

D. SEN & CO.

GI APP NO. 583

Indian & Foreign Patent & Trade Marks
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The Registrar of Geographical Indications
Geographical Indication Registry
Intellectual Property Office Building
G.S.T. Road, Guindy
CHENNAI - 600032.

2017 JUNE 15

Dear Sir,

Re : ART AND CULTURE DEPARTMENT, Govt. of Mizoram -
Applications for G.I. for registration of **MIZO PUANCHEI**
in Classes 24 and 25.

In respect of the above we send herewith the following :

- i) Application for GI-1(C) in triplicate
- ii) Additional Representation (5 Copies)
- iii) Statement of Case in triplicate
- iv) Affidavit for Representation in triplicate
- v) Copy of General Power of Authority
- vi) Annexure 'A' - Samples
- vii) 3 Certified Copies of Map (Annexure - B)
- viii) Annexure 'C' - Historical Records
- ix) Draft of Rs. 10,000/- towards fees for 2 Classes.

You are requested to kindly take the above on record.

Thanking you,



Yours faithfully,

D. SEN & CO.

Enc.: (i) to (viii) as above

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



FORM GI-1 (C)

**A single application for the registration of a Geographical Indication
Part A of the Register for goods falling in different classes
Section 11(3), rule 23(5)**

Fees : Rs.10,000/- for Two Classes (Rs.5000/- for each Class)

1. Application is hereby made by Art & Culture Department, Govt. of Mizoram, McDonald Hill, Aizawl, Mizoram for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars :

a) Name of the Applicant :

Art and Culture Department, Government of Mizoram.

b) Address :

Directorate of Art & Culture

Art & Culture Department, Govt. of Mizoram,

McDonald Hill, Zarkawt, Aizawl, Mizoram, Pin-796001

Phone No. : 0389-2341038

Telefax : 0389-2341369

E-mail : dacmiz@yahoo.com

c) List of association of persons/producers/organization/authority :

Weavers/producers of **Mizo Puanchei** represented by Government of Mizoram.

d) Type of goods :

Class 24 - Textiles and textile goods, not included in other classes; bed and table covers.

Class 25 - Clothing, footwear, headgear.

e) Specification :

Mizo Puanchei is the most colourful and popular among the Mizo Puan (Shawl/textile) and it is an essential possession for every Mizo lady. It is wrapped around the waist by tucking in at the waist to fasten it, covering the lower part of the body. It is an important item in their marriage outfit, and the most commonly used costume in their festive dances and official ceremonies.

Mizo Puanchei is normally **65" in length** and **45" in breadth**. The ground fabric of Mizo Puanchei is warp-faced plain weave with **150 TC (thread count)**, using a higher density of warp yarns than the weft yarns.

Puan is the name given by the Mizo to the cloth or the fabric which is woven out of the loom. The traditional loom use by the Mizo is the **loin-loom**. Generally, two pieces of cloth are woven which are delicately sewn together to form one complete Puan. Unlike the other Puan, Mizo Puanchei is woven in three pieces with the middle being the narrowest, measuring about **12" in width**, and the other two pieces of about **17" in width**. Many traditional designs are incorporated to form an elaborate textile in Mizo Puanchei.

The design of the ground fabric is taken from **Puanlaisen**, a Puan in which a prominent deep red stripe is running horizontally in the middle along the length of the Puan. The middle piece has two

dominating red stripes of 2" wide running in the middle, separated by an inch wide of white stripe with 'Halkha' pattern motif work on it. Next to each of the red stripe runs an inch wide deep green stripe separate by thin yellow lines. Next to each green stripe, an inch wide white stripe filled with 'Disul' pattern motif is seen. On the extreme ends of the middle piece run 2" wide black stripe.

The two pieces which are on either side of the middle piece are exactly similar, consisting of stripes of colours like red, blue, yellow, green, black and white similar to that of Puanlaisen. A red stripe of 4.5" wide is placed at the edge, followed by stripes of green, yellow, blue and red colour, each stripe of 1 cm wide. Next to this is 2 cm wide black stripe followed by two 3.5" white stripes. In between these two white stripes are seen stripes of black, green and red. These pieces are sewn on either side of the middle piece.

Mizo Puanchei is characterised by the presence of two 2.5" wide black woollen bands (Hruih), breadth wise, diving the Puan into three parts. **Hruih** is a compactly woven weft-rib weave where none of the coloured yarns on the warp are allowed to make their appearance against the woollen band. Besides these two woollen bands, 7 deep red woollen bands, each of about an inch wide are also woven breadth wise with similar compactness on the two edges of the Puan. In between these red woollen bands, a number of thin lines of green, yellow, blue and pink are seen. The stripes run breadth wise making right angles with the stripes along the length. Also, in between these stripes, '**Lenbuangthuam**' and '**Sakeizangzia**' pattern motifs in different colours are present, thereby producing an intricate, colourful textile.

"A"

Sample of Mizo Puanchei is attached herewith and marked with letter "A".

f) **Name of the geographical indication (and particulars) :**

The name of the Geographical Indication is **Mizo Puanchei**. It is a traditional Mizo dress. "Puanchei" is purely a **Mizo word** or language. It is a combination of two words 'Puan' which means 'Cloth' or 'Garment' and 'Chei' which means 'decorate' or 'ornamented'. As this cloth or puan is beautifully designed and decorated it was named as 'Mizo Puanchei'.

Mizo Puanchei is an elegant, colourful and beautifully designed traditional attire of the Mizo people. It is a cloth/skirt which is warped around the waist and is worn by women especially during festivals. It is produced throughout the state of **Mizoram**, and the main centre of production is at **Aizawl** and in the **village of Thenzawl**.

g) **Description of the goods :**

Mizo Puanchei is a compactly woven textile, it is medium to heavy fabric, and is a good quality woven fabric. It is woven on a traditional loom. The weavers inserted the designs and motifs by using supplementary yarns while weaving. The different significant traditional designs and motifs are incorporated in this textile. An especially skilled weavers are required for making this elaborate textile. In the earlier days, homespun cotton yarns dyed with natural dyes are used. Synthetic yarns slowly replaced the use of locally produced cotton yarns, since wide range of synthetic yarns are available in the market. The weaving process of Mizo Puanchei involves starching of the warp yarns, warping, weaving, inserting the designs and motifs by hand, and sewing together of the three pieces to make the complete Puan. A blouse called as Kawrchei is designed to match with Puanchei in which the design of Puanchei is seen at the centre front in a broad panel and at the sleeves.

h) Geographical area of production and map :

Mizo Puanchei is produced throughout the state of **Mizoram**, and the main centre of production is at **Aizawl** and in the **village of Thenzawl**.

The geographical boundaries of the production area of Mizo Puanchei lies between 21° 55' 52" - 24° 31' 43" latitude (N) and 92° 15' 17" - 93° 26' 37" longitude (E).

"B" Geographical area of production and Map is enclosed herewith and marked with **letter "B"**.

i) Proof of origin (Historical records) :

It is not known when Mizo Puanchei came into use for the first time. **Pi Boichhingpuii**, former Director, **Art & Culture Department**, Govt. of Mizoram in her book '**Mizo la deh leh zethlan**' (2016), mentioned that **Mizo Puanchei** has evolved from the traditional textile **Puanlaisen**, a Puan in which a prominent deep red stripe is running horizontally in the middle along the length of the Puan. Puanlaisen was first an attire for the Mizo men in the earlier days. Then later on, the different traditional motifs such as **Fanghmamu**, **Disul**, **Halkha**, **Lenbuangthuam**, etc., were then slowly incorporated into the **Puanlaisen**, resulting in an elaborately decorated textile which was then worn by the Mizo women. This Puan was at all times known as '**Puanlaisen**' up till **1945**, and then it came to be known as '**Mizo Puanchei**', a highly decorated textile. Puanchei truly shows the natural talent of the Mizo women in weaving, designing and selecting colours, and it became the prized possession for every Mizo lady.

Dr. Mrs. N. Chatterji, Senior Research Officer, Tribal Research Institute, Govt. of Mizoram in her book, '**Puan the pride of Mizoram**' (1978) published on behalf of Tribal Research Institute,

Aizawl, Mizoram stated that Puanchei is by far the most colourful of the Mizo puans and is a coveted possession of every Mizo lady. She stated that it is reasonable to hold that it was evolved in course of time as the most artistic expression of the natural talents of the Mizo ladies for weaving, designing and colourful matching.

Mr. James Dokhuma, Padma Shree, in his book 'Hmanlai Mizo Kalphung' (1st Edition 1992) mentions that Puanchei is one of the coveted possessions of the Mizo's in the olden times.

A book by the Tribal Institute, Department of Art & Culture, Government of Mizoram namely 'Mizo Lam Thenkhatte' (1st Print 1985) stated that Mizo Puanchei is an attire of the women dancer of Cheraw, the famous traditional bamboo dance of the Mizo.

In the book titled 'Know Your Land (Mizoram)' published by Tribal Research Institute in 1990 it is stated that Mizo Puanchei is highly valued and worn only on special occasions.

“C” Historical records are annexed herewith and marked with letter “C”.

j) Method of Production :

The traditional Mizo Puan are woven on the loom. Early Mizo Puan were made of local cotton, homespun and dyed with natural dyed obtained from various roots and herbs. Yarns which are to be used for the warps are boiled in rice water for starching. The starched yarn is dried and rolled into a suitable sized ball to set on the loom for warp. A thick and strong wooden rod, the warp beam, is secured on the wall, one and half to two feet above the floor. At an appropriate distance, a strong bamboo used as the breast beam, is fastened securely against two arms of a chair. The

weaver sits on the chair against the breast beam which has been fixed on the arms of the chair. Two balls of yarns are placed in a basket and the two free ends of the yarns are tied on the extreme left of the breast beam. The helper carries the two balls of yarns back and forth between the warp beam and the breast beam and continues thereon so that the threads are settled in such a way that a sort of unwoven surface is produced. During the process, the weaver keeps separating odd and even sets of yarn by using a thick bamboo placed a little distance from her, and entangling the yarns in loops prepared with the help of additional yarns on additional sticks placed against the bamboo. This operation enables the warp yarns to be so manipulated that the odd set of yarns stand crosswise against the even set of yarns on one of the two bamboo sticks. Then loops are lifted up a little by the weavers. The operation also produces required space between the crossed yarns to enable the weft yarns to be slid through the whole breadth with the help of a bobbin.

The basic fabric of most of the Mizo textiles is warp faced plain weave using a higher density of warp yarns than weft yarns. A set of supplementary yarns are used for the designs and motifs by inserting the supplementary yarns in between the warp yarns while weaving.

Nowadays, for mass production, Mizo Puanchei is woven in handloom although the traditional weaving using the loin loom is still practiced.

Raw materials : In earlier days, cotton yarns which are locally produced, homespun and dyed with natural dyes are used. At present, synthetic yarns which are available in the market are widely used. Silk yarns are also used but such Mizo Puanchei are extremely costly.

k) Uniqueness :

The uniqueness of the Mizo Puanchei lies mainly on its design and usage. It is the most colourful among the Mizo textiles. The woollen bands which runs crosswise in Mizo Puanchei is so woven that none of the coloured yarns on the warp are allowed to make their appearance against the black and deep red woollen bands. Not even a streak anywhere should be visible to make Mizo Puanchei a first rate product. Also, at no part of these woollen band stripes, any shrinkage due to irregular or careless handling of weft and warp yarns should take place. Mizo Puanchei is truly the most artistic expression of the Mizo women for their natural talent in weaving, designing and colour matching. The surface displays stripes of different dimensions with a preponderance of red stripes of different shades. This is combined tastefully with other stripes of deep colours like green, yellow, blue and black standing against broad white stripes. The overall effect of the combination of various designs and their beautiful colour matching produce an extremely pleasing total effect.

Mizo Puanchei is worn by women during celebration of certain traditional festival like Chapchar Kut and by women dancers of the famous traditional bamboo namely Cheraw. Nowadays, Mizo Puanchei is usually worn by Mizo women in their wedding day and on the wedding day of their daughters, sisters and nearby relatives, and it depicts that those wearing Mizo Puanchei are close relatives to the bride.

l) Inspection Body : To be formed later as required.

m) Other :

A logo for Mizo Puanchei will be designed. The weaving industry is giving employment to

thousand of people and has become the main source of income. Besides manufacturing Mizo Puanchei, the weaving industry is also producing a number of Mizo Puan having beautiful designs with complicated and detailed embroideries.

Mizo Puanchei is very popular because of its colourful, intricate and unique designs. It is a coveted possession of every Mizo lady. The unique value of **Mizo PUAN** comes from the personal involvement of the weaver, who with great labour weaves her dreams into each work and weft until every design has a story to tell. These traditional hand woven apparels are of different shades and design with exquisite play of colour combination and intricate weaving patterns have been evolved.

By registering Mizo Puanchei as G.I., it will authenticate this beautiful cloth and receive a much wider market. This will benefit the weavers as it will broaden the scope to earn a bonanza through benefit sharing by getting the geographic rights.

Along with the Statement of Case in **Class 24** in respect of Textiles and textile goods, not included in other classes; bed and table covers and in **Class 25** in respect of clothing, footwear and headgear in the name(s) of **Art & Culture Department, Govt. of Mizoram whose address is McDonald Hill, Zarkawt, Aizawl, Mizoram, Pin-796001** who claim(s) to represent the interest of the producers of the goods to which the geographical indication relates and which geographical indication is used continuously since not applicable in respect of the said goods.

2. The Application shall include such other particulars called for in Rule 32(1) in the Statement of Case :

- a) **Statement of Case** enclosed herewith.
- b) **Affidavit** enclosed herewith.

All communications in relation to these proceedings may please be sent to the following address in India :

D. SEN & CO.

Patent & Trade Mark Attorneys

6, Old Post Office Street

Ground Floor

Kolkata - 700001.

Phone No. : 9830059818, 9830060818

E.mail : co.dsen@gmail.com

DATED THIS 14TH DAY OF JUNE, 2017.

For Art & Culture Department,
Govt. of Mizoram,



Gargi Sen, Advocate
of D. SEN & CO.

Attorney for the Applicant.

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Geographical indications Registry

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

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

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C B R Details :

Application No	Form No	Class	No of Class	Name of GI	Goods Type	Amount Calculated
583	GI-1C	24,25	2	Mizo Puanchei	Textiles	10000

Payment Details :

Payment Mode	Cheque/DD /PostalNO	Bank Name	Cheque/DD/Postal Date	Amount Calculated	Amount Paid
DD	263535	United Bank Of India	14/06/2017	10000	10000

Total Calculated Amount in words : Rupees Ten Thousand only

Total Received Amount in words : Rupees Ten Thousand only

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Ravi
20/6/17