedding and sitting purpose, the artists involve in preparation of various other products such as door curtain, tiffin carrier, bag an dother diversified products as well.

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a. A few samples of 'items' ( photographs with description )

- Shape: Large, Medium, Small
- Height: Large-45"x50", Medium: 18"x12", Small-5"x6"
- Weight –Large-5kg, Medium-2 kg, Small- 1kg
- Colour : Multi-colour



Door Curtain  
S: 84" x 48"  
PC: [Banglanatak.com](http://Banglanatak.com)



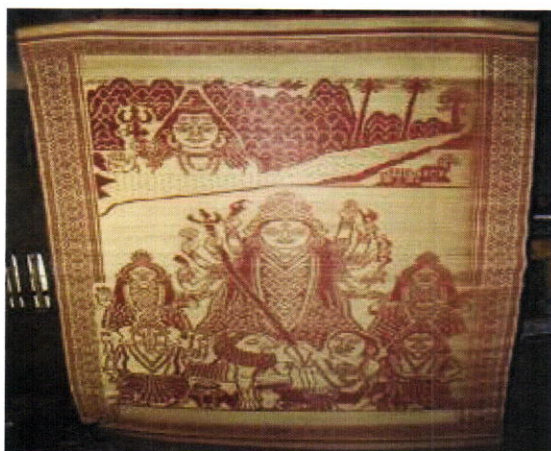
Sleeping Mat  
S: 72" x 48"  
PC: [Banglanatak.com](http://Banglanatak.com)



Tiffin Carrier  
S: 10" x 7"  
PC: [Banglanatak.com](http://Banglanatak.com)



Hand Bag  
S: 10" x 6"  
PC: [Banglanatak.com](http://Banglanatak.com)



Masland Madur, Durga motif,  
S: 70" × 30 "  
(PC: Daricha Foundation)

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**4. Name of the geographical indication and particulars:**

The geographical indication mainly lies at Bhagabanpur, Kanthi, Ramnagar of Purba Medinipur and Sabang, Pingla and Naryangarh block of Paschim Midnapore.

**5. Description of goods:**

The **Madur Kathi** is a special type of material used for preparing mat. The mats are popular and beneficial for the sitting as well as bedding purposes. The non-conducting property and ability to absorb sweat makes the mat a necessity household item in the hot and humid climate of West Bengal. These are also used for religious purposes. Hence mat or Madur weaving is an age old cottage industry of Bengal. Expanding the scope of creativity in order to suit the present market, the artists today make various diversified products, which include table runners and mats, curtains, hats, purse, sun-guards etc. Fair & festivals are the main market of the products while some life style boutiques also purchase premium products from these artists. The weavers of Madur Kathi mat in Medinipur are known as *Mahishyas*. The cost of the mat of simple appearance is about Rs. 100 to 300 only while a designed one costs from Rs.500 and may range upto Rs. 3000.

**6. Geographical area of production with map:**

The district of Paschim Medinipur lies in the South Western corner of the State of West Bengal. It is bounded by East Singhbhum (Jamshedpur) district of Jharkhand in the west and by the Mayurbhanj and Balasore District of Odisha in the south. To its eastern side is the Purba Medinipur, while the district Bankura lies to its north. The district's head quarter is at Medinipur town.

The district of Purba Medinipur is bounded by Paschim Medinipur in the west and north, Howrah in the east and South 24-Parganas in the south-east. The district also enjoys a long

coastline of 65.5 kms along its southern and south eastern boundary. The district has a triangular shaped contour with its headquarters at *Tamluk*.

Bhagabanpur of Purba Medinipur and Sabang, Pingla and Naryangarh block of Paschim Medinipur are the areas where *Madur* mats are produced from the *Madur Kathi* (reed). Here are some more geographical description of the districts and the Madur mat producing areas therein.

**a. Geographical location ( Maps enclosed in Annexure B) :**

**Districts: Paschim Medinipur**

1.	Name of the district(s)	<b>Paschim Medinipur</b>
2.	latitude-longitude	22°25' N 87°65' E
3	area in sq km	9,368 sq km
6	Neighbouring districts/state	Bankura and Purulia district in the north, Mayurbhanj and Balasore district of Orissa in the south, Hoogly, Purba Medinipur district in the east and Singhbhum district of Jharkhand & Purulia in west.

<b>Location of Sabang</b>	
<b>Country</b>	India
<b>State</b>	West Bengal
<b>District</b>	West Medinipur
<b>Sub-division</b>	Kharagpur
<b>Block</b>	Sabang block
<b>Coordinates</b>	22°10'34" N 87°36'04"
<b>Location of Pingla</b>	
<b>Country</b>	India
<b>State</b>	West Bengal
<b>District</b>	West Midnapore

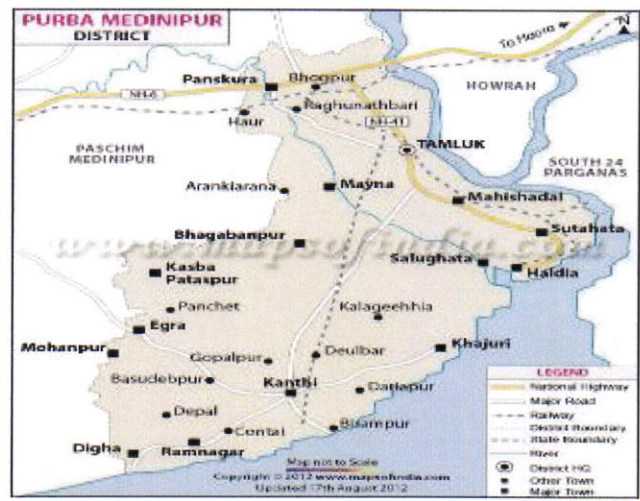
<b>Subdivision</b>	Kharagpur
<b>Block</b>	Pingla
<b>Coordinates</b>	22°16'19" N 87°35'08"
<b>Location of Naryangarh</b>	
<b>Country</b>	India
<b>State</b>	West Bengal
<b>District</b>	West Midnapore
<b>Subdivision</b>	Kharagpur
<b>Block</b>	Narayangarh
<b>Coordinates</b>	22°09'05" N 87°23'34"

**District: Purba Medinipur**

<b>1</b>	Name of the district(s)	<b>Purba Medinipur</b>
<b>2</b>	latitude-longitude	22° 30" N, 87° 91" E
<b>3</b>	area in sq km	4,713 sq Km
<b>6</b>	Neighbouring districts/state	Odisha state is at the south-west border whereas the Bay of Bengal lies in the south; the Hooghly river and South 24 Parganas district to the east and Howrah district to the north-east.

<b>Location of Bhagabanpur</b>	
<b>Country</b>	India
<b>State</b>	West Bengal
<b>District(s)</b>	Purba Medinipur
<b>Subdivision</b>	Egra subdivision
<b>Block</b>	Bhagabanpur block-I and Bhagabanpur block-II

Coordinates	22°05'38" N 87°45'32"
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## 7. Proof of origin ( historical records)

### History of the District:

Undivided Medinipur, also referred to as Midnapore was one of the largest districts of West Bengal after independence, covering almost 16% of the total area of West Bengal. On 1<sup>st</sup> January, 2002, the erstwhile Medinipur district was bifurcated into Paschim Medinipur and Purba Medinipur to enable better administration and an equitable distribution of the fruits of development. Medinipur town became the head quarter of Paschim Medinipur. The head quarter of Purba Medinipur was made at Tamluk. Both the districts now enjoy separate administrative network with different developmental plans to promote optimum utilization of the resources available. Medinipur district (undivided) is rich with ancient history of royal dynasty and their royal activities. The kingdom of Swashanka, Harshabardhan was the part of undivided Medinipur. One of the most important archaeological sites was the port at *Tmaralipto* which is present day Tamluk in the divided Purba Medinipur district. After the fall of last independent Hindu dynasty of Kalinga the region came under one of the five Sarkars of Mughalbandi Odisha which was ruled by the Subehdar of Odisha. Bahadur Khan was the ruler of Jaleswar Sarkar or Hijli (including Medinipur) during the time of Shah Jehan. He was defeated by Shah Suja, the second son of Shah Jehan, then the *subshdar* of Bengal. Latter on the region comes under the control of Nawab Alivardi Khan.

After the death of Alivardi Khan his successor grandson Siraj ud dulla was betrayed by Mir Zafar and defeated in the battle of Plassey (1757) which consolidated the Company's hold on Bengal and Odisha (along with Midnapore). The district of Midnapore along with Jharkhand, Chittagong, Bardhaman handed over to East India Company by Mir Qasim. The last free king of Dhalbhum was imprisoned in Midnapore town.<sup>1</sup>

<sup>1</sup>L.S.S. O'Malley (1995), Bengal District Gazetteer-Midnapore, Page number 22-31, (Annexure-C.I)

The Raj of Narajol, Jhargrm, Lalgarrh, jamboni held sway away to their local areas by the Malla kings of Bankura. They held some land of northern part of Midnapore. There were well known freedom fighter against the British rule such as Khudiram Bose.

### **History of Madur Kathi:**

The history of mat-weaving in India dates back to the Indus Valley Civilisation and its socio – cultural relevance can be traced to the references found in our ancient literature. Records of the Medieval Period provide the first information about mat weaving in the region of Bengal-when both ordinary mats and the fine variety were produced. In Bengal, the word *Madur* is a generic for floor mats. Though actually, it is the name given to mats woven from a specific type of reed. Mats have been an integral part of the social scene of rural Bengal.

From the time of Indus Valley civilization mat weaving in India is coming by generations. The socio-cultural importance can be vestige in the credentials from ancient literature such as Atharva Veda. The historical proof can also be completed with the Indian folk lore in which the saints were offered grass mat to sit on it. References have also been made in the ‘Satapatha Brahmana’, the ‘Mahabharata’. Mats would be collected as revenue of the jaigirdari system in 1744, Nawab Alibardi Khan issued a charter to the jaigirdars in this regard & as a result, it was obligatory to supply ‘masland’ mats for use in the collectorate. They had formed permanent markets for mats in Midnapore. Kasijora & Narajol were the two most important centers of ‘masland’ mat weaving during this period.<sup>2</sup> Mats of ordinary variety were also produced. Government officials in the British period found out that a large number of masland mats were being manufactured in Midnapore. According to a census report of 1872 the number of skilled workers engaged in mat making at the district of Midnapore was 618 and mats were one of the principle articles of trade in Midnapore district.<sup>3</sup> It is reported that 448,300 mats were manufactured in the year of 1907-1908.<sup>4</sup> The finest mat masland was named after the Persian word Masnad which means throne.<sup>5</sup> The origin of masland mats can be found in the muslim period when the finest masland mat was produced by silk weft under the special aegis of royal community of that time in Midnapore. There is a place at Midnapore district named Maslandpur which is a village very close to Tamluk subdivision. That probably came from the masland mat. A very fine kind of Madur called Masland mat is produced in the undivided district of Midnapore.<sup>6</sup> In respect of the record of British raj times at the beginning of the 20<sup>th</sup> century the price

<sup>2</sup> W.W. Hunter(1876) ,A Statistical account of Bengal-Midnapore ,Page number 142(Annexure-C.II)

<sup>3</sup>W.W. Hunter (1876 ), A Statistical account of Bengal-Midnapore,Page number 143 (Annexure-C.II)

<sup>4</sup> O'Malley L.S.S. (1975) ,Bengal District Gazetteer-Midnapore ,Page number 152 (Annexure-C.I)

<sup>5</sup> Craft council of India(1982),The arts of Bengal and Eastern India (Annexure-C.III)

<sup>6</sup>Mukherji T.N. (1888), Art-Manufactures of India,NAVARANG, Page number 310 (Annexure-C.IV)

of masland mat was 100 INR.<sup>7</sup> The mat of the finest qualities was made at Raghunathbari, Kasijora and Narajol of Midnapore in that time.

**Sources:**

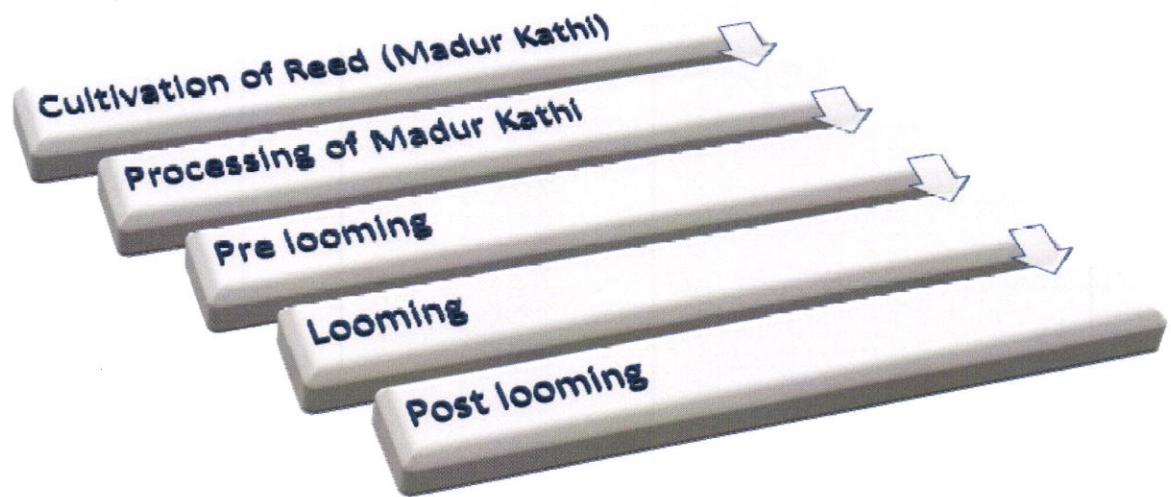
- a. Jana, K., & Puste, A. M. (2014). Madur Kathi—An Important Economic Non-food Crop of West Bengal. *Asian Agri-History*, 145-151.
- b. [http://www.wbkvib.org.in/index.php?option=com\\_content&view=article&id=470:Madur-kathi&catid=56:projects&Itemid=37](http://www.wbkvib.org.in/index.php?option=com_content&view=article&id=470:Madur-kathi&catid=56:projects&Itemid=37)
- c. Census of India 2011
- d. <http://purbamedinipur.gov.in/>
- e. <http://paschimmedinipur.gov.in/>
- f. <https://www.paschimmedinipur.gov.in/maps/Show.php?Token=48a38d106147e7330efb66c50f7a61f7>
- g. <http://www.mapsofindia.com/maps/westbengal/districts/purba-medinipur.html>
- h. [http://www.daricha.org/sub\\_genre.aspx?ID=91&District=Medinipur&Name=Madur](http://www.daricha.org/sub_genre.aspx?ID=91&District=Medinipur&Name=Madur)
- i. <https://nilanjanbasu.wordpress.com/tag/west-bengal/>
- j. Chaulya, N. C., Haldar, P. K., Mukherjee, A., Khanra, R., & Chakraborty, A. (2011). Anticonvulsant Activity of Methanol Extract of Rhizomes of Roxb. *Cyperus tegetum*. *Journal of PharmaSciTech*, 1(1), 1-5.
- k. COMPREHENSIVE DISTRICT AGRICULTURAL PLAN (C-DAP) FOR PASCHIM MEDINIPUR, XIth Plan Period, NABARD Consultancy Services Pvt Ltd
- l. National fibre mission, District industries centre, Paschim Midnapore
- m. [http://artserve.anu.edu.au/raid1/student\\_projects/offerings/bangladesh.2.html](http://artserve.anu.edu.au/raid1/student_projects/offerings/bangladesh.2.html)
- n. L.S.S. O'Malley (1995), Bengal District Gazetteer-Midnapore, Page number 22-37
- o. W.W. Hunter(1876), A Statistical account of Bengal-Midnapore, Page number 142
- p. Hunter W.W. (1876), A Statistical account of Bengal-Midnapore, Page number 143
- q. O'Malley L.S.S. (1995), Bengal District Gazetteer-Midnapore, Page number 152
- r. Craft council of India(1982), The arts of Bengal and Eastern India
- s. Mukherji T.N. (1888), Art-Manufactures of India, NAVARANG, Page number 310
- t. O'Malley L.S.S. (1995), Bengal District Gazetteer-Midnapore, Page number 251
- u. <http://www.jdbiindiaintsem.in/pdf-files/about-kolkata-old.pdf>

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<sup>7</sup> O'Malley L.S.S. (1995), Bengal District Gazetteer-Midnapore, Page number 251 (Annexure-C.I)

## 8. Method of production

The process of Madur production involves a series of toilsome activities.



### 1. Cultivation of Reed (Madur Kathi):



**Figure:** Cultivation of *Madur* reed in damp area of Midnapore district (East and west)

**Photo Courtesy:** Daricha Foundation, Jana and Puste (2014)

The Madur kathi cultivation is done at the swampy land. The madhur kathi sapling is planted around the month of April-May. When the reed grows up to 4 to 5 feet it is cut just above the ground leaving tiny part of it for its re growth.

### 1. Processing of Madur Kathi (reed):

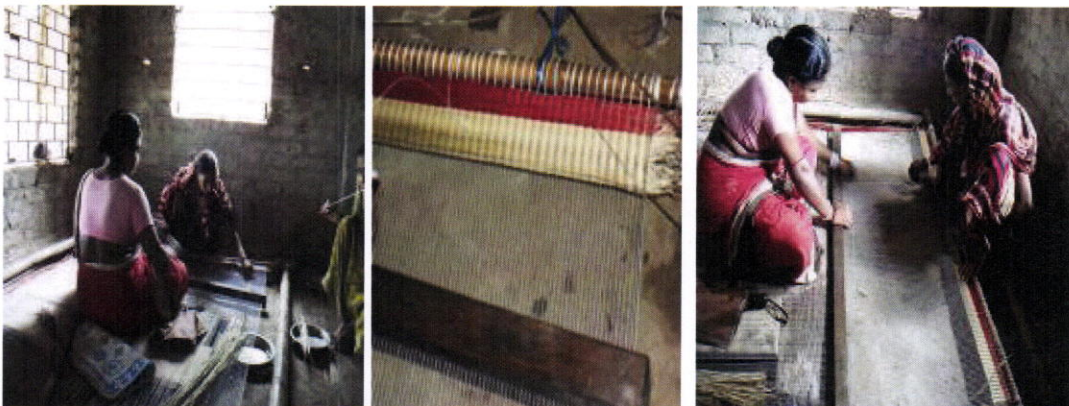


**Figure:** Processing of harvested *Madur kathi* ; i) Cutting of Madur kathi into strip by using special knife ii) Bundling of splitted strips by women iii) Different grades of bundeled strips.

**Photo Courtesy:** Jana and Puste (2014)

From each of the stalks 4 to 8 strips can be prepared by discarding the soft inner tissue. The strips are further processed by soaking water to make it soft. The grown Madur kathi is processed by sizing and dyeing of the reeds. The colouration of *Madurs* was done with vegetable dyes only. In the purpose of further decoration of the marginal part of the mat maroon or black vegetable dyes are used. The vegetable dye preparation comes from natural sources. Black dye is produced using haritaki fruit, fruit and barks of Babla tree. Reddish dye is formed from a local tree named rang gaach. Prior to start of dyeing the mat is tightly bound with palm leaves at the places where natural colour will be retained. The bundle has to be kept in a container filled with dye powder and cold water prior to submerging. In the next step they are boiled. The boiling time is different with respect to different colours. The moisture is evaporated by sun drying and then the reeds are used for weaving purpose.

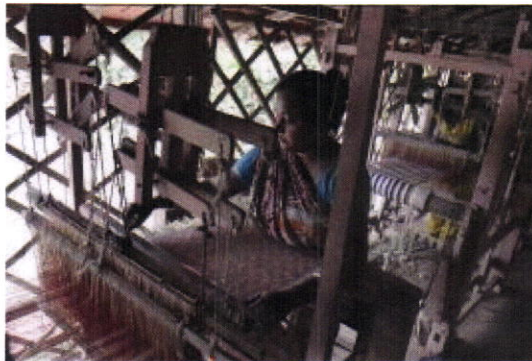
### 2. Pre looming and looming of Madur Kathi mat



**Figure:** Pre looming and looming of Madur Kathi mat; *Left* Arranging bamboo frame and reeds to initiate the looming process *Middle* The looming was started and ready for further extension. *Right* The looming process continued, **Photo courtesy:** Daricha Foundation

The working series activity begins with the preparation of basic raw material which is commonly termed as pre-loom weaving. The painstaking works starts from the steps when the soft reeds and cotton (some cases jute thread) are arranged on a bamboo frame loom as weft and warp respectively. For weaving of masland mats at least two persons are required. One person places the reeds from left to right by placing one thread on top and another one down the other person does the same thing from right to left at meeting the finishing lines the threads are turned and the process is continued. The popular design on Masland mats are of flowers, honey comb (mouchak), Rhomboidal (barfi), Cascading (jharna) etc. The process of weaving of the masland mats very much resemblance to the weaving of sari.

Weaving is also done with the help of installed looms locally called as *du dhap* looms. This loom is operated by a single person. A length of a mat is produced which is then tailored according to the size of the product.



### 3. Post looming

In this step the edges of the mat under preparation are cut and the edges are bound with coloured cloth. Then it is polished to have a glossy appearance. The *Do rokha* mats are also bound with ribbon at the edges to make it foldable. The production of a specific mat depends on the demand of the customer.

### 4. Final product ready to sell



**Figure: Madur mat  
finished final  
product**

**Photo courtesy:**  
Daricha Foundation

## 9. Uniqueness

The *ekrokha Madur* is the simplest one among the three types (*ak rokha, du rokha, masland*), it is produced with the single rid with requirements of least amount of skill. The *do rokha* is relatively more superior product which consists of the weft of double reed and the requirements of good skill. The *masland* is the finest one which requires optimum accuracy and experience. *Masland* is made with the *Madur kathi* of superior quality. The natural colouring of the reeds is done in beautifully woven mat of geometric designs. The finished mat becomes a product of subtle pattern. The *Madurs* were made with vegetable dyes only. In the purpose of further decoration of the marginal part of the mat maroon or black vegetable dyes are used. The vegetable dye preparation comes from natural sources. Black dye is produced using haritaki fruit, fruit and barks of Babla tree. Reddish dye is formed from a local tree name rang gaach. Prior to start of dyeing the mat is tightly bound with palm leaves at the places where natural colour will be retained. The bundle has to be kept in a container filled with dye powder and cold water prior to submerging. In the next step they are boiled. The boiling differs in respect of times if dye for black it is 10 hours whereas for reddish dyeing it is 24 hours. The moisture is evaporated by sun drying and then the reeds are used for weaving purpose. For weaving of masland mats at least two persons are required. One person place the reeds from left to right by placing one thread on top and another one down the other person does the same thing from right to left at meeting the finishing lines the threads are turned and the process is continued. The popular design on Masland mats are of flowers, honey comb (mouchak), Rhomboidal (barfi), jharna etc. The process of weaving of the masland mats very much resemblance to the weaving of sari.

### **Impact of environment:**

The raw material used in this craft, *Cyperus tegetum* or *Cyperus pangorei*, locally known as Madurkathi, grows in this area. The frequent flooding around Midnapore is not good for the cultivation of crop plant in many areas. Thus the cultivation of grass is a very alternative option for the farmers. Hence cultivation of Madur Kathi grass and the weaving of Madur mat has become an important part of the household economy in that area.

### **Human Skill:**

The processing of Madur Kathi and the Skill full weaving of Madur mat is a delicate piece of work. The placing of reeds one by one very efficiently, the making of designs and other required traditional skills are acquired from the ancestors of the artist in the area of Medinipur.

## 10. Inspection body

1. Director, Directorate of Micro, Small and Medium Enterprises, Government of West Bengal
2. The Chief Executive Officer, West Bengal Khadi & Village Industries Board
3. Director, MSME - Development Institute, Government of West Bengal
4. Director, District Industries Centre of concern region
5. Representative of Patent Information Centre, West Bengal State Council of Science and Technology, Government of West Bengal
6. Director, West Bengal State Export Promotion Society
7. Representative of banglanatak dot com

## 11. Others:

### a. Socio economic profile

1.	Number of cooperative societies involved	N/A
2.	Total no of craftspersons	4170
3.	Average earning per family	4000
4.	Average production per day	1-2

## 12. Annual turnover year wise ( latest 5 years)

It can be estimated that at least Rs.20 Crores worth of mat and mat based diversified products are produced in a year in the 2 districts cumulatively

## 13. Action taken by the state government in association with the government of India for its development

DIC, Purba and Paschim Medinipur, DCH organise fairs and festivals at Kolkata, Delhi, Surajkund. (Haryana), Siliguri, Jaipur etc where substantial sale takes place. Madur hub in Purba Medinipur is one of the 10 Rural Craft hubs in West Bengal developed and supported by Department of MSME&T, Govt of West Bengal in collaboration with UNESCO. Banglanatak dot com is the implementation partner in this initiative. As part of the project, design skill development workshops, direct market linkage is being carried out. The artists are participating in fairs and festivals across the country with their newly designed articles. Madurkathi dyeing training has also been undertaken along with technical trainings on drum, fine weaving etc. Moreover WBKVIB has also taken the initiative of training and market linkage of more than 4000 Madurkathi artisans across Purba and Paschim Medinipur districts under NFM. Efforts are on to revive the tradition of weaving masland mats.

**Acknowledgement:**

We are thankful to banglanatak dot com for their co operation and valuable information. We also wish to thank the authority of Jay Krishna Library, National Library, Gurusaday Museum and Daricha Foundation for providing necessary facilities to carry out this work of documentation. We want to use the opportunity here to thank the artist Purna Chandra Giri of Medinipur for providing valuable information regarding Madur Kathi .

Along with the statement of Case in Class (a) 20 in respect (b) goods made of reed cane a) 27 in respect of b) mat and matting in the name(s) of (d) The Chief Executive Officer, West Bengal Khadi & Village Industry Board, Government of West Bengal, Hemanta Basu Khadi 'O' Gramin Shilpa Bhaban, 12, B.B.D. Bag (East), 2nd & 3rd Floor, Kolkata - 700 001 who claims to represent the interest of the producers of the said goods to which the geographical indication relates and which is in continuous use since 300 years in respect of the said goods.

- i) The application shall include such other particulars called for in rule 32(1) in the Statement of Case. Enclosed
- ii) All communications relating to this application may be sent to the following address in India:

**Patent Information Centre  
West Bengal State Council of Science & Technology (WBSCST)  
Department of Science & Technology (DST), Government of West Bengal  
Vigyan Chetana Bhavan,  
Block DD, Plot 26/B, Sector 1, Salt Lake, Kolkata-700 064  
West Bengal  
Telefax—033 2321 1342/ 2334 4616,  
e-mail-picwbscst@gmail.com**

- iii) In case of an application from a convention country the following additional particulars shall also be furnished. NA
- iv) Designation of the country of origin of the geographical indication. N.A
- v) Evidence as to the existing protection of the geographical indication in its country of origin, such as the title and date of the relevant legislative or administrative provisions, the judicial decisions or the date and number of registration, and copies of such documentation



Chief Executive Officer  
W. B. Khadi & V. I. Board

.....  
**The Chief Executive Officer,**

**West Bengal Khadi & Village Industries Board, 16  
Government of West Bengal**



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



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