

31 MAR 2005

**FORM GI-1**

A	<p>Application for the registration of a geographical indication in Part A of <b>the Register</b> Section 11(1), Rule 23(2) Fee: Rs. 5,000(See entry No. 1 A of the First Schedule)</p>	
B	<p>Application for the registration of a geographical indication in Part A of the Register from a convention country Section 11(1), 84(1), rule 23(3) Fee: Rs. 5,000(See entry No. 1 B of the First Schedule)</p>	
I	<p>Application is hereby made by (a) Karnataka State Handicrafts Development Corporation Ltd, 45 Mahatma Gandhi Road, Bangalore 560 001 for the registration in Part A of the Register of accompanying geographical indication furnishing the following particulars:</p> <p>(a) Name of the Applicant : P.B. Ramamurthy, I.A.S</p> <p>(b) Address ( Registered office): Managing Director Karnataka State Handicrafts Development Corporation Limited, 45, Mahatma Gandhi Road, Bangalore 560 001 Tel : 00- 91 – 80- 25582656, 25580317, 25581187 Fax : 00-91-80- 25580402 E-mail : cauvery@blr.vsnl.net.in &amp; cauvery@cauverycrafts.com Web : http://www.cauverycrafts.com</p> <p>( c ) List of association of Persons Producers / Organization / authority : The Managing Director, and Board of Directors</p>	



31 MAR 2005

1. Smt. G.N. Vijayalakshmi,  
Chairperson,  
Karnataka State Handicrafts  
Development Corporation Ltd  
No. 45, M.G. Road,  
Bangalore -560 001
2. Sri P.B. Ramamurthy, I.A.S  
Managing Director,  
Karnataka State Handicrafts  
Development Corporation Ltd.  
No. 45, M.G. Road,  
Bangalore – 560 001
3. Smt. G. Latha Krishna Rao I.A.S  
Secretary to Government (Mines,  
SSI & Textiles ),  
Commerce & Industries  
Department, Government of  
Karnataka, M.S. Building  
Bangalore 560 001
4. Smt. Tinoo Joshi, I.A.S.  
Development Commissioner  
(Handicrafts), Ministry of  
Textiles, Government of India,  
West Block No. 7, R.K.Puram,  
New Delhi- 110 066
5. Dr. S. Subramanya, I.A.S.  
Secretary to Government,

31 MAR 2005

Finance Department,  
Government of Karnataka,  
Vidhana Soudha ,  
Bangalore- 560 001

6. Sri C. S. Vedant, I.A.S.,  
Chief Conservator of Forests  
(P&M), Forest Department,  
Aranya Bhavan, Malleshwaram,  
Bangalore – 560 003
7. Ninganna S. Devakar  
H.M.P. Main Road, Maddi No. 1,  
Chittapur Taluk,  
Shahabad- 585229  
Gulbarga District
8. Sri. Badrinath V. Patil,  
Shirol,  
Naragund Taluk,  
Gadag District
9. Sri P. Gowraiah,  
M/s. Arundathi Handicrafts,  
1552, 2<sup>nd</sup> Main, 5<sup>th</sup> Cross,  
Soppinakeri, Mandi Mohalla,  
Mysore 570021
10. Sri C.R. Chikkamath, I.A.S.,  
Commissioner for Industrial  
Development & Director of  
Industries & Commerce,  
Government of Karnataka,

Khanija Bhavan, Race Course  
Road, Bangalore- 560 001

(d) Type of Goods :

Kasuti Embroderly -Karnataka

(e) Specifications :

The Kasuti Embroidery of Karnataka is a special craft practiced mainly in Dharwad district (Karnataka). The secret of this age old craft is that it can be done only by counting the threads of weft and warp of cloth and no design can be traced or implemented as outlines.

The whole work is time consuming as it involves precision and embroidery on both sides of the cloth.

Traditionally, it is used on Ilkal sarees and blouse pieces. Initially women folk practiced temple motifs, and designs. The Kasuti embroidery is reflective of strong traditional designs like palanquins, elephants, and creeping lotuses. The Ilkal sarees carries designs of temple towers indicative of lasting influence. Mostly Ilkal sarees are nine yards in length.

The Kasuti work now a days invariably is done on voil, cotton, and silk ones. It is also done on salwar-kameez sets, carry bags, pillow covers, furnishing materials. It takes nearly five to seven days for Kasuti embroidery on each sarees depending on the design and at least one day for a dress material. **At**

<p>(f) Name of the geographical indication (and particulars):</p>	<p><b>Beer valli, a sleepy village in Kalghatgi taluk of Dharwad district is abuzz with creative activity. It is now common to see group of girls, in the age group of 13-22 engrossed in Kasuti work in the houses here.</b></p> <p>The artisans get orders from nearby Hubli town. Two to three exporters regularly give the orders. Youngsters now a days like wearing a blouse carrying Kasuti designs on top of their jeans.</p> <p>The size of the market is around Rs. 1 crore, as per estimate of National Institute of Fashion technology, Bangalore.</p> <p><b>Kasuti Embroidery-Karnataka</b> (mainly in Dharwad District and surrounding Districts in Northern Karnataka).</p> <p><b>Dharwad</b> district is one of the districts of Northern Karnataka. The district is bounded by Belgaum district in the North, Haveri district in South, Gadag district in East, Uttarakannada district in West.</p> <p>The district has 5 taluks</p> <p>(i) Dharwad                      (ii) Hubli  (ii) Kalghatgi                  (iv) Kundagod  (v) Navalgund.</p> <p>Area of the district is 4263 sq Kms which is 2.2% of total geographical area</p>	
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1 MAR 2005

of the state. In the district ,Hubli-Dharwad corporation is the leading corporation .

The total population of the district is 16.04 lakhs

- 1 The district is covered under Broad gauge line from Channai to Mumbai.
2. National Highway (N.H.4) is passing through the district.
- 3.State high way of 163 Kms is connecting nearby district of Belgaum.
- 4.The district has 2 universities, 3 engineering colleges, and 1 Medical college, 4 India systems of medicine, and 1 dental college.

The district is the home town of Kasuti embroidery. It is practiced mainly here. The district has vocational schools of arts and crafts established in 1957 at Dharwad under Janatha Shikshana Samiti maintained by a trust under the chairmanship of Shri D. Veerendra Hegde of Dharmastala.

**NABARD in association with Malaprabha Gramena Bank has organized a meeting some time back at Beervalli village, in Kalghatgi taluk, Dharwad district, in which almost all artisans exhibited Kasuti works done by them. Encouraged by this**

**NABARD has adopted Karnataka's Kasuti work in Kalghatgi taluk in Dharwad district under National Programme for Rural Industries (NPRI) for skill up gradations and marketing.**

**NABARD and Malaprabha Grameena Bank, have planned to declare Beer Valli (Kalghatgi taluk in Dharwad district) and other villages as Kasuti Cluster Villages.** The relevant papers in this regard is enclosed.

(g) Description of Goods.

Kasuti is an unique form of embroidery confining to Karnataka and particularly to Dharwad district. The secret of this age old embroidery form is that it can be done only by counting the threads of the warp and weft and to designs that can be traced or implemented as outlines. Traditionally it is done on Ilkal sarees, and Blouse pieces. Four types of Kasuti works are done viz, Neyge Kasuti, Muragi Kasuti, Menthye Kasuti, and Gavanthi Kasuti. There are about 700 designs under categories like Gandole Kamala, Gopi Kamala, Chittu Kamala, Gundala Gopura, Dagabazi Gopura, Gandole gida Tulasi, Kalee, Peacock, Neuge Godambi, Elephant, Lions, Venkipatti, Kayapatti etc. The embroidery work is normally undertaken

as a job work and done on voil, cotton and silk ones.

The range of Kasuti designs are enclosed.

**This art is exclusively practiced at Northern Karnataka, and mainly in Dharwad district.**

(h) Geographical area of Production and Map:

- (i) Map of Karnataka showing Northern Parts of Karnataka
- (ii) Map showing Dharwad, Hubli and Beer Valli village in Kalghatgi taluk in Dharwad District is enclosed.

(i) Proof of Origin :  
(Historical Origin)

Embroidery is an ancient art of our country. At Ajantha, men wearing embroidered coats with diagonal stripes alternatively with floral ones are depicted. Indian embroidery takes its inspiration from nature and the products of any region reflects the colours of the flora and fauna of that area.

**The typical traditional Karnataka Kasuti art in embroidery is traced to the period of chalukaya where a great renaissance in the field of art and architecture took place. Religion also seems to have had a great influence on the designs adopted in Karnataka for Kasuti embroidery, as is seen from the architectural patterns of temple 'Gopuras', 'Pushkarnis', 'Tulasi',**



'Brindavana' etc.

As Per leading Newspaper Deccan Herald ([www.deccanherald.com/deccanherald/oct31,2004](http://www.deccanherald.com/deccanherald/oct31,2004)) “ **Kasuti is one of the traditional creative arts of the state, native to parts of northern Karnataka; though it has been around for ages, it came to be known only in recent years after Kasuti embroidery work on salwar kameez**”.

As per website

- <http://www.szcc.tn.nic.in>

“Kasuti is an unique form of embroidery confining **only** to Karnataka particularly to Dharwad.district.

As reported in the Economic Times dated December 12, 2002, “Kasuti embroidery often goes into Ilkal sarees **which is 1000 years old tradition**”.

The paper published on Kasuti by Mrs. Sunitha Shahaney and details on colours of Kasuti published in Deccan Herald and relevant News Items published in Various magazines and The Hindu dated Sep 20<sup>th</sup> 2000 are enclosed.

(j) Methods of Production:

The customers supply the sarees and select the design from the catalogue in the first instance. There after on the basis of selected designs, thread of the required colour is selected and then Kasuti work is done by counting the warp

and weft. By dexterous manipulation of hands using ordinary sewing needle and coloured threads, wonderful verities of designs are embroidered on the cloth. Of the four kinds of stitches that are used (Gavanthi, Murgi, Negi and Menthi stitches), Gavanthi is the most commonly used double running stitch which is worked in horizontal and diagonal directions.

The work is time consuming as it involves precision and embroidery on both sides of cloth. It takes nearly five to seven days for Kasuti embroidery on each sarees depending on the design and atleast a day for the dress material.

(K) Uniqueness :

Kasuti work involves precision and embroidery on both sides of cloth, and is time consuming. Kasuti work has no right or wrong side. Kasuti art is traditional to Northern Karnataka and has empowered rural women to a great extent.

The Kasuti embroidery is reflective of strong traditional designs and motifs like palanquins, elephants and creeping lotuses.

**National Bank of Agriculture and Development (NABARD) in association with Malaprabha Gramceena Bank has declared Beer**

**Valli village in Dharwad district and other villages as “Kasuti Cluster villages”, and planned to provide further training facilities on modern designs.**

Essentially, this kind of embroidery was popular among the women folk, notably those belonging to sculptors household who were engaged in temple construction.

As reported in Deccan Herald dated Oct 31/2004, and as extracted from website, it is common see group of girls in the age group of 13-22, engrossed in Kasuti work in the houses here. Instead of wasting all their time watching television, they keep themselves busy through out the day with Kasuti orders which fetches them a handsome income every month. This has indirectly providing employment to women in rural areas.

(1) Inspection body

KSHDC makes visual inspection on type of designs ordered on Kasuti embroidery products. It consults

- i) National Institute of Fashion Technology, Bangalore, Apparels Export Promotion Council, and leading non Government organizations for the latest designs.

