

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

(To be filed in triplicate alongwith 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**

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

B Application for the registration of a geographical indication in Part-A of the Register Section 11(1), 84(1), Rule 23(3)

1. Application is hereby made by (a) Commissioner, Department of Handlooms & Textiles, 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, Chennai.
- B. Address : Kuralagam II Floor, Chennai – 600 108.
- C. List of Association of Persons/ Producers/ organization/authority : To be provided on request
- D. Type of Goods : Textile and Textile Goods falling in Class 24, 25

**E. SPECIFICATIONS:-**

A typical Kancheepuram Silk Saree is known for its distinguished characteristics of heavy weight, bright colours and solid zari borders with "Pallu".

**i. Heavy Weight:-**

Kancheepuram Silk Sarees used two kinds of warp viz., (a) Jariwarp of 4 ply with 4200 threads of 18 yards with the twist per inch and (b) Jodupuri Warp of 2 ply with 4200 threads of 19 ½ yards with 18 twist per inch generally, 2 Ply is used for the border either, which is unique.

**ii. Zari:-**

Zari is the golden lace inter woven with silk thread to enhance the beauty of Kancheepuram silk saree.

**F. NAME OF THE GEOGRAPHICAL INDICATION AND PARTICULARS.**

Kancheepuram, one of India's seven sacred cities and is the second holiest place in India next to Varanasi stands on the banks of river, Vegavathri, serves as the Headquarters of the District known as the Kancheepuram District of Tamilnadu situates at a distance of 70 Kms. from Chennai. It had flourished as focal point of South India in terms of acts crafts architecture, religion and knowledge, from time immemorial.

The Landscape of present Kancheepuram District formed the core part of the ancient Tondainadu or Tondaimandalam as it was known then. Following the reigns of pallavas, cholas, pandyas and the Vijayanagar Kings, it became the domain of the Mughals placed under the immediate control of the Nawabs of Arcot Mohammed Ali Wallajah, the Nawab of Arcot, the Decean Subedhar of the Mughal Government,

conferred this area, then comprising about 16 pergamas on the British East India company in 1760 as the reward for their services rendered to him and to his father. This is regarded as the first important territorial possession in South India for the East India Company. The conferment was ratified by the Emperor Sha Alam in 1763.

Though Kancheepuram has been regarded as one of the holiest and most important cities even before the Pallavas, their rule added further glory to the town as they embellished the city with gigantic temples and shrines. The District owes its gratitude to the ruling dynasty for their beautification of Mahabalipuram with the internationally acclaimed piece of art and architecture, perhaps, the Pallavas, interest in the improving the irrigation sources by excavating many tanks and lakes might have earned the sobriquet of the "District of Lakes" to the District.

The craftsmanship and silk producing tradition were continued by all the rulers of Kancheepuram right from 3<sup>rd</sup> century B.C. with Ashoka, the great, the great Satarahams (230 BC to 2C AD), Karikala (C-AD/90) to the rule of British in 1760. Thereafter also, this tradition was practiced vigorously.

Today, Kancheepuram is famous for its silk sarees, more particularly its 'Tissue' Sarres (Silk and Lace inter moven) which are produced in different sizes ranging from 24 inches to 52 inches in width and from 18 feet to 30 feet in length. They have attractive borders and variegated designs and colours.

#### **G. DESCRIPTION OF GOODS:-**

Kancheepuram Sarees is well known for its inter moven lace (zari) work which is made of silver wire, red silk, silver thread and gold. The Chief attraction of silk fabric being its lustre, and the raw silk being in

colour the water used for degumming and dyeing of law silk ought to have certain properties in order to impart luster to silk. The water used at Kancheepuram possesses this unique quality of impacting lustre to raw silk and this may be one of the reasons for the silk weaving industry which has taken firm root in Kancheepuram.

H. Geographical area of production and map are shown separately.

**I. PROOF OF ORIGIN (Historical records)**

Kancheepuram was first brought into Mauryan Empire around 3<sup>rd</sup> Century B.C. and was transferred to various rulers till British took hold of the territory.

Kancheepuram Silk Saree has its own history in equal terms with that of the land and the relevant portion of Government Gazetteer of Kancheepuram District is annexed herewith.

**J. METHOD OF PRODUCTION:-**

The exquisite silk sarees are woven from pure mulberry silk in contrasting colours and have an enviable reputation for luster, durability and finish. They reflect a Weaving and dyeing tradition, hundreds of years old and whose riches the West came seeking before the industrial age was born. More than 32000 looms are engaged in this industry providing livelihood for nearly 50000 people in Kancheepuram.

**1. Raw Material Silk (Raw Silk)**

Karnataka is one of the largest silk producing States wherein, the atmosphere is congenial for irrigation of mulberry leaves. In Tamilnadu the concentration of mulberry plant carried by the agriculturist are in Dharmapuri, Coimbatore, Salem and Kancheepuram Districts. Raw silk

is being derived from the cocoons. After a lapse of 21 days the cocoons are being boiled thereby the raw silk is derived. It is roughly estimated that 2500 Metres of Silk Fibre is obtained from a cocoon.

## 2. Twisting

Kancheepuram uses two kinds of warps viz., (a) Jari Warp of 4 ply with 4200 threads of 18 yards with the 16 twist per inch and (b) Jodupuri Warp of 2 ply with 4200 threads of 19 ½ yards with 18 twist per inch using Charaka Silk. Generally, 2 ply is used for body & weft and 3 ply is used for the border either side, which is unique.

## 3. Scouring for Degumming

Before the natural silk is taken on any colour, it will have to be purified resulting in the improvement of luster to the Silk Yarn. The Silk needs to be softened by removal of Seri Can Gum and other impurities by Degumming process. There would be a loss of 25% weight in Silk in case of warp and 28% in case of weft on an average during the degumming process.

## 4. Dyeing

The traditional silk sarees of Indian are known for their eye pleasing colours and that Kancheepuram Silk Sarees are no exception. The colours used in dyeing are fast and lustrous, giving a shot effect along with the Zari Border. Kancheepuram Silk Sarees are yarn-dyed. The Yarn after Degumming is dyed in wet condition. As far as Kancheepuram is concerned acid and basic Dyes are being used in Dyeing Silk Yarn. In view of the globalisation and to explore the possibility for export of silk fabrics now natural dyes are being introduced in dyeing of Silk Yarn.

### 5. Zari

Another major raw material that enhances the beauty of Kancheepuram Silk Sarees in Gold Lace popularly known as Zari. Surat in Gujarat State is famous for Zari production, which meets major demand of the Country's weaving community. Apart from this Tamilnadu Zari Ltd., a State owned unit functioning at Orirukkai Kancheepuram is also meeting the demand of Zari.

### 6. Weaving

In Kancheepuram Sarees, Zari is used in the body, border and Pallu portion. The contents of Zari used by the Silk Weavers Cooperative Societies are: Gold (0.59%); Silver (57%); Silk (24%) and Copper (18.41%).

### 7. Marketing

A typical Kancheepuram Silk Saree is known for its distinguished characteristics of heavy weight, bright colours and solid Zari Borders with "Pallu", Kancheepuram Silk sarees are woven on "pit looms" with "throw shuttle" technique. Nowadays Jacquard machines are being used for speedy production besides upgrading the technical skills of the craftsman.

As for as Silk Weavers' Cooperative Societies are concerned they are marketing their products through their modernized show rooms at head quarters i.e., Kancheepuram and the societies are allowed to open sales showroom inside the State of Tamilnadu and also outside the State i.e., in Andhra Pradesh, Karnataka and Pondicherry.

### (K) UNIQUENESS:-

The kancheepuram Sarees in known for the centuries for its exquisitely hand moven silk sarees in gorgeous designs.

In Kancheepuram Sarees, there are two kinds of warps are used viz., (a) Jari Warp of 4 ply with 4200 threads of 18 yards with the 16 twist per inch and (b) Jodupuri Warp of 2 ply with 4200 threads of 19 ½ yards with 18 twist per inch using Charka Silk. Generally, 2 ply is used for body & weft and 3 ply is used for the border either side, which is unique.

**I. INSPECTION BODY:-**

The State Government of Tamilnadu is involved in quality control of Kancheepuram Silk and Products. The Department of Handloom and Textiles has installed a machine in order to distinguish the original Kancheepuram from duplicate one, at No.144, Gandhi Road, Kancheepuram and a Certificate of quality of the Saree is issued against a nominal fee Rs.50/- per Saree.

**M. OTHERS:-**

The Department of handlooms and Textiles is actively involved in educating all involved in this trade about the quality control, process of manufacturing with effective marketing strategies and other activities related to the development of Kancheepuram weavers.

Along with the Statement of Case in Class (b) 24 & 25 in respect of (c) Kancheepuram Sarees in the name(s) of (d) commission whose address is 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.

2. The application shall include such other particulars called for in rule 32(1) in the Statement of Case.

3. All communications relating to this application may be sent to the following address in India: P.Sanjai Gandhi, Advocate, No.29, Pillaiyar Koil Street, Chennai – 600 005.

4. In the case of an application from a convention country the following additional particulars shall also be furnished.

- a. Designation of the Country of origin of the geographical indication.
- b. Evidence as to the existing protection of the geographical indication in its country of origin, such as the title and the date of the relevant legislative or administrative provisions, the judicial decisions or the date and number of the registration, and copies, of such documentation.

  
(S) SIGNATURE 6/10/04

P. SANJAI GANDHI  
Name of the Signatory  
(In Block Letters)

[For Dept. of Handlooms and  
Textiles]