

Chapter 5 – Geographical Indications in AP

The State of Andhra Pradesh has been a leader of sorts when it comes to GI registration and protection. It is also the first state to have taken the initiative for discussing post registration issues in GI.¹⁹³

Details of Geographical Indications Registered In Andhra Pradesh¹⁹⁴

1. Name of GI: Venkatagiri Sarees

Name of Applicant: Venkatagiri Handloom Sarees Apex Soc

Type of Goods: Handicrafts, Clothing, Sarees being textile Goods in Class 25

Description of Goods: Sarees are essentially made of pure cotton, with elaborate gold and silver zari work on them, with characteristic colours

Geographical Area: Venkatagiri (Post & Mandal), Nellore District, Andhra Pradesh

Proof of Origin: It is said that the weaving at Venkatagiri first originated over 300 years ago and was patronized by the Velugoti

¹⁹³ November 29th 2010 – ‘Andhra Pradesh Shows The Way Forward For Geographical Indications’ available at http://www.aptdpc.com/home/show_newsitem/60

¹⁹⁴ Information compiled from - GI Journals available at <http://ipindia.nic.in/girindia/> and Post Programme Document of the National Conference on Geographical Indications From Andhra Pradesh : The Way Forward; held on 29th Nov 2010m, Hyderabad; Published by Andhra Pradesh Technology Development & Promotion Centre, Begumpet, Hyderabad.

dynasty. A group of about 40 weavers were supported by the Velugoti dynasty for the exclusive purpose of weaving dhoti and turbans made of soft cotton, with sophisticated embroidery to the Royal family. Gradually, the weavers started moving into saree making which was exclusively made for the queens, royal women and other zamindaris.

Uniqueness: The workmanship of Venkatagiri sarees primarily adopts, a bold ribbon of zari as border, and in the pallu of the sari, with traditional peacock, swan, parrot, mango, butti, leaf and gold coin designs interspersed all over the saree in zari or thread.. It is believed that no other variety of cotton saree incorporates the amount of elaborate zari work as in the Venkatagiri sarees.

2. Name of GI: Tirupati Laddu

Name of Applicant: Tirumala Tirupati Devasthanam, Tirupati, Chittoor District AP

Type of Goods: LADDUS being preparations made from cereals and falling in class 30

Description of Goods: Food Stuff

Geographical Area: Sri Vari Temple at Tirumala Hills at Tirupathi in the State of Andhra Pradesh, India

Proof of Origin: The origin of the Geographical Indication and the ancient and sacred 'Sri Vari' Temple of Lord Venkateswara at Tirumala which is located in the Seven Hills are related.

Uniqueness: The size and flavour are typical characteristics of Tirupathi Laddu. Tirupathi Laddus are not produced anywhere in the world and are very unique in terms of quality, reputation and other characteristics which go into its making.

3. Name of GI: Uppada Jamdhani Sarees

Name of Applicant: The Uppada Handloom Weavers Co-operative Production & Sales Society Limited, Uppada, Kothapalli Mandal, East Godavari District, Andhra Pradesh

Type of Goods: Handloom Sarees

Description of Goods: Sarees

Geographical Area: The entire area of Kothapalli Mandal of East Godavari District of the state of Andhra Pradesh in India and in particular the villages of Uppada, Kothapalli, Aminabad, Mulapeta, Ravindra-puram, Komaragiri are the areas of production. Kothapalli village in turn is comprised of three sub villages namely Kothapalli, Kutukudumalli and Vakathippa.

Proof of Origin: Uppada Jamdani style of weaving originated more than 300 years back. Mostly sarees were woven. This type of weaving was patronized by the Maharajas of Pitapuram, Venkatagiri & Bobbili. The artisans wove Uppada Jamdani Sarees for being woven by the ladies of the royal house hold. They were prohibited from weaving the sarees or to sell them to anyone outside the royal family.

Uniqueness: The Uniqueness of Uppada Jamdani Saree lies in:

- a) The Uppada style of weaving the design into the cloth, which is purely manual, as no mechanical devices such as dobby or jacquard are used as a usual forms of weaving.
- b) The use of ada, jala and thillis in weaving the design into the yarn.

4. Name of GI: Silver Filigree of Karimnagar

Name of Applicant: Karimnagar Silver Filigree Handicrafts Mutually Aided Cooperative Welfare Society Limited, # 4-5-38, Fathepura, Karimnagar – 505 001, Andhra Pradesh.

Type of Goods: Class 6-- Key chains, Class 8- cutlery, Class 14- bangles, brooches, bracelets, arm bands, ear rings, ear tops, coat pins, chains, tie pins, buttons, paan-daan, attar-daan, cigarette boxes, ornamental boxes, kum-kum boxes, perfume tins, leaf patterned purses, tea trays, key chains, necklaces; other monumental replicas like charminar, high tech city, globe etc.; idols of gods and goddesses. Class 18- purses,

and handbags. Class 20- mirrors, picture frames. Class 26- hair pins, brooches, tie pins and buttons. Class 28-Decorations for Christmas trees.

Description of Goods: Handicrafts.

Geographical Area: The Geographical Indication of area of production is the District of Karimnagar in the state of Andhra Pradesh in India. The district of Karimnagar is located 158 Kms from Hyderabad where this art is flourishing in the Karimnagar District. Elegandal is located 10kms from Karimnagar, which was once the capital of Telangana where the art first originated.

Proof of Origin: Karimnagar derives its name from Syed Karimuddin, a Quiladar, and is known as a centre for Vedic learning from ancient times. Karimnagar is home to many tribes such as Gonds, Koyas, Chenchus all living in their own settlements and speaking their own dialects.

Uniqueness: The locals specialize in Silver Filigree work, which is a very delicate form of metal craft.

The district of Karimnagar in Andhra Pradesh has long been known for its exquisite Silver Filigree work, which was started nearly 200 years ago in the Elegandal town near Karimnagar in Andhra Pradesh. However, in 1905 this unique art form moved to Karimnagar and it is here that dedicated artisans still practice the art as a legacy handed down the generations. Even after the advent of modern technologies and

machineries, their style of working remains much the same as it has been since anyone can remember.

In India Filigree is specialty of Cuttack in Orissa and Karimnagar in Andhra Pradesh and is principally centered at Elegandal, Manakondur and Karimnagar since 200 years. The Nizams of Hyderabad were the best patrons of Karimnagar Silver Filigree Industry and under their lead, the local rich men and Zamindaries used filigree articles in Social occasions.

The silver filigree handicraft of Karimnagar not only lends artistic elegance to one's home but it's also a prized possession of marvelous workmanship.

5. Name of GI: Pochampally Ikat

Name of Applicant: Pochampally Handloom Weaver's Co-op Society Ltd, an autonomous society registered under the Societies Act 1860

Type of Goods: Class 24 - Textile and textile goods; not included in other classes; bed and table cover and all other goods falling in Class 24; Class 25 – clothing, headgear and all other goods falling in Class 25; Class 27 - carpets, rugs, mats and mattings, materials for covering floors and all other goods falling in Class 27.

Description of Goods: Handicrafts

Geographical Area: Pochampally Ikat is produced / manufactured in the districts of Nalconda and Warangal in the State of Andhra Pradesh.

Proof of Origin: In late 19th century, 'Chirala', the oldest center for weaving of Pochampally Ikat, situated on the rail route between Vijayawada and Chennai (formerly known as Madras), was once known to produce the famous cotton 'Telia Rumals' or 'Chowkas' (diamond within a square) woven in pairs admeasuring 55 to 75 square cms. Characterized by their bold, geometrical motifs, in red, black and white, offset by wide single colored borders, they were used in India by fisher folk and cowherds as loincloths, lungis or turbans. In the 1930's they were exported in large numbers to Burma, the Middle East and East Africa where they were known as Asia Rumals. The term "Ikat" stems from the Malay - Indonesian expression 'Mangikat' meaning to bind, knot or wind around.

Uniqueness: Pochampally Ikat which includes the critical art of visualization of design, tying and dyeing of the threads repeatedly till the threads are colored in the visualized design, loading the looms and weaving the fabric to get the desired design with diffused edges. Only upon personal inspection are the materials made ready for the market.

6. Name of GI: Nirmal Paintings

Name of Applicant: Andhra Pradesh Handicrafts Development Corporation Ltd., Hasthakala Bhavan, Hyderabad

Type of Goods: Class 16 – Paintings, works of art framed and unframed and / or for mounting on frames Class; 20 – Art works of wood/ works of art of wood

Description of Goods: Paintings

Geographical Area: Crafts are identified based on geographical origin. They are based on style. Each pocket or place might have a specific art or craft. Likewise the District of Adilabad and in particular the town of Nirmal and also the town of Hyderabad are identified with the origin of Nirmal Painting.

Proof of Origin: Availability of labour and patronage by the local Kings and Nizams had encouraged the development of the art which in turn lead to its development as it became the source of livelihood to the artisans. So the geographic location of the place had also played a crucial role in the origin and development of the art.

Uniqueness: Uniqueness in the making process makes the life of the painting longer. The life of the painting easily comes to 50 years and beyond. It can go upto 100 years or even longer. The wood and painting are durable.

7. Name of GI: Nirmal Furniture

Name of Applicant: Andhra Pradesh Handicrafts Development Corporation Ltd.

Type of Goods: Class 20 – All types of Furniture.

Description of Goods: Furniture

Geographical Area: The geographical area of production comprises of the following places:

- a) The town of Nirmal in the District of Adilabad, and
- b) The entire District of Adilabad, and
- c) The city of Hyderabad.

Proof of Origin: The furniture craft was started and concentrated in Nirmal until Lady Ali Hydri in 1951 brought the artisans to Musheerabad in Hyderabad as the demand for the furniture was more and since then the Nirmal Industry started manufacturing Furniture in the said places.

Legend says that the Nizams of Hyderabad were very much inclined by the Nirmal craftsman ship. Once during the Nizam's visit to Nirmal, The Nizam was given a tremendous grand welcome; all the craftsmen indulged themselves in decorating the venue; which included an intricately designed banana bud whose petals were coloured gold.

This embellishment was suspended above the Nizam's seat, which unfurled and showering cascade of golden coloured petals on The Nizam. The Soma Kshatriyas or the woodcarvers received the royal patronage of the overwhelmed Nizam. Since then the art is flourishing.

Uniqueness: Golden color floral designs are made on the furniture which is a very important feature to distinguish it from other pieces of furniture. That apart the nawabi style i.e. a tinge of the Nawabs lifestyle can be visible in this furniture. The basic material used in the furniture is wood.

8. Name of GI: Kondapalli Bommalu

Name of Applicant: Lanco Institute of General Humanitarian Trust (LIGHT) and Kondapalli Wooden Toys Manufacturers Mutually Aided Purchase and Sales Co-operative Society Ltd.

Type of Goods: Handicrafts & Toys in Class 16, 20, 27 & 28.

Description of Goods: Kondapalli Bommallu are delightful expressions of art of rich traditional value made from the wood of 'Tella Poniki' also called 'White Sander' (botanically called Jiuotia Rotteri Fromis). The trees are found in the forests and hills adjoining Kondapalli. The Toys and figures are of different sizes and shapes. The utter simplicity and expressive features of these toys and figures are disarming.

They portray various themes of village life and also spiritual themes. These toys traditionally depict mythological characters, occupational figures like the village potter, fisherman, toddy tapper, besides rural folk and their animals and birds. The famous forms and figures of Kondapalli Bommallu are Elephant (Ambari), Dashaavataralu. These exquisite pieces of art made by the artisans conveying the said themes falls in three distinct category:

1. animals and birds,
2. male and female figures depicting rural life, &
3. mythological figures.

Geographical Area: The Kondapalli Bommallu (Toys) are produced/ made at Kondapalli Village, located about 20 kilometers from Vijayawada, in Krishna District of the state of Andhra Pradesh in India.

Proof of Origin: There is a legend regarding the origin of Kondapalli. It says that the word Kondapalli has been derived from the name of a shepherd named 'Kondadu' who showed the site to a Kondaveedu Reddi King and hence it was called Kondapalli. A fort named 'Kondapalli Fort' was built in this place during the region of King Anavema Reddy in 1360 A.D. It was however during the rule of the Qutab Shahis that Kondapalli gained paramount importance and fame as a hill fortress. The Sultans re-christened it as Mustafanagar.

Later, the British East India Company considered it as a strategic location and a military school existed here till 1859. Though Kondapalli

has lost its past medieval glory, it still retains its high and rich tradition in the sphere of fine arts with its world famous toy craft, namely Kondapally Bommallu.

The art of making Kondapalli Bommallu started about 400 year ago. Thereafter the craft developed and attained perfection. The craftsmen take up wood sculpture and painting as their hereditary profession.

Uniqueness: Kondapalli Bommallu are exquisite pieces of art A) originating from the geographic region of Kondapalli Village in the State of Andhra Pradesh, India, and B) made from the cut and seasoned soft and light wood of Tella Poniki by hand carving using a special chisel Bahudara and painting with vegetable and/ or enable colours in bright and vibrant colours appealing to the eye, so as to portray and depict themes relating to spirituality and village life falling under any one or more of the following three distinct categories namely;

- 1) animals and birds,
- 2) male and female figures depicting rural life, and
- 3) mythological figures

9. Name of GI: Gadwal Sarees

Name of Applicant: A) Rajoli Handloom Weavers Co-operative Productions Sales Society Ltd.,

B) Priyadarshini Handloom Mahila Society,

C) Gadwal Handloom Weavers Co-operative Society, and

D) Rajeshwari Mixed Fabrics Handloom Weavers Co-operative Society Ltd.

Type of Goods: Gadwal Sarees are sarees along with attached blouse worn by women. It is one of the traditional dresses of the Indian womenfolk. These are textile and textile goods falling in class 24 and are not included under any other class

Description of Goods: Each Gadwal Saree consists of three parts namely;

- a) Body of the saree,
- b) Border, and
- c) Pallu.

Geographical Area: Gadwal sarees are produced in many small and large villages, towns and in particular the township of Gadwal, which is one of the Taluk Headquarters in the District of Mehabubnagar in the state of Andhra Pradesh, in India. Gadwal is situated about 200 Kilometers from Hyderabad City, it is well connected by road and by rail. It is very near to the banks of the Krishna River

Proof of Origin: The origin of Gadwal Sarees can be traced back to about 200 years ago. At that point of time the present township of Gadwal was the capital of a small Kingdom, locally called as a “Samasthanam”. The Maharani of the said Kingdom namely ‘Adhi Lakshmi Devamma’ promoted the craft with help of a few weavers who

had come to Gadwal from various coastal areas. Initially Gadwal Sarees were called as 'Mathiampeta'. As the entire industry was centered in and around the present day township of Gadwal, as time went by the sarees produced here came to be called as "Gadwal Sarees".

Uniqueness: The uniqueness of Gadwal Sarees is based on the following two main features, namely;

- a) Hand loom weaving, where no machines are used, and
- b) the Horizontal joining/ interlocking of the threads of the body with the threads of the pallu of the saree.

10. Name of GI: Andhra Pradesh Leather Puppetry

Name of Applicant: Andhra Pradesh Handicrafts Development Corporation Ltd.

Type of Goods: Class 18 – Goods made of leather; Cass 27- Wall Hangings (Non Textile); Class 28 – Games, Playthings and Toys.

Description of Goods: Human creativity lies in the conception of the design, and the skill lies in drawing the conceived design in pencil and then on black colour paint using the 'Rekeni' and then filling suitable colours so as to bring out the beautiful picture conceived in the mind of the artisan. Therefore the creativity and skill of the artisan lies in bringing out the expression, the back drop, the effect, the sharpness and the suitable use of colours, colour combinations etc., at appropriate

places in tune with the theme sought to be projected. Great skill is also required to paint the painting according to the design conceived.

Geographical Area: The townships of Nimmalakunta in Anantpur District and Narsaraopet of Guntur District, both in the State of Andhra Pradesh in India are identified with the origin of Andhra Pradesh Leather Puppetry.

Proof of Origin: The craft reflects the tradition, culture and heritage of our country in those days. This craft was patronized by the Kings of the Vijayanagar Empire who encouraged the development of the art which in turn lead to its development as it became the source of livelihood to the artisans.

Uniqueness: Uniqueness of the craft lies in;

- i) The use of goat leather obtained from the outer skin of matured goats to make the desired goods such as puppets, lampshades, wall hangings, wall partitions, and door & window hangings,
- ii) Conception and thematic expression of themes only from the Ramayana and the Mahabaratha,
- iii) Use of a special brush called 'Rekeni' to draw the outline of the painting,
- iv) The 'nakshi work' using special tools called 'Sortha' and/or 'Pogal' to make perforations for purpose of enabling light to pass through or purely for design purposes, and
- v) Use of leather thread to stitch the leather together.

11. Name of GI: Hyderabad Haleem

Name of Applicant: Haleem Makers Association, Shalibanda,
Hyderabad 500 002 Andhra Pradesh

Type of Goods: Food Stuffs in class 30

Description of Goods: Meat and Meat extracts, Meat products

Geographical Area: Hyderabad City in the Hyderabad (Deccan) region
of the state of Andhra Pradesh

Proof of Origin: The historic city of Hyderabad (Deccan) with its glorious past is home for many traditional products including food stuffs. Thanks to the rule of dynasties like Qutub Shahis and Asaf Jahis there are a good no. of food stuffs derived due to the specialized culinary traits of the local cooks who have mastered these food items to a perfection which have been prepared in the typical 'Hyderabadi style' of cooking. Among the specialized food products from the Nizami city of Hyderabad, Biryani and Haleem stand out as the most sought after by many and truly they are a gourmet's delight.

Uniqueness: The mix of the three basic ingredients viz., gosht (mutton) ghee (clarified butter) and gehun (wheat of sharbati variety) and a host of spices, with a cooking process involving slow fire for nearly 12 hours, and finally the pounding of the ingredients by 'ghota' (mallets) give rise to this wonderful high calorie delicacy. The cooks have

perfected the art of this food item which involves laborious making process.

12. Name of GI: Guntur Sannam Chillies

Name of Applicant: Spices Board (Ministry of Commerce & Industry)
Government of India, Sugandha Bhavan, N.H. By-Pass, PB No. 2277
Palarivattom P.O Cochin - 682 025

Type of Goods: Agricultural goods in Class 30

Description of Goods: Spices: Chillies

Geographical Area: The Geographical area of Guntur Sannam, Chilli is cultivated, processed and made available mainly from Guntur district of Andhra Pradesh. It is also grown in neighbouring regions, namely in the Districts of Prakasam, Warangal and Khammam.

Proof of Origin: Guntur Sannam chilli belongs to the variety Capsicum annum. It is well known as a commercial crop used as a condiment culinary supplement or as a vegetable. Among the spices consumed per head in India, dried chillies contribute a major share. Chilli was known to Indians about 400 years ago. Globally, India stands first in the production of chilli and in India, Andhra Pradesh leads in its production.

Andhra Pradesh alone commands 46% of the chilli production in India. The very fact that Etymologically, the word Guntur Sannam chilli has

its origin in Telugu only confirms its Andhra Pradesh origin. The word Sannam stands for thin or long in Telugu.

Uniqueness: The Guntur Sannam chilli is generally known to trade as S4 type chilli, and is mainly used for its pungency and for the extraction and derivation of capsaicin. Guntur Sannam chilli has got some special characteristics which have enabled it to earn international and national acclaim.

The following are the chief attributes / characteristics of Guntur Sannam chilli:

- Belongs to Capsicum annum var longum variety with long fruits (5 to 15cms. in length) and diameter range from 0.5 to 1.5 cms.
- Has thick skin,
- Is hot and pungent with average pungency of 35,000 to 40,000 SHU.
- The chilli is red with ASTA colour of about 32.11

13. Name of GI: Cheriyal Paintings

Name of Applicant: Cheriyal Nakashi Chitrakala Trust, Cheriyal Town, Cheriyal Post & Mandal, Warangal District, Andhra Pradesh - 506223, India

Type of Goods: Handicrafts in class 16

Description of Goods: Paintings

Geographical Area: Cheriya Village, Warangal District of Andhra Pradesh

Proof of Origin: The origin of Cheriya Paintings can be traced back to 5000 years. 'Kaki padagollu' is the main community that uses these paintings, as a visual aid to recite tales from 'Ramayana' and 'Mahabharata'. In the present day, artists also make Cherial paintings or scroll paintings in smaller sizes on cloth, cardboard, plywood and paper. The particulars as stated in the GI Application may be relied upon in this regard.

Uniqueness: The painting is done of Khadi cloth which runs as a scroll. Nowadays paintings are done on picture frames. Hence scroll painting was the prime characteristics of Cheriya paintings.

1. This scroll runs to several meters depending on the story. In the case of the Mahabharatha epic the maximum scroll length goes upto 60 feet and for other stories it goes upto 35 feet,
2. The colours used are bright shades of red and orange and dominant background colours, with liberal use of other colours such as, yellow, royal blue, light blue, green, white and black, and
3. Colours, costumes and characters heavily reflect the local life style, custom and tradition of the local people,

4. The thematic expression of paintings where Indian folk lore is depicted, and

5. In the case of scrolls, they were painted by specific artisans where the story portrayed in the scroll is narrated to the public by the Story Teller.

14. Name of GI: Pembarthi Metal Craft

Name of Applicant: The Vishwakarma Brass, Copper & Silver Industrial Co-operative Society Ltd., Registration No.488, Pembarthi - 506 201 Warangal District, Andhra Pradesh, India

Type of Goods: Handicrafts in class 6 & 21

Description of Goods: Metallic work

Geographical Area: Pembarthi, a picturesque village in Warangal District of Andhra Pradesh

Proof of Origin: Pembarthi metal craft is one of the finest and most ancient crafts of India, dating back to more than 5000 years. Pembarthi village in particular has a history of superb workmanship of metal workmen called Vishwakarmas.

The perfection that the craft attained can be traced back to the grandeur and glory of the Kakatiya Kingdom. During which time Pembrothi Metal Craft attained the pinnacle of perfection in the high degree of skill displayed by the master craftsmen. The brilliance of the craftsman-ship is evident from the magnificent Vimanas, Utsav Vighras, Keerthi mukha and pinnacles which adorn many famous temples in South India. That apart goods of domestic and home use and decorative items such as Pandans, Nagardans, Itar-dans, Sangaridans, common utensils, Mayur lampshades, Hanging lamp-shades, Decorative plant pots, Dashavatara panels, Navagraha and Ashtalakshmi panels, intricately carved illustrative panels depicting the Gitopa-dasha, scenes from the Mahabharatha and Rama-yana, Icons, Utsav Vighras, Vahanas and temple decorative ornamental articles crafted in intricate moulds of solid brass as detailed in the description of goods above, are the articles covered, which are described as Pembrothi Metal Craft

Uniqueness: The characteristics which go to show the uniqueness of the paintings are that the Designs depict only symbols of history, figures of Gods, Mythological themes, visionary national leaders viz. Swami Vivekananda, Nehru, Saibaba etc., figures of swans, peacocks, are flowers, elephants, parrots and lions. The figures of swans, peacocks and flowers are predominantly used while that of elephants.

15. Name of GI: Nirmal Toys

Name of Applicant: Nirmal Toys & Arts Industrial Co-operative Society Ltd., Beside Govt. Boys Junior College, Nirmal - 504 106 Dist. Adilabad (A.P.)

Type of Goods: Handicrafts in Class 20 & 28

Description of Goods: Toys and playthings

Geographical Area: Nirmal, Adilabad District of Andhra Pradesh

Proof of Origin: The ancient history of Nirmal had glorious past with the overwhelming admiration towards art and culture from the ruling nobility. “Nirmal” the original name was given by “Nimma Naidu” a Dalwai of the 16th century who manufactured weapons of war. He also encouraged craftsmanship of his workers thereby helping the growth and promotion of art of the wood engraving. Nirmal, always enjoyed the patronage of the ruling nobility. The Nizams of Hyderabad were very much inclined towards the ecstatic wooden engravings and craftsmanship.

The Kakatiyas, the chalukyas, the Vishnu Kundinis, the Qutub Shahis and the Nizams have contributed to the growth of cultural heritage and made it flourish and helped in promotion of the art. Nimma Naidu 400 hundred years back brought 4 craftsmen from Rajasthan and started encouraging craftsmanship of his workers thereby helping the growth and promotion of art of the wood engraving.

Uniqueness: Nirmal toys, as the name suggests comes from a village Nirmal and comes under the handicrafts sector of India. It has some very unique features which makes them different from other hand-made toys.

Poniki' wood is used to make Nirmal toys, is sourced from the surrounding local forests in Adilabad. 'lappam' i.e., adhesive (made of tamarind paste and saw dust) Light weight (as the wood is seasoned) Toys depict natural forms (birds, animals, fruits, vegetables, etc.) Bamboo stems act as the joining material between two wooden blocks. Before the final painting these toys are covered with fine cotton cloth 'taapi' is an indigenous tool used to apply 'lappam' The intricate details painted on the products give a visual texture.

16. Name of GI: Srikalahasti Kalamkari

Name of Applicant: Kalamkari Artisans Revival and Upsurge for National Acclaim (KARUNA), Srikalahasti, Chittoor dist. AP

Type of Goods: Handicrafts in Classification 24, & 25 & 27

Description of Goods: Naturally dyed, hand painted fabrics

Geographical Area: Kalahasti, Chittoor District AP

Proof of Origin: This method of putting mordant on cloth, then painting or printing dye and resist onto cotton has been practiced in the region for centuries.

Uniqueness: The subjects are the colorful myths of the Telugu language of Sri Kalahasti, the epics of the Ramayana and Mahabharata.

17. Name of GI: Narayanpet sarees

Name of Applicant: Handloom Weavers Co-operative Society, Narayanpet Gandhinagar Street, Narayanpet & Narayanpet Apex Weavers Co-op Society, Narayanpet, Mahabubnagar District

Type of Goods: Handicrafts in Classification 25

Description of Goods: Sarees

Geographical Area: Narayanpet, Mahabubnagar District AP

Proof of Origin: Narayanpet Sarees of Andhra Pradesh are made from cotton as well as silk. This traditional art is the unique genre of saree that has the composition of the best fabrics, undeniably, the look of this south Indian traditional saree is completely different from all other sorts of sarees. The border and pallu of this saree has the true ethnic touch and design with intricate patterns. Since the beauty of south Indian sarees are well known and it enhances the charm of every feminine beauty.

Uniqueness: Excellent work of Indian embroideries and exquisite designing of the pallu and border of the narayanpet saree completes the entire look of the saree. The Pallu of this south Indian saree is beautified with inimitable red and white borders, while the border has the flat expanse of deep maroon red or chocolate red finely disjoined with white or coloured lines. Or these sarees come in contrasting colors with delicate pallus and light borders.

Basically, Narayanpet sarees are available in two different fabrics, the Silk and Cotton. Narayanpat Silk sarees are enhanced with contrasted borders and contrasted pallus with small zari designs which are similar to Iikal sarees. Its light weight makes it different sort of silk sarees. While Narayanpet cotton sarees have the contrasted weaving work in its body and has check patterns all over it.

18. Name of GI: Mangalgi Sarees

Name of Applicant: Suvarna Lakshmi WCS Ltd., Kabela Road, 17th Ward, Mangalagiri, Guntur District - 522 503. and 20 others

Type of Goods: Handicrafts in Classification 24 & 25

Description of Goods: Sarees

Geographical Area: Mangalagiri, Guntur District, Andhra Pradesh

Proof of Origin: Mangalagiri in Andhra Pradesh produces unique sarees with a heavy zari border and simple mono-striped pallu of solid or striped zari threads.

Uniqueness: The field colors are often very vibrant shot weaves or small checks that dance and glimmer in harmony with the rich zari. The cloth is super finely woven with a crisp finish.

19. Name of GI: Dharmavaram Sarees

Name of Applicant: Dharmavaram Handloom Pattu Sarees Apex Society Ltd. Dharmavaram Town & mandal, Anantapur District, Andhra Pradesh

Type of Goods: Handicrafts in Class 24 & 25

Description of Goods: Sarees, Pavadais

Geographical Area: Dharmavaram Town & mandal, Anantapur District, Andhra Pradesh

Proof of Origin: Dharmavaram located in Anantapur district in Andhra Pradesh is very well known for its silk saris. The beauty of dharmayaram sari speaks about the volume of hard work and the artistry done by the craftsmen.

Uniqueness: The borders of the sari is the highlight of this five yards of material because of the brilliance of its colours. Traditional designs of butis and dots are the motifs.

20. Name of GI: Machilipatnam Kalamkari

Name of Applicant: Vegetable Hand-block Kalamkari Printers Association, Near Brahmapuram Railway Gate, Agastheswara Puram, Pedana 521 566, Pendana Mandal, Krishna District, A.P.

Type of Goods: Handicrafts in Class 24 & 25 & 27

Description of Goods: Naturally dyed and printed fabric

Geographical Area: Machilipatnam, Krishna District AP

Proof of Origin: The Kalamkari fabrics of Machilipatnam with their intricate designs, are used in clothing and wall hangings. Kalamkari refers to dye-painted cloths and the technique used to create them. Their name derives from kalam, for a pen-like tool used to draw outlines on the cloth, and kari (work). Fabrics are outlined with a cotton-tipped bamboo stick and dyed in vegetable or mineral colours

Uniqueness: The work done in Machilipatnam, often using block printing in conjunction with hand painting, features decorative floral and vegetable designs that appealed to local kingdoms and to export trade. This culminated in European demand for Machilipatnam chintz, which derives its name from the Hindi word chint (spotted). There are so many

families who developed kalamkari art. the famous persons made an effort for developing these art is Anumukonda Venkatarangayya Naidu etc.

21. Name of GI: Bobbili Veena

Name of Applicant: Sarada Veena Workers Cottage Industrial Cooperative Society, Gollapalli Village, Bobbili Municipality & Mandal, Vizianagaram District, Andhra Pradesh - 535 573

Type of Goods: Handicrafts in classification 15 & 20

Description of Goods: Musical Instruments

Geographical Area: Bobbili Mandal, Vizianagaram District, AP

Proof of Origin: Musical Instruments are created at bobbili of Vijayanagaram district. Exquisitely designed veenas and Tamburas are carved from a single piece of jack wood.

Uniqueness: The artisans over the years have diversified the craft to make miniature veenas as decorative art pieces.

22. Name of GI: Siddipet Gollabama

Name of Applicant: Handloom Weavers Cooperative Society Ltd,
Siddipet, Main Road, Post Siddipet, Medak Dist A.P. - 502 103 A.P.

Type of Goods: Class 24 & 25 Textiles as sarees

Description of Goods: Sarees

Geographical Area: Siddipet, Main Road, Post Siddipet, Medak Dist
A.P. - 502 103, A.P.

Proof of Origin: Siddipet has traditional looms, whose design is more than a century-old. Basking under the glory on par with the weavers of other places, Siddipet weave is popularly known as tie and dye weave. The uniqueness lies in the transfer of design and colouring onto warp and weft threads first and then weaves them together.

Uniqueness: The fabric used for weaving in Siddipet is cotton. Increasingly, the colours themselves are from natural sources and their blends. The count used in weaving in Siddipet handloom saree is 120 / 2. Previously the main handloom variety of Siddipet was Gollabama Saree with Butta designs, but nowadays one cannot see this variety.

23. Name of GI: Budhiti Bell and Brass Craft

Name of Applicant: Sri Vijayadurga Kanchu Ithadi Panivarala Sangham Society, Budhithi Village, Saravakota Mandal, Srikakulam District, A.P. - 532 427

Type of Goods: Handicrafts in Class 6

Description of Goods: Brass Bindelu, Utensils, Flower vases, Bell Mirror, Idols of God & Goddesses

Geographical Area: Budhithi Village, Saravakota Mandal, Srikakulam District, A.P. - 532 427

Proof of Origin: The brass and bell metal activity of the ABC cluster is nearly 200 years old which is concentrated in three separate revenue villages viz., Avalangi, Bhuditi, and Chidipudi. These villages are referred as 'A B C of Brass Ware' by the locals. They are contiguous and border one another. Initially activity was confined to people belonging to "Vishwa Brahmans." People from other castes such as kapus, velmas, segidis, nagapus have also acquired and been involved in this craftsmanship. Presence of metal mirror at the palace (built in year 1818) of King Krishna is an indication of its origin.

Uniqueness: The bindelu has the most unique feature of its shape, construction and the material composition and the black and golden rings that are present on these products. The rings are made by special black powder made from natural resources available locally and does

not contain toxic material. They claim it to be the uniqueness of their craft because of which the Lepakshi, (one of the most famous stores dealing in the crafts of high aesthetic as well as monetary value) is the biggest buyer of their products. Making mirror out of bell metal .The mouth of budithi bindelu (pitcher) Black paint (coating) used in the craft is a very basic technique, plays an important role in giving distinct identity and separates from other similar crafts.

5.2 Note on Potential AP GI

In a project supported by the United Nations Conference on Trade and Development (UNCTAD) in India¹⁹⁵, a potential GI for a health drink has been identified in the state of Andhra Pradesh.

The root of the endemic and endangered *Decalepis hamiltonii* Wight. and Arn. (*Asclepiadaceae*)¹⁹⁶ plant is a source of a health drink for the rural people of the area. The plant is commonly found in Rayalaseema districts of Andhra Pradesh. The drink made from the plant is commonly known as ‘nannari sharbat’ and it is said to have medicinal properties such as providing relief from acidity.¹⁹⁷

¹⁹⁵ SK Soam and M Hussain, ‘Commercialisation of Indigenous Health Drinks as Geographical Indications’ Journal of Intellectual Property Rights Vol. 16 March 2011, pp. 170-175.

¹⁹⁶ C. Sudhakar Reddy, K. N. Reddy, E. N. Murthy and V. S. Raju, ‘Traditional medicinal plants in Seshachalam hills, Andhra Pradesh, India’ Journal of Medicinal Plants Research Vol. 3(5), pp. 408-412, May, 2009 available at <http://www.academicjournals.org/JMPR>

¹⁹⁷ AJ Soloman Raju & K Venkata Ramana, ‘Traditional Preparation of a health drink Nannari Sharbat from the root extract of *Decalepis hamiltonii* Wight. and Arn.’ Indian Journal of Natural Products and Resources, Vol 2(1), March 2011, pp. 121-124.

Currently the drink has a very local base but given its potential and if protected as a GI it can provide the much needed economic and social benefit for the local people who have knowledge of the making of this drink.

In addition, the study on traditional medicinal plants has also revealed the medicinal properties of 48 species belonging to 44 genera under 30 families¹⁹⁸ in the Andhra Pradesh region alone. If these are seen in light of potential GIs then the socio-economic benefits to the local people and protection in light of TK will provide great benefit to the State of AP.

The case of the drink made out of *Asclepiadaceae* is but one of the many potential GIs in the culturally and traditionally rich state of Andhra Pradesh. The Government and stakeholders need to bring about increased awareness amongst all levels to identify and document potential GIs which would have the capability of providing for economic development.

¹⁹⁸ See Sudhakar Reddy et. al. *Traditional medicinal plants in Seshachalam hills, Andhra Pradesh*.