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भौगोलिक उपदर्शन पत्रिका

GEOGRAPHICAL INDICATIONS JOURNAL



बौद्धिक सम्पदा
भारत
**INTELLECTUAL
PROPERTY INDIA**

भौगोलिक उपदर्शन पंजीकृति,
बौद्धिक सम्पदा अधिकार भवन,
जी.एस.टी. रोड, गिण्डी,
चेन्नै - ६०० ०३२.

**Geographical Indications Registry,
Intellectual Property Rights Building,
G.S.T. Road, Guindy, Chennai - 600 032.**



**GOVERNMENT OF INDIA
GEOGRAPHICAL INDICATIONS
JOURNAL NO. 108**

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OFFICIAL NOTICES

Sub: Notice is given under Rule 41(1) of Geographical Indications of Goods (Registration & Protection) Rules, 2002.

1. As per the requirement of Rule 41(1) it is informed that the issue of Journal 108 of the Geographical Indications Journal dated 05th July, 2018 / Ashadha 14, Saka 1940 has been made available to the public from 05th July, 2018.

NEW G.I APPLICATION DETAILS

App.No.	Geographical Indications	Class	Goods
600	Leteku	31	Agricultural
601	Manipur Black Cherry	31	Agricultural
602	Manipur Black Rice (Chakhao)	30	Agricultural
603	Assam Elephant Apple	31	Agricultural
604	Coorg Arabica	30	Agricultural
605	Wayand Robusta	30	Agricultural
606	Chikmagalur Arabica	30	Agricultural
607	Araku Valley Arabica	30	Agricultural
608	Bababudangiri Arabica	30	Agricultural
609	Assam Lemon	31	Agricultural
610	Kandhamal Haldi	30	Agricultural
611	Jeeraphool	30	Agricultural
612	Odisha Rasagola	29 & 30	Food Stuff
613	Marayoor Jaggery	30	Agricultural
614	Chamba Chappal	25	Handicraft
615	Goan Coconut Feni	33	Manufactured
616	Kodaikanal Malai Poondu	31	Agricultural
617	Seeraga Samba Rice	30	Agricultural

PUBLIC NOTICE

No.GIR/CG/JNL/2010

Dated 26th February, 2010

WHEREAS Rule 38(2) of Geographical Indications of Goods (Registration and Protection) Rules, 2002 provides as follows:

“The Registrar may after notification in the Journal put the published Geographical Indications Journal on the internet, website or any other electronic media.”

Now therefore, with effect from 1st April, 2010, The Geographical Indications Journal will be Published and hosted in the IPO official website www.ipindia.nic.in free of charge. Accordingly, sale of Hard Copy and CD-ROM of GI Journal will be discontinued with effect from 1st April, 2010.

Registrar of Geographical Indications

G.I. APPLICATION NUMBER – 496

Application Date: 26-08-2014

Application is made by Shivrajya Halad Utpadak Shetkari Swayamsahayata Gat, Shirdhon, Taluka: Kavathe Mahankal, District: Sangli - 416 419, Maharashtra, India for Registration in Part A of the Register of **Sangli Turmeric** under Application No. 496 in respect of Horticultural Product, Turmeric falling in Class –30 is hereby advertised as accepted under Sub-section (1) of Section 13 of Geographical Indications of Goods (Registration and Protection) Act, 1999.

- A) **Name of the Applicant** : Shivrajya Halad Utpadak Shetkari
Swayamsahayata Gat
- B) **Address** : Shivrajya Halad Utpadak Shetkari
Swayamsahayata Gat,
Shirdhon, Taluka: Kavathe Mahankal,
District: Sangli - 416 419,
Maharashtra, India
- C) **Types of Goods** : **Class 30 – Turmeric**

D) Specification:

- "Rajapuri" is a more famous Turmeric variety in Sangli district.
- Sangli Turmeric is specially valued for its Rich and Attractive saffron color due to which Spices manufacturer demands it greatly.
- It has distinctly earthy, slightly bitter, a little hot peppery flavour and a mustardy aroma.
- Sangli turmeric provides a distinctive flavor and deep, indelible saffron color to food.

E) Name of the Geographical Indication:

SANGLI TURMERIC



F) Description of the Goods:

India's Key Turmeric trading centre and Asia's largest market for Turmeric is situated in Sangli District of Maharashtra State. In Sangli specific, Turmeric has been following a century-old practice of storing turmeric in pits. Today, more than 80% of the turmeric trade in India takes place in Sangli.

Appropriate geological and weather (dry and hot) conditions in Sangli, produces good quality turmeric in natural way on large scale. Turmeric from Sangli is famous for its special characteristics which are as follows –

- Appearance: More thick and fleshy rhizomes with less wrinkles and thin Peel.
- Color : Saffron
- Size : Thick and Bold
- Flavour : Distinctly earthy, Slightly bitter, Little hot peppery
- Aroma : Mustardy aroma.
- Acceptability : Worldwide acceptance

G) Geographical area of Production and Map as shown in page no:

Sangli is Asia's largest market for Turmeric. Geographical location of Sangli district is between 16.4° & 17.1° North Latitude and 73.43° & 75.00° East Longitude. The district of Sangli is located in the western part of Maharashtra. Sangli District is situated in Managanga River-bed, below north of Mahadev mountain plateaus and in the river basins of the Warna and Krishna rivers.

Sangli district is extremely well suited place for growing good quality turmeric because of its rich fertile soil and dry hot climate. The major Turmeric producing areas in Sangli are Miraj, Tasgaon, Palus, Kadegaon, Walawa, Vita, Khanapur and Chinchali, mainly covering the southern part of Sangli.

Sangli is known as the turmeric city for its vast production of turmeric. Sangli district has traditional air tight underground storage system for turmeric locally known as "*Peve*". Large number of storage pits ("*Peve*") is available in Haripur and Sangliwadi.

H) Proof of Origin (Historical records):

Sangli is the largest and most important trading centre for turmeric in Asia or perhaps in the world. Sangli District is also known as saffron city because of its Turmeric identity.

Sangli turmeric was exported to several countries through Rajapur harbor port hence it became famous as Rajapuri turmeric. Land under cultivation for Turmeric was recorded 3,596.039 hectares (8,886 acres) in 1961-62 in the district.

In 2009 Sangli APMC celebrated 100th years of turmeric trading market. Furthermore records of 8 to 10 lacks of turmeric bags were traded from Sangli market in the same year.

The historical "*Turmeric Wayade Bazar*", a big auction system for turmeric trading began in Sangli in 1910. At that time all the trade practices were depended on trust. After Independence on 11 September 1953, traders from Sangli registered a company called "Spices and Oil Seed Exchange Ltd." under Forward Contracts (Regulation) Act, 1952. From 23 April 1956 strongly legalized "*Turmeric Wayade Bazar*" started in Sangli. Initially this was the only company to control and organize "*Turmeric Wayade Bazar*". "*Turmeric Wayade Bazar*" used to hold in a building called "*Mahajan Doul*". At that time turmeric was counted amongst the three main trading products from Sangli. In that period almost every year an average one thousand ton of Sangli Turmeric was exported to Japan. Sangli Turmeric was also traded to Kerala as "*Chora oil*" is produce from Sangli turmeric, which is used to make cosmetics.

As mentioned before the most suitable geological and weather conditions and also underground turmeric warehouses popularly known as Turmeric "*Peve*" led Sangli turmeric famous for its colour and aroma. Underground air-tight storage system of *Peve* and physical properties of sangli soil mainly responsible for unique colour and aroma to Sangli Turmeric. These pits stretch far out in the open fields of the villages of Haripur and Sangliwadi. This is the most unusual turmeric-storage system in the country.

Turmeric is one of the most important items of export from Sangli district. Sangli Turmeric is mainly used as a spice and also as a dye. Turmeric is traded from Sangli to Bombay, Gujarat, Uttar Pradesh, Madhya Pradesh, Bihar, Delhi and also exported to foreign countries includes Middle East, Iran, Iraq, Saudi Arabia, Great Britain, America as well as to European Countries. Sangli Turmeric succeeded as a good foreign exchange earner for India.

Now there is a big auction market system available for turmeric in Sangli APMC (Agriculture Produce Market Committee). It consists a large scale turmeric trade in India, which affects the price fluctuations at county level. Normally the market review of turmeric transactions at Sangli is published in Times of India and other leading newspapers.

The turmeric trade at Sangli averagely amounts to 1,39,965 quintals per year. It forms quite a sizeable part of the total turmeric trade of India.

The turmeric grown mainly in the southern part of Sangli and Walva tehsil of Sangli district are regarded to be superior to those in other parts of India. They possess higher sugar contents, and their fingers (halakund) can be broken easily.

The turmeric growing farmers bring the produce to the market which is openly auction under the supervision of the APMC committee. The general commission agents acting as a intermediaries between the farmers and traders. There are also commission agents who purchase the produce under instructions of the businessmen from different districts and states.

A huge amount of Sangli turmeric is stored in underground pits called "*Peve*". It can be stored more than two years with no harm. Rather turmeric traders prefer to store it in pits at Sangli because it adds the uniqueness and thereafter the value to Sangli Turmeric. Till 1965 about 800 "*Peve*" are available in Haripur and Sangliwadi in Sangli District.

I) Method of Production:

1) Seed Selection

During dry weather turmeric rhizomes are taken out with the help of spade. Fingers are separated from mother rhizomes. Well developed, healthy, insect pest and disease free mother rhizomes are kept as seed material.

The seed rhizomes are dried in shade and stored in a pit and covered with turmeric leaves or plastered over with earth mixed with cow dung. The bottom of pit is filled with dry sand and dried grasses

2) **Water management**

Sangli district is situated in the river basin of the Warna and Krishna rivers. The mostly water supply is from Krishna and sometime from ground water.

3) **Nutrition management**

Turmeric crop require heavy manuring. Organic fertilizers like cow dung, compost or Farmyard manure is applied at the time of preparing the land.

4) **Method of cultivation**

The land is ploughed 4-6 times to make the soil to suitable for planting or growing a crop. Small pits are made with a hand hoe with 1 feet distance in each pit. Pits are filled with well decomposed cattle manure or compost. Seed rhizomes are placed over it then covered with soil. The selected pieces of turmeric rhizomes having two or three buds that is mother rhizomes are planted in a line at a distance of about one feet, between the two plants.

Medium black soil is suitable for turmeric cultivation. The crop is sown from April to July that is before rainy season.

Plant grows 2-3 feet above soil. The crop is periodically irrigated. Farmers also use phosphate and “*Neem*” paste in the month of November to January as manure. After two months turmeric fingers are ready. Turmeric crop is ready for harvesting after about ten months since plantation. The crop is uprooted. It is first boiled and then dried in the sun.

5) **Harvesting**

- The crop becomes ready for harvest in seven to nine months after sowing, when the leaves turn yellow and start drying up.
- Usually harvesting begins from January-February and continues till March.

6) **Post Harvesting**

- The rhizomes are dug up and clean with water.
- The mother-rhizomes and fingers are separated.
- The cleaned rhizomes are boiled or steamed in copper or earthen vessels for 40–45 minutes, till a forth comes out and white fumes appear giving out a characteristic odour. Boiling removes the raw odor, gelatinize the starch, and produce a more uniformly colored product. Fresh rhizomes have dark and light orange colour but after cooking it becomes saffron in colour. Because of cooking, the curcumin content in turmeric rhizomes disjunct equally. It which also increases the curcumin content percentage and improves the quality of Sangli turmeric. In sangli Turmeric rhizomes are cooked to get less wrinkles. It also increases hardness of rhizomes. Also the turmeric peel becomes soft which helps to reduce drying time.
- Boiling of Sangli Turmeric in copper or earthen vessels.
- After cooking, the turmeric rhizomes become soft and can pressed between the fingers.

- Traditionally, rhizomes were placed in pans or earthenware filled with water and then covered with leaves and a layer of cow dung. The ammonia in the cow dung reacted with the turmeric to give the final product.
- The boiled rhizomes are spread out on a clean floor to dry in the sun for about 10-15 days. They are stirred 3 or 4 times to ensure uniform drying
- Fully dried the turmeric becomes hard and stiff. The dried turmeric is rubbed against the hard surface of the drying-floor or trampled under feet covered with pieces of gunny cloth. Clean and big pieces are separated out since they fetch a premium price. The broken bits are taken separately. The final moisture content should be between 8% and 10% (wet basis). When finger tapping of the rhizome produces a metallic sound, it is sufficiently dry.

7) Storage

Sangli is known for years as one of the largest trading centres of Turmeric in the world. This is because there are underground turmeric warehouses popularly known as Turmeric“*Peve*”, on the banks of river Krishna near Sangli. Turmeric can be stored here for more than two years without any harm. Such types of natural warehouses for storing turmeric are there only in Sangli. These “*Peve*” remains dry even during the monsoon when Krishna river is flooded. “*Peve*” is the main reason why Sangli developed into a major Turmeric Centre.

“*Peve*” is an underground pit with a narrow circular opening at the opening at the top, about 2.5 feet in diameter, through which a man can pass. The diameter increases about 15-18 feet at bottom. Its shape is like conical flask. It is usually 20 ft to 25 ft deep and can usually take 24 to 32 tons. These “*Peve*” coated with cow dung paste from inside. The pits are allowed to dry for couple of days and sides and bottom are padded with a thick layer of paddy or sugarcane straw and dry cow dung, it is called “*KattaBori*” in local language. On that layer a date-mat is spread. This helps to maintain hot climate inside the “*Peve*” . Then till 10 to 12 feet is filled with turmeric. 3-5 feet from layer of turmeric is kept empty. Intension of putting dry cow dung and keeping 3-5 feet empty is avoid turmeric theft as “*Peve*” are generally near the farm or in the open space. It has capacity near about 200 quintal.due to dry cow dung Carbon Dioxide is accumulated in the empty space. Percentage of Carbon Dioxide becomes so high that person can die due to lack of Oxygen. So no one dare to steal the turmeric from “*Peve*” .after placing the turmeric rhizomes pit is covered with layer of straw and then covered with black soil till near about 5 feet. Soil layer on “*Peve*” top is loose. So when floor got hot, the air inside “*Peve*” also got hot and get out of “*Peve*”. By this way “*Peve*” becomes Oxygen less and air tight as no air exchange from outside to inside. Air-tight storage works on the principle that insects will die due to lack of oxygen. So Sangli turmeric can be stored here for more than 2 years without fear of insects or pests and no change in quality. Also at other places pesticides are required to preserve the turmeric but in Sangli use of Neem as a pesticide is sufficient. Very dry and hot underground pits are useful as air-tight storage and gives deep saffron colour and distinct aroma to the Sangli turmeric. While taking out the turmeric, after clearing the loose soil covering the pit, it is left open for about two to three hours. One cannot enter the pit until one finds out if there is any Oxygen within. To ascertain this, a lantern is lowered into the pit. If the lantern does not go out, it is safe to enter the pit. Then a man goes with basket which pulled up by means of two thick ropes at opposite end on the rim of the basket.

This ingenious storage system, devised over 100 years ago, that turned Sangli into a major trading centre for turmeric. The pits provide the best storage facility for turmeric, as the quality of the commodity remains unchanged. The turmeric hardens and matures while in storage. “*Peve*” also provides prevention of rhizomes from microbial attacks. Today, more than 80% of the turmeric trade in India takes place in Sangli.

Haripur is known in Maharashtra for the old Indian technique of storing Turmeric underground locally known as “*Peve*”. This technique avoids the use of costly cold storage. Many farmers and merchants get benefited by the use of this technique economically as well as prolonging the shelf life of turmeric.

Also “*Peve*” has another advantage that quantities of turmeric can be stored without sacrifice of floor space by properly utilizing ground space.

J) Uniqueness:

Sangli turmeric became famous due to its colour and aroma. Underground air-tight storage and physical properties of soil adds the effect to colour and aroma of Sangli Turmeric.

METHOD OF STORAGE

Underground air tight storage system leads to saffron colour of turmeric and increase in Curcumin content. Curcumin content gives special flavor and aroma to the turmeric. Quality of the turmeric remains unchanged; turmeric hardens and matures while in storage.

COLOUR

Sangli turmeric is well known as a saffron coloured culinary spice. Generally the colour of turmeric rhizomes is different from inside and outside but in Sangli district because of soil, the colour of sangli turmeric rhizome remains same from inside and outside.

Sangli turmeric provides a distinctive flavor and deep, indelible saffron color to food.

CURCUMIN CONTENT (%) - 3.45% (2.812 to 4.366%)

Due storage facility for turmeric its curcumin content increase from 3.426 to 5.784 up to 2.5 years. Curcumin is a active ingredient which has distinctly earthy, slightly bitter, a little hot peppery flavor and a mustardy aroma.

**Curcumin Content in Fresh and Stored Samples
*Average of Six Determinations ± Standard Deviation**

Sample	% Curcumin Content ±SD*	% Change in Curcumin Content
Fresh	3.426 ±1.42	--
Six Month	3.874 ±1.38	0.448
Twelve Month	4.186 ±1.22	0.760
Eighteen Month	4.539 ±1.34	1.113
Twenty Four Months	5.178 ±1.35	1.752
Thirty Months	5.784 ±1.32	2.358
Thirty Six Months	3.186 ±1.012	-0.240

OIL CONTENT (%) - 4.50

CURCUMIN YIELD (kg ha-1) -228.05

APPEARANCE

In Sangli Turmeric, rhizomes are having less wrinkles as boiled in water before drying.

FLAVOUR

Sangli turmeric is having distinctly earthy, slightly bitter, a little hot peppery subtle flavor due to traditional storage system and effect of soil.

WEIGHT

Rhizomes of Sangli turmeric are tuberous juicy and fleshy. In Sangli because of dung manure rhizomes size and the flesh increases, which leads to give more powder.

SUGAR CONTENT

Sangli Turmeric possesses higher sugar contents.

LONG SHELF LIFE

Because of the underground airtight storage pits the Sangli turmeric can be stored more than 2 years without fear of pests and quality of turmeric is also maintained.

K) Inspection Body:

An Inspection Body to oversee the standards and quality assurance system for inspection of every step of production and statutory compliances.

This Inspection Body consists of President / Vice-President / Secretary / Treasurer of the Applicant Organization, Farmer Members, GI Experts, and Agriculture Experts.

The quality of Sangli Turmeric will be monitored by an Internal Watchdog Mechanism in order to maintain the original physical and chemical characteristics as per GI registration.

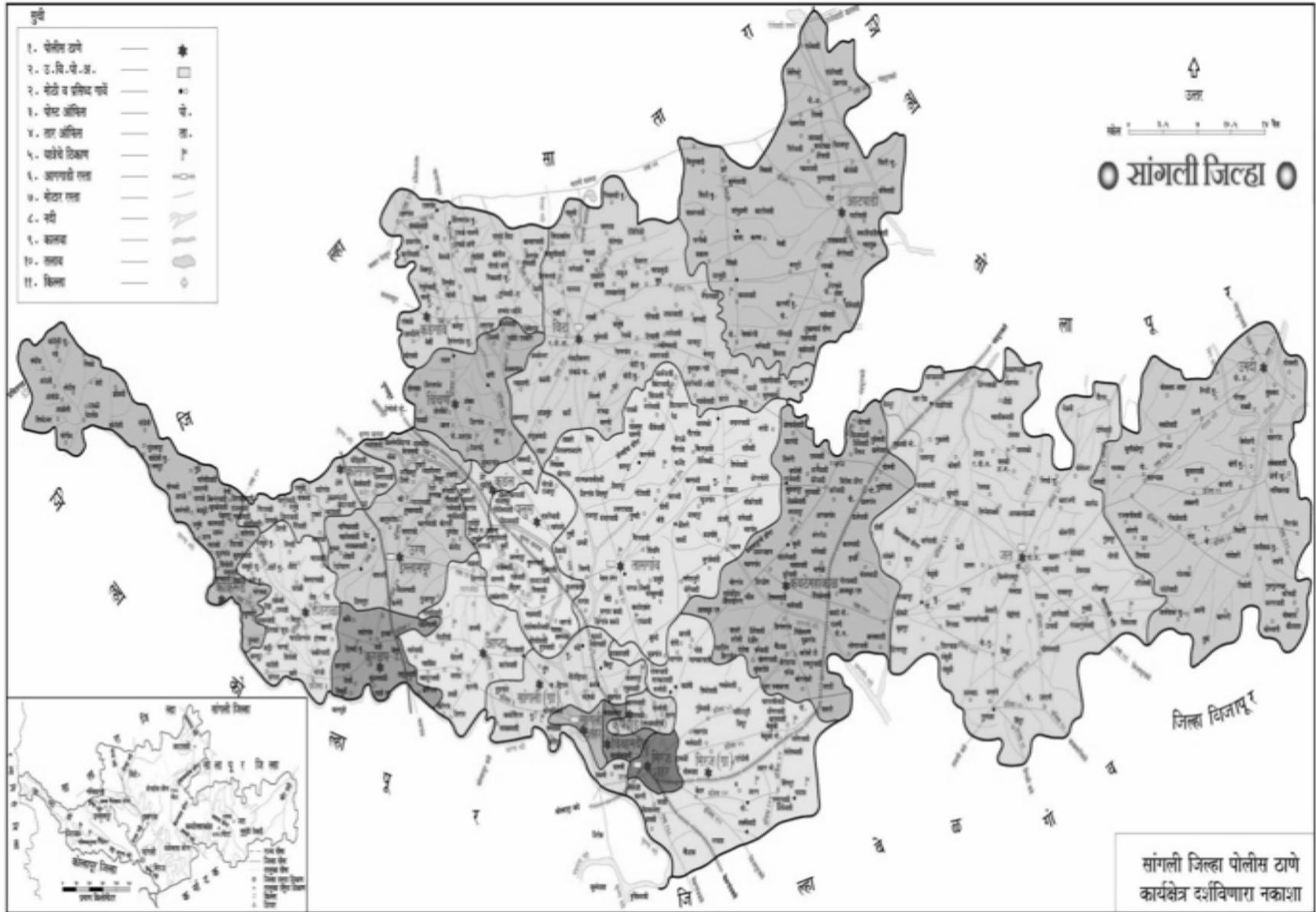
The system of internal watchdog mechanism will consist of following committee members:

- i. Representative of Producer group of Sangli Turmeric
- ii. Three (3) farmers from the area under cultivation
- iii. GI Experts
- iv. Agriculture Expert.

This committee will also help to regulate the use of Geographical Indications for the welfare of local farming community. The committee will frame the terms and conditions to use brand name of Sangli Turmeric by any of the marketing agency. The logo of Sangli Turmeric GI will be used to create brand image.

L) Others:

Sangli Turmeric is used as condiment, natural dye, traditionally used for medicinal and cosmetic in addition to its use in religious ceremonies since ancient period.



G.I. APPLICATION NUMBER – 585

Application Date: 28-08-2017

Application is made by Gujarat Council on Science and Technology, Department of Science and Technology, Government of Gujarat, Block - B, 7th Floor, MS Building, Sector - 11, Gandhinagar – 382011, Gujarat, India for Registration in Part A of the Register of **Pethapur Printing Blocks** under Application No. 585 in respect of Printing Blocks of Pethapur falling in Class –16 is hereby advertised as accepted under Sub-section (1) of Section 13 of Geographical Indications of Goods (Registration and Protection) Act, 1999.

- A) **Name of the Applicant** : Gujarat Council on Science and Technology
- B) **Address** : Gujarat Council on Science and Technology,
Department of Science and Technology,
Government of Gujarat, Block - B, 7th Floor,
MS Building, Sector - 11, Gandhinagar – 382011,
Gujarat, India
- C) **Types of Goods** : **Class 16** –Printing Blocks
- D) **Specification:**

Pethapur printing blocks represent the traditional handicrafts of the region. These blocks are made from 100% seasoned teak wood procured from Valsad district, Gujarat. The teak from Valsad is very well suited for its strength and quality and hence is used in making these printing blocks. The designs that are carved on the blocks range from simple leaf and floral motifs and geometrical patterns to complex village scenes of desired color combinations. The finished blocks have specific characteristic in which the block is about 1.5 to 3 inches thick and the finished design carved to at least a depth of 0.5 to 0.7 inch and in particular with straight smooth edges at the boundaries (ridges/depth of cut of design/ high design relief) of the designs that are carved. These blocks in order to enable thin beautiful outline of the design are carved to the detail delicately and very skilfully to give the printed design thin outline. These blocks, as a set for colored designs, when used for printing on the textile produce flawless, non-overlapping colors as perfect as a drawing created by a skilful artist on a piece of paper.

The blocks and the design that is carved on the surface of the block retain their shape without bending for several years with repetitive use. This attribute is attained especially because of their raw material selection and treating of the finished design blocks in peanut oil for 3-7 days to make the carved design blocks strong and sustainable for multiple repetitive uses in water, dyes and other environmental factors.

The master designs are an art in themselves and are created by the block makers from scratch by insight and inspiration from the nature and other designs present around. Each block maker maintains his own inventory of designs which are created by them. There are some very famous traditional, attractive and intricate designs such as Saudagiri, Kutch, Jaipuri, Leriya and Rajasthani whose standard patterns and representation is associated with Pethapur Printing Blocks. Thought the art of carving is owned by the community, individual designs and colour combinations that are carved are very specific to each block makers.

The finesse with which these blocks are made and the quality of finish to the detail along with its durability make the pethapur block stand out of the crowd.

Traditional handicraft block making for hand printing from Pethapur is an art practiced by specific communities of the village but currently only few people from two communities of Gajjar and Prajapati are practicing this dwindling craft.

E) Name of the Geographical Indication:

PETHAPUR PRINTING BLOCKS



F) Description of the Goods:

Traditionally majority of the carved designs involved leaf and flower motifs, creepers, dots, human figures, birds, animals, freehand sketches and geometrical patterns. However, any design that can be sketched on paper can potentially be carved on to the block. The quality of the carving of the pattern on the printing block directly influences the quality of the print that is achieved on the final piece of cloth. Pethapur blocks are so perfect in carving that those delicate thin outlines of the design when applied on the cloth using these blocks is so perfect and the color is well contained within the borders of sketch and it appears as though it is sketched and painted on the paper.

This perfect design is a combination of many attributes embedded in the final carved block by pethapur artisans starting from the selection of fine seasoned teak wood from Valsad district to the tailor made tools and the finesse shown by the crafts man in translating that design on to the block through carving. These attributes are vital and result in the final product that is perfect for printing exquisite design patterns on any piece of cloth.

The special Valsad Teak wood, custom made tools to suit the design carving needs and the skill of creating original designs and carving these designs flawlessly on the blocks is the characteristic of these traditional handicraft printing blocks originated from pethapur. The artisans who possess the skill of block carving is passed on from generation to generation by engaging its family members from the tender age in this traditional block making art.

The handicraft Pethapur Printing Block carving, to this day involves only manual labor and does not include the use of any power in any form. The nature of the work involved in engraving preclude the use of any modern devices, as all the work is to be carried out by hand by means of custom made tiny iron chisels. The skill of the craftsman is aided by tiny tools and implements to create minute and attractive designs on blocks.

The size of the printing blocks varies according to the pattern that is being designed. In the past the blocks are made of various sizes 3”X5”, 3”X4”, 8.5”X3.5” etc. were made for field or ground portion of the textile from single to 4 colors.

If the designs have combinations of colors, then for each color an additional block has to be designed and carved. Each block will be carved such that it can trace the shape/outline or provide the color to the portions of the designs as needed. Thus, if a design is made in 2 colors then 3 blocks needs to be carved to create the final design having outline and 2 colors. These group of blocks are a set that are needed to create the final product in the desired or designed color combination.

The final block size, shape and number of blocks needed to create a colorful design varies and depends on the color combinations in the design, pattern of the design and where the design is being utilized. For example, a saree, needs three sizes of design blocks

1. For the pattern creation on the whole saree (Buti) – Approximate size is about 5.5” X 6.5”
2. For pattern creation on the Corner end of saree (Pallu) – Approximate size is about 6”X5.5”
3. For the pattern creation on border (Patto or Kinar) – Approximate size is about 1.5”X6”

G) Geographical area of Production and Map as shown in page no:

The Pethapur was founded around 1000 years ago by a Vaghela Rajput and is a small town with 23q 1zt' North latitude and 72" 40' East longitude located on the bank of river Sabarmati. It is only 7 km away from Gandhinagar, the capital of Gujarat. It is also popularly known as a '**the Craftsmen's Village**' and a **hub of wood block makers**, who supply customized blocks to the centres of block printing all over the India and outside India. Wooden block making has been a popular profession among the inhabitants of Pethapur for more than 200 years.

The Pethapur Village was extremely famous for its traditional Bandhani Saris in the past. Apart from that, Pethapur was also reputed for exporting wooden printing blocks to Singapore and all over world. These wooden printing blocks carved with elegant patterns are used for hand-printing on clothes. These printing blocks made in Pethapur are still in demand in the major hand printing centre of India such as Ahmedabad, Jetpur, Rajkot and Mumbai.

H) Proof of Origin (Historical records):

History of Pethapur Printing Blocks can only traced from nearly 200 years ago and once upon a time the Pethapur (about 40 km from Ahmedabad) was the heart of the block making trade, where master artisans transformed teak wood into exquisite masterpieces. An entire community of masons transposed into wood-carving artisans to supply the blocks needed for printing Saudagiri fabrics, which were once all the rage in the province of Siam (present day Thailand). The flourishing trade engaged hundreds of craftsmen who carved the wood with deft, inconceivable precision required by Saudagiri designs.

Saudagiri takes its name from the Persian word 'sauda', which means to trade. The name ties into the story of the Saudagiri fabrics, which were produced in large volumes solely

for export to Siam in the 19th century. The designs were sent from Thailand on pieces of paper, which were then tweaked, illustrated and carved by the block makers of Pethapur. Saudagiri was characterized by miniscule floral pattern in geometric arrangement framed by beautiful borders embellished with the temple or flaming leaf motif borrowed from the temples of Thailand. These designs were a fusion of Thai and Indo-Islamic aesthetics. The Saudagiri trade thrived until the arrival of the Second World War when Japan sealed off the land route and trade by sea grew dangerous.

When Saudagiri died, the trade of Pethapur also suffered Today a handful of block makers in this quaint town continue to practice the craft from, supplying to printers across. It is interesting to note that the demand for block printing has actually increased even as the number of block makers quickly dwindles.

Maneklal Gajjar, was a living legend amongst artisans from Pethapur with partial blindness in both eyes forced him. in his mid-eighties, to retire his passion. However, his spirit and love for the craft shaved away the years as he grew animated with stories of this hey-day. He ran workshops to teach young people the craft and travelled to Belgium to showcase and teach his art.

Historically Gujarat forms area that houses the regions of the Indus Valley Civilization and Harappan sites. Around 50 Harappan sites are found in Gujarat. The Origin of Pethapurblocks are also believed to be originated with the time of Indus civilization. However, historical evidence for the Pethapur Blocks are not well documented but only few evidences have been traced out.

A cotton cloth printed by pethapur printing blocks is kept in the "Victoria Albert Museum" of London, Britain; is one of the predominant evidence from the date ca. 1850 (made) wherein in the description of the cloth it is mentioned by the Museum that most highlyesteemed blocks are traditionally those made in Pethapur in Gujarat.

"The town of Sanganer, where this piece was made, was (and still is) renowned as a centre for high-quality block-printed cotton cloth which was established to serve the needs of the nearby Jaipur court. Materials & Making Printing with carved wooden blocks is one of the most widespread techniques of textile decoration in India, but is particularly associated with Rajasthan (where this piece was made) and neighboring Gujarat. The blocks have to be made of extremely hard wood, usually teak, to endure years of repeated use. The most highly esteemed blocks are traditionally those made in Pethapur in Gujarat"

I) Method of Production:

The skill of craftsmen is aided by tiny tools and implements to create minute and attractive designs on the blocks. The particulars of the tool and implements used in this craft are given below:

Techniques: the sawing is done with the help of saw and making suitable piece of block from log of wood.

Tracing of Design: The surface of block first of all levelled with ari or karvat. timber The art of block printing begins with designs hand-carved into wooden blocks of various shapes and sizes called bunta, usually using teakwood. To soften the wood, blocks are soaked in oil for up to two weeks.

Engraving: The Sag wood used for the block is seasoned and prepared; a chalk like paste is applied to the upper surface and allowed to dry. The pattern, whether based on geometric form or comprising of motifs derived from leaves, flowers, fruits, and figures of animals, gods and goddesses is traced on to the wood. The negative space is then carved out with chisels especially made by the craftsman for this purpose. The pattern is then raised in deep relief by further scooping out the negative areas with the aid of a manually operated hand drill.

Dipping: It is possible that after carving the upper layers of the seasoned timber, there may be moisture in the inner layers of the timber. Moreover, since the carved blocks are to be dipped constantly in the colours and water, the blocks are immersed in the groundnut oil for a period of 2-3 days. This process averts the harmful effects of the atmosphere like bending.

Each block is carved to be used in a single colour, allowing the motifs on the fabric to come together in a single intricate design. This production technique requires attentive teamwork as each design and colour is done by a separate printer. Natural vegetable dyes were traditionally used, but in the 21st century these have been replaced with eco-friendly artificial dyes. The most popular designs engraved on blocks are geometrical and floral designs.

Tools in Use:

Prakar	Compass
Hathodi	Hammer
Guchyu	Drawing Tools
Tichaniyu	Impression Tools
Ghasaniyu	Testing Tools
Thapadi	Mallet
Carving Chisels:	Kalami, Golputhiy Gala Kathavanu, Katni Choras, Tfiaso--
Sayadi- Kamathi	Rills
Kana/Atedo	Files
Bekhaniya	Wooden Pins

A block of teak is first smoothened and polished with sandstone, water and a file. Teak is the wood of choice since it is strong, seasoned and waterproof. The block is then painted white to make the design more visible to the artisan. The design is first hand-illustrated, then transferred onto tracing paper. From here it is engraved on the wooden block by using a small pin that is pierced through the design and onto the wood. Following the pin-holed design, the wood is carved with the help of a hand drill and a range of chisels with painstaking perfection. A single mistake would render the block useless. The blocks range in size from a few centimeters to several inches and require anywhere from one day to one week to complete. For a single motif, several blocks are prepared, based on the number of colors to be used. Three different styles of blocks exist, one for the outline, one for the background, and several for filling in the various colors of the motifs. These blocks have to fall on one another flawlessly to complete the pattern.

Production process:

Step 1: Creation of the design and color combinations

The master copy of the design is created first by the block maker (the design can be of his own conception or as requested by the customer). The designs are drawn to perfection and a specific color combination is chosen. The final print on textile will look exactly like the master copy. The outline of the master design is then traced on to a “butter paper” or “transparent sheet”. Floral and other designs are traced on plain paper while a graph paper is used for geometric patterns. The graph paper facilitates the number of checks that cover a particular pattern and helps in maintaining the exact detail in every replication of the pattern.

Step 2: Raw material selection and cutting

Seasoned teak wood is procured in logs which are about 10 to 15 ft long. It is important that the teak wood is seasoned and is strong and the block makers particularly consider Valsad teak wood (locally known as Sagwan) as it has the desired characteristic for the block making. The wood is procured from Ahmedabad market and brought in terms of Rs per Kg. Currently the cost is about 200 Rs/kg of teak wood. The log is cut cross sections wise with the help of a saw (locally known as Ari/Karvat) to a thickness of about 1.5 to 3 inches. One log of 10 ft would approximately make about 20 to 30 blocks. The Wood is cut to avoid any wood knots in between.

Step 3: Raw material preparation

The cut wood blocks are leveled with the help of a carpenter’s plane (known as Randho). After attaining the desired levelness, a coarse file is used to polish the surface. The surface is further polished by rubbing the surface on a stone with the help of water and fine sand from the river to give it a shine finish. Once the block is ready, it would have shining smooth surface with visible annual ring lines.

Step 4: Fixing of Design

The surface of the polished wood is painted evenly in white, using Camlin white poster color. In the olden days’ people used chalk powder for the purpose of coating. Once the coating is done, the corners of the design are carefully marked with the help of sharp needle like instruments (punches), dividers, and a grid is made with steel ruler in order to mark the matching points of design. Once the marking is done, the design is temporarily fixed with the help of sharp thin punches to keep it in place without moving for further transferring of the whole design.

Step 5: Transfer of Design

The temporarily fixed design is then transferred on to the block with the help of chisels (locally known as Tankanu). The Tankanus are self-made tools from the metal rods brought from luhar (local hardware shops or blacksmiths). These tools are an assortment in all types of edges pointed, flat to curved ranging from very narrow to very broad ends/edges. The tools are chosen based on the intricacy of the design that needs to be traced. The whole design is transferred stroke by stroke on the chisels, by applying enough pressure on each stroke with the help of a Thapdi (a long stick like tool, used as hammer, made by these block makers from the dark middle part of the tamarind tree trunk after leaving out the lighter outer layers of the trunk). This specific tool is chosen as Thapdi for its hardness and durability. Transferred final design is then traced with pencil to project it out on the block which has white background. Two types of blocks are engraved one is called rekh, the main block used for outlines and the other known as datla, subsidiary ones which are used for different colors.

Step 6: Carving of Design

Major portion of the wood that is not part of the design is removed with the help of Kamthi (bow like wooden drill operated with hand) and Matha (A wooden block that acts a pivot to make the drill spin). It is operated so skillfully that the material is removed with precision without spoiling the traces of the design. The material chunks which are little far away and huge blank spaces between the design details are removed from the block using this method. The tools that act as drills are self-made from the rods that are bought from local hardware shops. The sharp ends are filed with the triangle filer to the desired shape usually with a pointed end and a 'W' kind of edge profile at the end of drill rods. The material close to the design outline is removed with custom chisels (locally known as chasa) of sharp edges (flat/round) depending on the profile that needs to be traced with utmost care. The tools are sharpened from time to time with the help of files and the tools life is about 6-10 months with continuous usage. The depth of cut for the material removal/ relief of the design is very critical as it would provide clearance for the design blocks while dipping in the dye as well as in printing the design with sharp edge details. This depth/ relief of the design is about .6 inch projects the quality of engraving and is an essential part of the Pethapur blocks. A mokh (reference pointer) is engraved on right corner of the block, these acts as a guide point for putting the block properly successively on cloth for exact printing.

Step 7: Treatment of finished design blocks

It is possible that after carving the upper layers of the seasoned timber, there may be moisture in the inner layers of the timber. The finished wooden blocks are soaked in peanut oil for 5-7 day in olden days to make them strong and durable for repeated exposure to water, dyes and pressure. This treatment keeps the block without bending even with continuous exposure to water and dyes. Currently the process has shortened considerably to 1 - 24 hours due to the customer's immediate requirement of designs on order.

Step 8: Design Quality Checks and Local Know How

- a) The design is checked for the flat surface upon contact. It is done by the manual inspection with the help of a flat steel ruler and by placing the block flat on a level surface. The finished design on the textile, for perfectly made blocks, is flawless in pattern creation and the colors are so contained within the designed outline of the pattern. Pethapur printing block maker's adept creation of these blocks is a clear distinguishing feature from other printing blocks.
- b) Check on adequate depth of cut, or high relief carving of design with straight/perpendicular cuts to the design surface and the finish of the secondary surfaces also act as an indication of the quality of the work as they directly influence the final quality of the print. The reference point or guide point created for pattern continuation is also unique.
- c) When the designs have closed loops, like closed leaf or flower petal or any such loops, a through hole is drilled to avoid air traps and pulling of cloth with the dye during the design process. These through holes' act as air vents to release the pressure of the pressed block.
- d) When the design block is heavy and intricate transverse holes are made to relieve air pressure as well as some weight of the block as these are operated with hand repetitively.

Step 9: Transfer of design from the blocks to textile

If the design has color combinations, then the printing blocks are made in sets (Rekh and Datla). The set contains as many blocks as there are colors and an outline block. For example, a design in 2 colors, 3 blocks as a set are produced for printing the design in the desired color combination.

J) Uniqueness:

The unique and the distinct feature of Pethapur Printing Block lies in the making of the blocks with extraordinary fineness which involves highly skilled handwork and artwork that involve the expert craftsmen and he can carve blocks with lines almost a millimeter thin and so close together, that it is a wonder how even one chisel stroke, that could leave the design spoiled and useless, does not go wrong. They make blocks for printing designs in one to four colours, sometimes more, but the craftsmanship is so precise that the fields and outlines of the motifs match flawlessly. Wooden blocks range from as small as 1" to 16" in size and while a basic block, 3 to 4 inches across takes a day or two to make, an intricate one can take almost a week's work.

The Block making art is unparalleled in its flexibility and versatility, permitting experimentation and encouraging spirit of artisan with their skillful blending of myths, faiths, symbol and imagination provide the craft dynamism. The strength of the block making skill lies in introducing innovative designs that cannot replicate easily even on paper.

The crafts of the village are almost inexhaustible and have amazing with range of block designs.

K) Inspection Body:

In order to control the quality and to inspect and maintain the quality, a quality Control body is being established independently. The body consists of members who have gained authentic and creditable work experience and have an experience or passion in Handicraft work and associated with the craftsmen and handicraft work for a long time. The inspection Body will take care the training and other necessary requirements from time to time to enhance the artisan's skill. This body would chalk out the strategies to establish and maintain schemes for quality control.

In order to deal with GI related issues of Pethapur Printing Blocks an Inspection body has been constituted. The details of the expert members are as follows:

1. Advisor, Gujarat Council on Science and Technology, Gandhinagar
2. Representative Officer from Gujarat Cottage Industry, Government of Gujarat
3. 3 Representative Officer from Gujarat State Handloom and Handicraft Corporation, Government of Gujarat
4. Representative Officer from Assistance Director, Office of Development Commissioner, Government of India
5. Representative Officer from National Institute of Design (NID), Gandhinagar

L) Others:

About the Applicant:

Gujarat Council on Science and Technology (GUJCOST), is an autonomous body of Government of Gujarat registered on 1st day of February 2000 under the Gujarat

Registration Act, 1950 (Section 29). It comes under Department of Science and Technology, Government of Gujarat. GUJCOST has its own bye laws and is a separate autonomous body. One of its objectives, relevant to this context, lies in identifying and developing human skills and natural resources particularly in rural areas.

GUJCOST has instituted Patent Information Center (PIC) with the technical and financial support from Department of Science and Technology, Government of India, New Delhi. PIC is the nodal agency under GUJCOST for the promotion of all intellectual property related activities including but not limited to creating IPR awareness, providing vital inputs to R&D with trending technologies, filing of IPRs of the state in which Geographical Indication (GI) registration is considered as one such activity.

GUJCOST as a government body is interested and invested in understanding of GIs and their producers in the state and the value they can add to the Government of Gujarat in terms of IP resources and traditional knowledge and skills preservation.

Pethapur Nagarpalika, District : Gandhinagar

For official use only



23°18'0"N

23°18'0"N

23°16'30"N

23°16'30"N

23°15'0"N

23°15'0"N



Legend

 Pethapur Nagarpalika

Prepared by:



Annexure-II

General Information

What is a Geographical Indication?

- It is an indication,
- It is used to identify agricultural, natural, or manufactured goods originating in the said area,
- It originates from a definite territory in India,
- It should have a special quality or characteristics unique to the geographical indication.

Examples of possible Geographical Indications in India:

Some of the examples of Geographical Indications in India include Basmati Rice, Darjeeling Tea, Kancheepuram silk saree, Alphonso Mango, Nagpur Orange, Kolhapuri Chappal, Bikaneri Bhujia etc.

What are the benefits of registration of Geographical Indications?

- It confers legal protection to Geographical Indications in India,
- It prevents unauthorized use of a registered Geographical Indication by others.
- It boosts exports of Indian Geographical indications by providing legal Protection.
- It promotes economic Prosperity of Producers.
- It enables seeking legal protection in other WTO member countries.

Who can apply for the registration of a Geographical Indication?

Any association of persons, producers, organization or authority established by or under the law can apply.

The applicant must represent the interest of the producers.

The application should be in writing in the prescribed form.

The application should be addressed to the Registrar of Geographical Indications along with prescribed fee.

Who is the Registered Proprietor of a Geographical Indication?

Any association of persons, producers, organisation or authority established by or under the law can be a registered proprietor. Their name should be entered in the Register of Geographical Indications as registered proprietor for the Geographical Indication applied for.

Who is an authorized user?

A producer of goods can apply for registration as an authorized user, with respect to a registered Geographical Indication. He should apply in writing in the prescribed form along with prescribed fee.

Who is a producer in relation to a Geographical Indication?

A producer is a person dealing with three categories of goods

- Agricultural Goods including the production, processing, trading or dealing.
- Natural Goods including exploiting, trading or dealing.
- Handicrafts or industrial goods including making, manufacturing, trading or dealing.

Is registration of a Geographical Indication compulsory?

While registration of Geographical indication is not compulsory, it offers better legal protection for action for infringement.

What are the advantages of registering?

- Registration affords better legal protection to facilitate an action for infringement.
- The registered proprietor and authorized users can initiate infringement actions.
- The authorized users can exercise right to use the Geographical indication.

Who can use the registered Geographical Indication?

Only an authorized user has the exclusive rights to use the Geographical indication in relation to goods in respect of which it is registered.

How long is the registration of Geographical Indication valid? Can it be renewed?

The registration of a Geographical Indication is for a period of ten years.

Yes, renewal is possible for further periods of 10 years each.

If a registered Geographical Indication is not renewed, it is liable to be removed from the register.

When a Registered Geographical Indication is said to be infringed?

- When unauthorized use indicates or suggests that such goods originate in a geographical area other than the true place of origin of such goods in a manner which misleads the public as to their geographical origins.
- When use of Geographical Indication results in unfair competition including passing off in respect of registered Geographical indication.
- When the use of another Geographical Indication results in a false representation to the public that goods originate in a territory in respect of which a Geographical Indication relates.

Who can initiate an infringement action?

The registered proprietor or authorized users of a registered Geographical indication can initiate an infringement action.

Can a registered Geographical Indication be assigned, transmitted etc?

No, A Geographical Indication is a public property belonging to the producers of the concerned goods. It shall not be the subject matter of assignment, transmission, licensing, pledge, mortgage or such other agreement. However, when an authorized user dies, his right devolves on his successor in title.

Can a registered Geographical Indication or authorized user be removed from the register?

Yes, The Appellate Board or the Registrar of Geographical Indication has the power to remove the Geographical Indication or authorized user from the register. The aggrieved person can file an appeal within three months from the date of communication of the order.

How a Geographical Indication differs from a trade mark?

A trade mark is a sign which is used in the course of trade and it distinguishes goods or services of one enterprise from those of other enterprises. Whereas a Geographical Indication is used to identify goods having special characteristics originating from a definite geographical territory.

THE REGISTRATION PROCESS

In December 1999, Parliament passed the Geographical Indications of Goods (Registration and Protection) Act 1999. This Act seeks to provide for the registration and protection of Geographical Indications relating to goods in India. This Act is administered by the Controller General of Patents, Designs and Trade Marks, who is the Registrar of Geographical Indications. The Geographical Indications Registry is located at Chennai.

The Registrar of Geographical Indication is divided into two parts. Part 'A' consists of particulars relating to registered Geographical indications and Part 'B' consists of particulars of the registered authorized users.

The registration process is similar to both for registration of geographical indication and an authorized user which is illustrated below:

