



सत्यमेव जयते

भारत सरकार
Government of India

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. 44

January 11, 2012 / PAUSHA 21, SAKA 1933

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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 44 of the Geographical Indications Journal dated 11th January 2012 / Pausha 21st, Saka 1933 has been made available to the public from 11th January 2012.

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.

Sd/-

(P. H. KURIAN)

Registrar of Geographical Indications

Advertised under Rule 41(1) of Geographical Indications of Goods (Registration & Protection) Rules, 2002 in the Geographical Indications Journal 44 dated 11th January, 2012

G.I. APPLICATION NUMBER - 197

Application Date: 08-02-2010

Application is made by **Maheshwar Hathkargha Vikas Samiti**, 306, Kherapatti Marg, Maheshwar, Madhya Pradesh, India, Facilitated by the District Handloom Training Centre, Government of Madhya Pradesh, for Registration in Part-A of the Register of **MAHESHWAR SAREES & FABRICS** under Application No: 197 in respect of Textiles Good not classified elsewhere i.e. Curtains, Cushion covers, Runner cloth, Home furnishing material, Table covers, etc. falling in Class – 24, Sarees, Dupatta, Stolls, Chunni, yards, Scarf, Dress Material falling in Class – 25 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** : **Maheshwar Hathkargha Vikas Samiti**
- B) **Address** : Maheshwar Hathkargha Vikas Samiti
(A registered Society under Society Registration Act) Having its registered office at 306, Kherapatti Marg, Maheshwar, Madhya Pradesh, India.
- C) **Type of Goods** : **Class – 24** – Textiles Good not classified elsewhere i.e. Curtains, Cushion covers, Runner cloth, Home furnishing material, Table covers, etc.
Class – 25 – Sarees, Dupatta, Stolls, Chunni, yards, Scarf, Dress Material.
- D) **Specification** :

Maheshwar Sarees and Fabrics contain Geometrical designs on its border, which are based upon the carvings/ scriptures/paintings and wall paintings engraved on the walls of Fort built by Maharani Ahilyabai in 18th Century. The Sarees & Fabric have same pattern of Borders and Pallava. However with the passage of time, the manner of construction has changed but the foundation of Boarder and Pallava remain same.

The size of motifs ranges from 10mm to 15cm depending upon nature of products and orders.

The detailed specifications of Maheshwar products are as follows:

S.No	Product Name	Reed Count	Picks/cm.	Warp			Weft			Saves			Border			Pallu			Butta		Length	Width
				1	2	3	1	2	3	1	2	3	1	2	3	1	2	1	2			
1	Maheshwari Saree Mercerised Rasta Resham Border Design Pallu	90 s	31-32	20-22 den. Raw Silk	2/120 s M.Cotton		80 s M Cotton	2/120 s M.Cotton (Ground Warp)	2/120 s M. Cotton (Extra warp)	80 s Double M.Cotton two colours (Ground Weft)	2/120 s M.Cotton (Extra Weft)									5.5 meters + .7 meters = 6.20 mtr With Blouse.	1.16 Mtr.	
2	Maheshwari Saree 75% Boarder Design Pallu with Buti	90 s	33-34	20-22 Den. Raw Silk	Zari Imitation		80 s M Cotton	2/20-22 Den. Katan Silk	Zari Imitation (Extra warp)	80 s Double M.Cotton (Ground Weft)	Zari Imitation (Extra Weft)	80 s M.Cotton Ground Weft	Zari Imitation Extra weft							5.5 meters + .7 meters = 6.20 mtr. With Blouse.	1.16 mtr.	
3	Maheshwari Saree Tani Rasta Sada Pallu	90 s	31-32	20-22 den. Raw Silk two or more colors			80 s M Cotton		Zari Imitation (Extra warp)	80 s M.Cotton Double (Plain Weave)	Zari Imitation (Plain Weave)									5.5 meters + .7 meters = 6.20 mtr. With Blouse.	1.16 mtr.	
4	Maheshwari Saree mercerised Rasta Sada Pallu	90 s	31-32	20-22 den. Raw Silk	2/120 s M.Cotton		80 s M Cotton		Zari Imitation (Extra warp)	80 s Double Cotton two colours (Plain Weave)	Zari Imitation (Plain Weave)									5.5 meters + .7 meters = 6.20 mtr with Blouse	1.16 Mtr.	
5	Maheshwari Saree Tassar Pallu	90 s	31-32	20-22 den. Raw Silk two or more colors			80 s M Cotton		Zari Imitation (Extrawarp)	80 s M.Cotton Double (Plain Weft)	Zari Imitation (Plain Weft)	Tassar (Plain Weft)								5.5 meters + .7 meters = 6.20 mtr. With Blouse	1.16 mtr.	
6	Maheshwari Saree mercerised Rasta Sada Pallu with Buta and Buti	90 s	31-32	20-22 den. Raw Silk	2/120 s M.Cotton		80 s M Cotton		Zari Imitation (Extrawarp)	80 s Double Cotton two colours (Plain Weave)	Zari Imitation (Plain Weave)		Zari Imitation Extra weft	80 s M.Cotton Ground Weft						5.5 meters + .7 meters = 6.20 mtr With Blouse.	1.16 Mtr.	
7	Maheshwari Saree mercerised Rasta Sada Pallu	90 s	31-32	20-22 den. Raw Silk	2/120 s M.Cotton		2/120 s M.Cotton		Zari Imitation (Extra warp)	Tassar silk (Plain Weave)	22-22 D digummed silk (Plain Weave)									5.5 meters + .7 meters = 6.20 mtr	1.16 Mtr.	
8	Maheshwari Saree silk x silk Tassar Sada Pallu	90 s	34-35	20-22 den. digummed silk			20-22 den. digummed silk Tassar silk		Zari Imitation (Extra warp)	Tassar silk (Plain Weave)	22-22 D digummed silk (Plain Weave)									5.5 meters + .7 meters = 6.20 mtr With Blouse.	1.16 Mtr.	
9	Maheshwari Saree Tussu sada pallu with Butta	90 s	25-26	20-22 den.rw silk	Zari Imitation		2/120 s M Cotton		Zari Imitation (Extra warp)	2/120 s M Cotton (Plain Weave)	Zari Imitation (Extra warp (Plain Weave)			80 s M.Cotton Ground Weft						5.5 meters + .7 meters = 6.20 mtr With Blouse.	1.16 Mtr.	
10	Maheshwari Dupppia silk x silk with pallu	90 s	38-39	2/20-22 den. digummed silk			2/20-22 den. digummed silk		Zari Imitation (Extra warp)	2/22-22 D digummed silk (Plain Weave)	Zari Imitation (Plain Weave)									2.5 meters	1.16 Mtr.	
11	Maheshwari Dupppia silk x Cotton sada pallu	90 s	34-35	20-22 den. Raw silk	Zari Imitation gold		80 s M.Cotton Ground Weft			80 s M.Cotton (Plain Weave)	Zari Imitation gold (Plain Weave)	Zari Imitation Silver (plain weave)								2.5 meters	.75 Mtr.	

E) Name of the Geographical Indication (and particulars):

MAHESHWAR SAREES & FABRICS:



F) Description of Goods:

Maheshwar Sarees and Fabrics (Handloom products) are in continuous production for last more than 250 years manufacturing Sarees, Dress material, ladies suits, Handloom etc. Its products are famous all over the country and as well in the international market. Needless to say those Maheshwar products are well known by its name and reputation.

G) Geographical Area of Production and Map as shown in page no. 13:

The Maheshwar Sarees and Fabrics are produced in the two revenue Tehsil with the following geographical regions having 22.11 degree (North) Longitude and 75.36 degree (East) Latitude:-

- Maheshwar (Tehsil)
- Kasrawad (Tehsil)

These two Tehsil are on two sides of the holy River Narmada. One can easily sail across the river and travel to other city within 5 minutes. Presently Maheshwar and Kasrawad Tehsils fall under District Khargaon (Madhya Pradesh). It is spread at 22.11 Deg. North (Longitude) and 75.36 Deg. East (Latitude). It is situated 92 km away from Indore in South & 12 km away from Dhamnod in West, 42 km away from Barwah in East and 40 km away from Khargaon in North direction.

H) Proof of Origin (Historical records):

The Government Gazetteer mentions in detail about the Maheshwar Sarees and Fabrics and its products, which has been used since the Moghul era. Even in the Imperial Gazetteer of India the production and manufacturing of Silk Sarees at Maheshwar are specifically mentioned. The construction of famous Fort at Maheshwar by Queen Ahilyabai in the 18th Century is the foundation of this Handloom cluster. The manufacturing & production of Handloom Sarees and other products was initiated by the Queen Ahilyabai, which continued thereafter to till date.

The District handloom Training Centre (Government of Madhya Pradesh) was established way back in the year 1920, which is still functional and is also acting as Quality Control Agency. It regularly imparts training to generate skilled weavers.

I) Method of Production:

Raw Materials:

List of raw material which are used in Maheshwari Product is as under:-

Sl.No.	Name of Raw material
1	20/22 Dr. Single Silk
2	20/22 Dr. 2 Ply silk
3	20/22 Dr. 3 Ply / 4 Ply Silk
4	80s Cotton
5	2/120s Mercerized Cotton
6	2/80s Mercerized Cotton
7	Zari Imitation
8	Tussar silk (Gheechasilk)
9	Tussar silk (32-35dr.)
10	Spun silk, 2/120 NM. & 2/100 NM
11	Linen yarn
12	Flex yarn
13	Jute

Silk used:-

Maheshwari Products uses 20/22 dr. single silk in warp, 2/120 mercerized in border in non pure silk products. 20/22 dr. 2 ply Silk in warp. 20/22 dr. 3 ply / 4 ply silk are used in pure silk Maheshwari Products. All natural fibers are used in Maheshwari products.

Zari used:-

Zari imitation for extra warp designed in weft. Zari (imitation) used for production is of three kinds namely Golden, Silver and Copper. Much used Zari is of Golden colour.

Cotton used:-

Maheshwar products use 80s Cotton or 2/120s cotton. All natural fibers are used in Maheshwari products.

Water used:-

Maheshwar producers use normal Narmada River water for degumming, bleaching and dyeing.

Dyes used:-

Acid Colour is used for silk and vat Procaine, reactive, Napthal Colours for cotton. Hydrogen peroxide for bleaching of silk and bleaching powder for bleaching of cotton. Synthetic dyes and occasionally natural dyes are used for dyeing in Maheshwari.

Process of Production:

- a. The production process starts with the selection of the Cotton yarn, Raw Silk, linen, Zari of various qualities and borrowed from various production centers within the country and abroad. Generally, the popular destinations of raw materials are Bangalore, Mumbai, and Varanasi. Cotton is

purchased from Coimbatore, Linen from Calcutta and Tussar from Bhagalpur & Chapra (Chattisgarh).

b. Silk yarn contains natural gum which is removed by washing it with hot water. Degumming facilitates fast colouring.

c. The colouring of Silk yarn is done manually by the weavers of Maheshwar products.

d. For dyeing cotton yarn wet colours are used and whereas for dyeing Silk acid colours are used. Dyeing is done in Maheshwar geographical region manually. The process of dyeing yarn takes around 30-45 minutes.

e. Hydro Exhauster machine is used for squeezing the yarn.

f. After dyeing & drying, the yarn is loosened or wound on reels or swifts. This is a prelude to the preparation of the warp and weft.

g. After colouring, the yarn is sent for winding. Winding is done separately for the length and breadth of Sarees and other fabric products. Yarn wrapped for length is called 'Warp' and whereas the yarn wrapped for breadth is called 'Weft'. For the weft the yarn is wound on pins with the help of a 'charkha' and this activity is usually performed by the members of weaver's family.

h. Warping of yarn done thereafter is a specialized process, which is performed by the wrappers. The warp yarns are wound on bobbins, which are arranged across a wooden frame called reel. The yarns from these reels pass through a reed to be wound around a vertical drum. A warper warps around 5 kg of yarn per day, which is sufficient for 20 Sarees.

i. The next step is the task of passing the warp through the reed and the healds. The warp threads are then joined to the old warp threads with a deft twist of the hand of the women folk. This process takes approx 3-4 days.

j. Before the actual weaving begins the weaver sets the design of the border and the pallav. The respective ends of the design are tied to a vertical harness called jala and the process is called jala tying. This process takes anywhere between 3-4 days depending on the complexity of the design. Much complicated designs some time take even more time ranging up to 25 days. The figured effects are produced with the help of an extra weft and the number of tillis (or the no of weft yarns will determine the time taken), i.e. the number more will be the time taken. The time reduces, if the number of ply in the weft yarn is more and consequently the weaver can move faster and cover more ground. However in this case the output is less fine. Similarly higher the reed count more is the production time.

k. The final step towards weaving is performed by one or two very skilled weavers of the same family. The looms being used are largely traditional Pit-looms and Frame-looms with throw shuttle.

l. The Maheshwar Sarees and Fabrics does not require any post loom process and is cut off from the loom to be packed and sold. The specialty of Maheshwar Sarees and other Products is that it does not require any other activity like Roll press or Zari polishing.

m. Customised packing and folding of Sarees is also done by the skilled and experienced hands and the Maheshwar Sarees are also known and identified by the special process.

n. The entire process of production is done manually.

J) Uniqueness:

- a. Maheshwar Sarees & other Fabrics products are known and identified by the Boarder & Pallav containing the carvings/ scriptures/ paintings engraved on the walls of the Fort built by Queen Ahilyabai at Maheshwar. The design of both Boarder and Pallav shall be matching with each other.
- b. The weavers have unique human skill to weave and replicate the scriptures, engravings and paintings of the historical Fort at Maheshwar,
- c. The weavers carrying on the production activities for number of generation are based only in Tehsil Maheshwar and Kasrawad. Such skilled and exclusive weavers are based in these two Tehsil due to the existence of Fort at Maheshwar and they don't anywhere else in the country. Such traditional weavers does not exist any where else in the country due to their exclusiveness, skill and craftsmanship.
- d. The looms used for production is exclusive to Maheshwar cluster as it is known as 'Double Box Slay' looms. These kinds of looms are must for carrying production activities and are not used/ found in any other handloom cluster of India.
- e. Maheshwari fabric is gossamer thin – a delicate blend of silk and cotton yarn- made in tiny checks or stripes with a coloured border. The specialty of Maheshwari Sarees is its distinctive border which looks alike from both the sides. Normally the border is traditionally 2.0 to 2.5 inches with geometric designs.
- f. All Maheshwar products consist of carvings/ scriptures/ paintings engraved on the walls of Fort built by Maharani Ahilayabai. It is only with the help of these patterns that a border can be increased or decreased in width. The 'pallav' is woven separately on doobby looms. They are known for there permanent colour fastness, softness and exclusiveness resulting from its simplicity.

K) Inspection Body:

- a) Presently State Govt. of Madhya Pradesh is involved in quality control of the Maheshwar Sarees and Fabric and all of its products. The Directorate of Handloom, Government of Madhya Pradesh is also stamping the quality products against usual charges. The Directorate of Handloom, Government of Madhya Pradesh vide its orders dated 22.05.1998 has laid down specific Rules in this respect and they are issuing Cards to the producer/ weaver whosoever applies to them for stamping the quality and specifications.
- b) The office of Assistant Director of Handloom & Training Centre, Department of handloom, Govt. of MP, Maheshwar shall act as inspecting agency. The applicants further affirms to abide by all the Rules, Regulations and Orders so issued by the MP Government and by the aforesaid Inspecting agency in regulating its standards and specifications of Maheshwar Sarees & Fabrics.

L) Others :

Maheshwar Hathkargha Vikas Samiti, is a specially constituted Society for the purposes of protection, upliftment of weavers and to promote their interests shall constitute its Inspecting agency in consultation, participation, involvement and support of the Department of Handloom, Government of Madhya Pradesh.

तहसील भंडोहर

जिला खरगीन (प. निमाड)

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Advertised under Rule 41(1) of Geographical Indications of Goods (Registration & Protection) Rules, 2002 in the Geographical Indications Journal 44 dated 11th January, 2012

G.I. APPLICATION NUMBER - 207

Application Date: 13-07-2010

Application is made by **Dhalapathar Weavers Co-operative Society**, Kalapathar P.O, District: Khurda - 754009, Orissa, India, for Registration in Part-A of the Register of **DHALAPATHAR PARDA & FABRICS** under Application No: 207 in respect of Textiles and textiles goods not included in other classes; bed and table covers falling in Class - 24 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** : **Dhalapathar Weavers Co-operative Society.**
- B) Address** : Kalapathar P.O, Distrcit : Khurda
- 754009, Orissa, India
- C) Type of Goods** : **Class – 24** - Textiles and textiles goods not included in other classes; bed and table covers
- D) Specification** :

The items manufactured in Dhalapathar are mainly Parada (Door Curtain), wall hanging, table cover, lungi, shirting, furnishing and saree.

Sl. No.	Product	Specification
1	Dhalapathar Parada (Door Curtain)	Yarn :Cotton Warp × Weft : Coarse count ranging from 17NF, 20s to 40s in plied or twisted form Size : Required Size.
2	Dhalapathar Wall Hanging	Yarn :Cotton Warp × Weft : Coarse count ranging from 17NF, 20s to 40s in plied or twisted form Extra weft : same as above Size : As per requirement
3	Dhalapathar Table cover	Yarn :Cotton Warp × Weft : Coarse count ranging from 17NF, 20s to 40s in plied or twisted form Size : Required Size.