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eBook on Geographical Indications of Telangana

Linking People, Products and Places of Telangana to the World
ACKNOWLEDGEMENT

This eBook on Geographical Indications of Telangana is an outcome of our quest towards improving the visibility of registered Geographical Indications of Telangana by sharing the link between a product and its specific place of origin along with uniqueness and Human skill involved.

We are extremely thankful to our partners Government of Telangana, Telangana State Handicrafts Development Corporation and TS Online for their support in making this eBook and helping us to share it with public and stakeholders.
FOREWORD

Shri K T Rama Rao
Minister for Handlooms &
Textiles, IT, Industries &
Commerce, MA & UD
Government of Telangana

It gives me immense pleasure in bringing this “eBook of Geographical Indications of Telangana”. As we continue to focus in the areas of emerging technologies, we are also aware that our arts, crafts and food play an important role in showcasing values, traditions, achievements and knowledge that Telangana has created.

This discussion on products with regional identity expanded dramatically after the recognition of Geographical Indication (GI) as a distinct form of Intellectual Property Rights under the WTO Trade Related Aspects of Intellectual Property Rights Agreement (TRIPS).

The state of Telangana owing to its rich biodiversity which translates into unique agricultural and agro-food products has immense potential in GIs and should use GI as a strategic instrument to promote our products and must ensure that valuable GI’s do not become generic or semi-generic in export markets. A Geographical Indication signals a link not only between a product and its specific place of origin but also with its unique production methods and distinguishing qualities.

GIs can offer a comprehensive framework for rural development since they can positively encompass issues of economic competitiveness, stakeholder equity, environmental stewardship, and socio-cultural value.

It is important that the artisans, associations, Department of Handicraft, Department of Textile and other stakeholders work in close coordination to monitor, increase market outreach and ensure that authenticity of these GIs are not lost. The Government of Telangana is committed towards promotion of the GIs.

This eBook of Geographical Indications of Telangana aims to sensitize public on GI registered products; the premiums associated with the product and thereby create value for the stakeholders and artisans from the state of Telangana. The book will also promote a new concept of GI tourism by sharing the details on how to visit these places. I thank CII Telangana and TS Online along with all stakeholders who have contributed for this important initiative.
MESSAGE

I am happy to learn that the Confederation of Indian Industry (CII) Telangana Intellectual Property Facilitation Cell has come out with an “eBook on Geographical Indications of Telangana”

We at Geographical Indication Registry, Intellectual Property Office, India are sure that the eBook will enrich peoples understanding on the uniqueness and a rich traditional heritage of production linked to origin.

Geographical indication (GI) has been an important tool to protect agricultural products, foodstuffs, wine and spirit drinks, handicrafts (& Handlooms) by way of registration. A geographical indication right enables those who have the right to use the indication to prevent its use by a third party whose product does not conform to the applicable standards.

GI broadly affects the people and resources of a region, hence it is very important to create a well-structured framework to ensure balance between GI Management and Legal Protection. I believe that this eBook will help people to connect with GI Producers effectively.

I extend my warm greetings and felicitations to the Government of Telangana, CII Telangana, Intellectual Property Facilitation Cell and TS Online for this release.

Shri Chinnaraja G. Naidu
Dy. Registrar of Geographical Indications
Intellectual Property Office,
Government of India
Quotes

Leveraging GIs are going to be one of the important tools towards reviving the handcraft and textile sector and making one self-reliant and towards achieving the vision of a Atmanirbhar Bharat.

- Sri Jayesh Ranjan, IAS
  Principal Secretary, ITE&C,
  Industries & Commerce Departments,
  Govt. of Telangana

We believe that registering GIs for our handicrafts and textiles has helped in the revival of some of the traditional Crafts that are disappearing; but lot more has to be done in terms of promotion for its sustainability.

- Ms Shailaja Ramajyer, IAS
  Chairman & Managing Director,
  TSHDC, Govt. of Telangana

GI products are seen in media limelight only when it is issued GI registration; we must look for creating an online platform helping registered proprietors in branding and business development.

- Mr V Rajanna
  Past Chairman, CII Telangana &
  Senior Vice President &
  Global Head-Technology Business Unit, TCS

GI offers an interesting model for rural development because of their potential to offer basket of possibilities such as economic development, improved local governance, more tourism stemming from heightened recognition of the name and place conveyed through the GI

- Ms Vanitha Datla
  Mentor, CII Telangana Culture and Tourism Panel
  & Vice Chairman & Managing Director
  ELICO Ltd

CII has long been a proponent of GI, as a key towards improving the rural economy of that region; GI products should be promoted aggressively under Vocal for Local initiative as it has been given GI registration because of the credibility it has indicated.

- Mr Krishna Bodanapu
  Chairman, CII Telangana &
  MD & CEO, CYIENT Ltd
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The State of Telangana has rich cultural heritage and is known for its unique traditional arts, handicrafts, traditional foods that has evolved over the centuries. And Geographical Indication (GI) has been an important tool to protect these products by way of registration.

Recognized as one of the oldest forms of Intellectual Property, geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. Since the qualities depend on the geographical place of production, there is a clear link between the product and its original place of production.

**Advantage Geographical Indication**
- It confers legal protection to Geographical Indications in India
- Prevents unauthorized use of a Registered Geographical Indication by others
- It provides legal protection to Indian Geographical Indications which in turn boost export
- It promotes economic prosperity of producers of goods produced in a geographical territory.

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**Geographical Indications of Goods (Registration and Protection) Act**

The Geographical Indications of Goods (Registration and Protection) Act 1999 (the Act) provide for registration of Handicrafts (& Handlooms) as Geographical indications (GI). Handicraft (& Handlooms) is covered under Section 2(f) of the Act which states that "goods" means any agricultural, natural or manufactured goods or any goods of handicraft (& Handlooms) or of industry and includes food stuff.

Handicraft artisans & weavers can be registered as Authorized Users for the registered Geographical Indications as provided under Section 7(3) read with Section 17 of the Act. The Act provides that any person claiming to be the producer of the goods in respect of which a geographical indication has been registered under section 6 may apply in writing to the Registrar in the prescribed manner for registering him as an authorized user of such geographical indication. As on 2 July, 2020, 370 goods have been registered as GI under this act.
Where the Location Lies:
Adilabad is the northernmost district of Telangana; and connects the region with Central and North India. The Dokra Casting is practiced mainly in Ushegoan, Jangaon, Chittalboli and Keslaguda villages which is 59 Kms of Adilabad.

Uniqueness: These crafts are unique in a way that the pieces do not have any joints and hence the objects have an individualistic touch.

Human Skill: Dokra craft making is highly labour intensive as it involves usage of lost wax technique with wide variety of very fine design structures. Even a simple piece requires 4-5 days whereas the complicated designs may require 2-3 weeks.

Info Byte
Dokra, also known as Bell Metal Craft is a tribal craft which is quite popular in tribal regions of Telangana. The Dokra craftsmanship is practiced mainly by Woj Community (also known as Wojaris or Otaris) of the Telangana region.

The making of Dokra crafts involves an ancient casting technique called, lost wax technique, wherein a clay model is made as the core over which wax threads are wrapped around to form a layer, bake the clay mold, allow the wax to flow-out and then pour the molten metal into the mold.

Artisans follow normal traditional process which reflects the product aesthetic and simple. Only pure honeybee wax is used so because of the more strength and flexibility. Each product is unique in design, shape, size and color because mold is used only once for each product and will be broken.

Dokra Crafts are favoured both in the domestic and international market because of its aesthetic and primitive simplicity.

Some of the popular Adilabad Dokra products are idols of tribal god and goddess, bells, folk motifs, anklets, animal figures like elephants, peacocks, horses, bulls, tortoise, rabbits, deer, measuring bowls, lamps and lamp caskets, figurines, drummers, peculiar shaped spoons, and other simple forms and traditional designs.

Visiting Adilabad:
By Air: Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Adilabad city; and is 326 Km.

By Rail: Adilabad is connected to all major cities through rail network.

By Road: Overnight buses by Telangana State Road Transport Corporations and private operators are available from parts.
BANAGANAPALLE MANGOES

Name of Geographical Indication
Banaganapalle Mangoes

Gl Application Number: 241

Type of Goods :
Horticultural Product - Mangoes

Where the Location Lies:
Banaganapalle mangoes are cultivated in Khammam, Mahbubnagar, Medak and Adilabad districts of Telangana. In addition it is grown in Banaganapalle region of Andhra Pradesh.

Uniqueness: Banaganapalle Mangoes can easily be distinguished from other mangoes because of its unique and stable morpho-physiological fruit characteristics.

Agro Climatic Conditions: The agro-climatic factors also contribute to the uniqueness of Banaganapalle Mangoes. Banaganapalle Mangoes grows well in tropical climate. The ideal temperature range for mango is 20°C to 30°C. Dry weather before blossoming is conducive to profuse flowering.

Info Byte
‘Banaganapalle mangoes’ also known as Beneshan, Baneshan, Benishan, Chappatai, Safeda, Banaganapalli, Banginapalli are very much popular and extensively used table fruit all over the world.

It is a variety which thrives well in all dry regions where it has been introduced so far. It grows well in places with rainfall in the range of 75-375 cm per annum and dry season.

The agro climatic and geographical conditions prevailing in Banaganapalle and adjoining areas has given the unique characteristics to ‘Banaganapalle Mangoes’ for more than 100 years.

As per historical record available, Banaganapalle, a town in Kurnool district of Andhra Pradesh was also the capital of a princely state from 1790 to 1948. Being geographically close to seat of rule by the erstwhile Nizam of Hyderabad, and due to Royal patronage, several orchards of Banaganapalle were developed. Over the years, these orchards were famous for the bountiful crop and have evolved as source of several consignments for export.
CHERIYAL PAINTING

Where the Location Lies:
Cheriyal Village is located in Siddipet district of Telangana; and is 140 Km from Hyderabad city.

Uniqueness: These paintings are done on Khadi cloth which runs as a scroll. Hence scroll painting is the prime characteristics of Cheriyal paintings. These scrolls run upto 60 feet depending on the epic. The thematic expression of paintings were Indian folk lore is depicted through colours, costumes and characters heavily reflect the local life style.

Human Skill: Creative expression of the themes; Use of appropriate choice of colours to bring out the desired expression and perfectness of art are some of key aspect which showcases the skills of the craftsman.

Visiting Cheriyal:

By Air: Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Cheriyal through Siddipet. Distance -107 Km

By Rail: The nearest Railway Station is Jangaon. Distance - 31 Km

By Road: Buses by Telangana State Road Transport Corporations and private operators are easily available. Distance - 88 Km

Name of Geographical Indication:
Cheriyal Painting

GI Application Number : 190
Type of Goods: Handicrafts - Paintings

Info Byte

Cheriyal Paintings are a beautiful work of art, expressing the narrative format similar to a film roll or even comic strips by the means of rich color scheme. These paintings are based on the themes from the great epics such as Ramayana, Mahabharata, Sri Krishna Bagawatam, Shivapuram, and Markendeyapuraman. In addition to epic themes, Festival theme and Village theme are very popular.

The origin of Cheriyal 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'.

Employing traditional techniques, Cheriyal paintings are created on cloth that might run to meters in length. Only Scrolls are painted. These scrolls are of Cotton Khadi cloth. This is because Cotton Khadi cloth absorbs starch becomes stiff and forms a good base suitable for painting. In the present day, Cheriyal paintings are done in variety of goods such as masks, marriage gifts, jewellery boxes, brass paintings and greeting card, but not limited to these goods.
**Where the Location Lies:**
Gadwal is situated near the banks of river Krishna and is about 200 Kilometers from Hyderabad City.

**Uniqueness:** The uniqueness of Gadwal Sarees is based on the two main features, namely; Handloom weaving, where no machines are used, and the Horizontal joining/interlocking of the threads of the body with the threads of the pallu of the saree.

**Human Skill:** The entire process right from conception of design, layout, orientation, intricacy, color and actual weaving when performing the Horizontal joining/interlocking of the threads require special and high degree of skill and experience to weave the saree.

**Visiting Gadwal:**
Gadwal is well connected with major cities of the country via regular buses.

- **By Air:** Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Gadwal; and is 153 Km away.
- **By Rail:** Gadwal Station is connected to all major cities of the country through rail network.
- **By Road:** Gadwal is well connected via buses operated by Telangana State Road Transport Corporations as well as and private operators.

**Info Byte**
Gadwal sarees are often regarded as Pooja Sarees by local women who wear them for religious festivals and for traditional functions and occasions.

The origin of Gadwal Sarees can be traced backed 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”.

The production of Gadwal Sarees is very unique and traditional in a way that they are hand woven. After production, each Gadwal Saree undergoes thorough inspection for their quality by the Master Weaver. The Master Weaver is a person who has expert knowledge in all aspects relating to this process of making Gadwal Sarees which include the critical art of visualization of design, their layout, orientation and intricacy in the body, border and pallu of the saree. Only upon the personal inspection of the Master Weaver are the materials made ready for the market.
HYDERABAD HALEEM

Where the Location Lies:
Hyderabad is located in the Deccan Plateau region of India. It is surrounded by Ranga Reddy, Medak and Nalgonda districts of Telangana.

Uniqueness: The special inimitable taste of Hyderabad Haleem is attributed to careful long hours (12 hrs) of cooking using tradition earthen work structure.

Human Skill: It is the unique culinary skill which responsible of special taste of Hyderabad Haleem

Visiting Hyderabad:
By Air: Rajiv Gandhi International Airport, Hyderabad is connect directly with all major domestic and international cities.

By Rail: Hyderabad is connected to all major cities through rail network

By Road: Hyderabad is well connected via buses

Info Byte

Hyderabad Haleem is a meat product especially prepared during the holy Islamic month of Ramzan for consumption after the dawn to dusk fasting (‘roza’). This high calorie stew is considered to be a perfect way to end the fast during the evenings when the fasting culminates.

Haleem literally means ‘patience’ because it involves long hours of preparation. It has essential basic ingredients of Wheat, Ghee and Meat, and various spices, nuts and Basmati rice along with aromatic substances enhances the aroma and taste of the Haleem.

Historically, the origin of Hyderabad Haleem can be traced to the period of Asaf jahi dynasty which began from the year 1724. The Asaf dynasty had 7 prominent rulers, called as Nizams ruled Hyderabad for more than 220 years brought a unique life style in the region including culinary traits. The traditional Hyderabad style of cooking, of which Hyderabad Haleem is an integral part is attributed to its long hours of sustained cooking of food ingredients using low heat.
NARAYANPET
HANDLOOM SAREE

Name of Geographical Indication:
Narayanpet Handloom Saree
GI Application Number:
214
Type of Goods:
Textile - Sarees

Where the Location Lies:
Narayanpet is located in Mehboobnagar district of Telangana.

Uniqueness: The uniqueness of the Narayanpet Cotton Sarees lies in weaving of checks in entire body of Sarees alongwith compulsory borders on both sides of the saree. Alternatively, the uniqueness of the Narayanpet Silk Sarees lies in the compulsory weaving of temple border, and theni pallu which means arrow with both end pointed

Human Skill: The weaving of Narayanpert Sarees required great skills especially in the weaving of the checks in the cotton sarees. Further in silk sarees, weaving of ‘theni pallu’ requires great skill and experience.

Info Byte

The origin of the Narayanpet Sarees can be traced back to the period around 1630 AD, when Chatrpati Shivaji was traveling across the Narayanpet region. After camping for a few days he continued his travels, but he left behind a few weavers who started weaving a unique type of saree which over a period of time became popular and came to be called as Narayanpet Sarees. The knowledge of weaving them is passed on from one generation to the other.

Sarees made of pure cotton, pure silk or mixture of silk and cotton with thread and zari work. Zari border is always in the form of bold ribbon as border and in pallu. There will be a compulsory border on both sides of saree. Water quality in region contributes to quality of color with the sarees.

Visiting Narayanpet

Narayanpet is well connected with major cities of the country via Mehboobnagar through bus. The distance between Mehboobnagar and Narayanpet is 54 km.

By Air: Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Mehboobnagar.

By Rail: Mehboobnagar Station is connected to all major cities of the country through rail network.

By Road: Mehboobnagar is well connected via buses operated by Telangana State Road Transport Corporations as well as and private operators; and is 175 Km from Hyderabad.
Where the Location Lies:
Nirmal is a town and district headquarters of Nirmal District in Telangana.

Uniqueness: Golden color floral designs are made on the furniture which is very important feature to distinguish it from the other furniture. The furniture's made are only from teak wood.

Human Skill: Making of Nirmal Furniture is labor intensive. The skill and creativity of craftsmen are clearly visible in presentation and expression in various facets.

Info Byte
Nirmal Furniture is made of teak wood with Nirmal Paintings, originates from Nirmal, Adilabad district and from city of Hyderabad. These are traditional crafts which reflect the tradition, culture and customs of the people.

The specialty or uniqueness of Nirmal Furniture are only Teak wood used which is highly seasoned teak wood obtained from the local Timber Depots, nearby forests of Adilabad, Nizamabad and Warangal Districts. No nails are used, only wooden pegs are used for assembling the parts of the furniture along with adhesives. The process of finishing the design on the wood is different from the regular furniture making with unique arc. Nirmal paintings will be applied on the furniture which is another unique feature from other furniture.

Visiting Nirmal:
Nirmal is well connected by road through Hyderabad. The driving distance between Nirmal and Hyderabad is 217 km.

By Air: Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Nirmal city; and is 273 Km.

By Rail: No direct connectivity. The nearest Railway station is at Nizamabad which is located at a distance of 55kms.

By Road: Direct buses by Telangana State Road Transport Corporations are available from Hyderabad.
Where the Location Lies:

Nirmal is a town and district headquarters of Nirmal District in Telangana.

Uniqueness: Uniqueness lies in painting process and the base i.e. teak wood used for the painting which gives longevity to the painting. The life of the painting easily comes to 50 years and beyond.

Human Skill: Human skill is required in the best expression of creativity. Traditional imagination and reproduction to get the desired expression required great skill on the part of the artisan.

Visiting Nirmal:

Nirmal is well connected by road through Hyderabad. The driving distance between Nirmal and Hyderabad is 217 km.

By Air: Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Nirmal city; and is 273 Km.

By Rail: No direct connectivity. The nearest Railway station is at Nizamabad which is located at a distance of 55kms.

By Road: Direct buses by Telangana State Road Transport Corporations are available from Hyderabad.

Info Byte

The Nirmal paintings were started and concentrated in Nirmal until Lady Ali Hydri in 1951 brought the artisans to Musheerabad in Hyderabad as the demand for these paintings was more there and since then the Nirmal Paintings are made in Nirmal and Hyderabad. The artisans have imbibed this art of manufacturing from their forefathers and the same is being now practiced from generation to generation.

Nirmal Paintings are special paintings that are made on wood as the medium instead of canvas and/or paper, with the use of nitrocellulose colors and special gold powder. Nirmal Paintings are very unique because of the medium used for painting is wood. The typical characteristic of a Nirmal Painting is that a sketch of the art is traced and then filling of colors is done to make the painting. Also, the appearance looks very beautiful and the finish is very smooth. The life of the painting easily comes to 50 years and beyond.
NIRMAL

TOYS & CRAFTS

Where the Location Lies:
Nirmal is a town and district headquarters of Nirmal District in Telangana.

Uniqueness: These toys are made from ‘poniki’ wood which is locally available in local forests. In addition the use of instruments ‘taapi’ and ‘tochan’ is a very unique feature in the production of Nirmal Toys.

Human Skill: The skilled craftsmanship of the artisans to get the desired expression is critical in making of Nirmal Toys.

Visiting Nirmal:
Nirmal is well connected by road through Hyderabad. The driving distance between Nirmal and Hyderabad is 217 km.

By Air: Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Nirmal city; and is 273 Km.

By Rail: No direct connectivity. The nearest Railway station is at Nizamabad which is located at a distance of 55kms.

By Road: Direct buses by Telangana State Road Transport Corporations are available from Hyderabad.

Info byte

The Nirmal toys are made at Nirmal town in newly formed Nirmal district, located at about 280 kms from Hyderabad. Nirmal toys are delightful expressions of art of natural forms made from the wood of ‘poniki’. These trees are found in the forests and hills adjoining Nirmal. The artisans are not only experienced but are also well versed in the theoretical aspects of the craft. These toys of wood are painted in colors which are very pleasing and appealing to the eye.

The skilled craftsmanship of the artisans and the use of instruments are a very unique feature in the production of Nirmal toys. Nirmal toys are unique, being light in weight, not easily breakable. They depict natural forms such as birds, animals, fruits, vegetables, etc. Bamboo sticks acts as the joining material between two wooden blocks. Only natural colors are used which are prepared by the artisans themselves from locally available material like flowers of moduga tree, bark of pomegranate tree, indigo plant, turmeric, etc.
PEMBARTHI METAL CRAFT

Name of Geographical Indication: Pembarthi Metal Crafts

GI Application Number: 194

Type of Goods: Handicraft

Where the Location Lies:
Pembarthi Metal Craft is a popular metal handicraft made in Pembarthi of Jangaon district of Telangana.

Uniqueness: The uniqueness of Pembarthi Metal Craft lies in the fact that it is carved by hand, on ten gauge metal sheets. No machine or dye is used is making of Pembarthi metal crafts.

Human Skill: Pembarthi metal craft making is highly labour intensive and expertise is required in drawing sketch on paper an then embossing it on brass metal sheet, fixed on lakka.

Visiting Pembarthi:
Pembarthi village situated about 80 km from Hyderabad.

By Air: Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Adilabad city; and is 180 Km.

By Rail: Only one direct train from Pembarthi to Hyderabad is available. The other nearby station is Jangaon which is well connected to major cities through rail network.

By Road: Direct buses by Telangana State Road Transport Corporations are available from Hyderabad.

Info Byte
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 work-men called Vishwakarmas.

The metal craft work is made of pure brass. For certain pure decorative items silver coating is given upon the brass ware. The range of goods produced vary from all type of intricate brass ware, temple pooja and utility items, temple utsavas, vigaras etc., household items & containers, decorative items, wall hangings and panels.
POCHAMPALLY IKAT

Where the Location Lies:
Pochampally ikat is produced in at least 40 villages within 70 Km radius of Hyderabad, in the adjoining districts of Nalgonda and Warangal including Pochampally, where ikat textiles are woven. In these villages, ikat weaving is the way of life with every member of a family, being involved at one stage or another.

Uniqueness: The sequential method of its production, the sequence of tying (or wrapping) and dyeing section of bundled yarn to a predetermined color scheme prior to weaving is unique with the craft.

Human Skill: The Pochampally ikat products are handcrafted to perfection by skilled artisans who are endowed with critical skills in intricate designs, having decades of experience behind them in their respective field.

Visiting Pochampally:
Pochampally is located just 50 Km from Hyderabad city.

By Air: Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Pochampally.

By Rail: Pochampally has no direct rail connectivity. Bibinagar is the nearest railway station.

By Road: Pochampally is directly connected by road through Telangana State Road Transport Corporations and private operators.

Info Byte
Pochampally ikat is a weaving style that employs resist dyeing technique to impart colors to the yarns before their interlacement. It allows the dye to penetrate into the exposed section, while the tied section remains undyed.

Pochampally ikat is visually identified by the ‘chowkra’ design which is a diamond within a square, or its derivatives, having diffused edges.

It is made of natural materials such as cotton or silk or a combination of both. The fabric so woven has been used as Sarees for centuries, and is now also used for furnishing, textile and textile goods. Various design patterns of single ikat, double ikat, chowkra design with different shapes are the varieties produced from villages spread over the districts of Nalgonda and Warangal in the State of Telangana.

One can visit the Pochampally Handloom Park at the Pochampally village to get a look and feel of the making process of the product.
Siddipet is famous for Gollabama sarees which are unique for their inlay technique and motifs. These sarees get their name from the decorative motifs that are used - the Gollabama (figure of a milk maid carrying milk pot on her head and one in her hand). This motif of Gollabama is an essential element, woven compulsorily in the pallu of all Siddipet Gollabama Sarees.

The motifs are said to have been inspired by the charm of the women of the golla (cattle-rearing) community - dressed in their brightly hued skirts and veils carrying pots of milk and curd. The intricate Gollabama sarees are neither embroidered nor printed but are meticulously woven into the border of the saree.

Siddipet Gollabama cotton sarees are rough in texture but comfortable to wear. The sarees are very smooth and have a nice finish ad glaze in them.

Siddipet handlooms are renowned for the durability of the colours that are used in the yarn. The handlooms of Siddipet are hand-woven, and the frame looms are mostly used for weaving. Apart from sarees, the handlooms in the region also produce towels, bed sheets, pillow covers, and other cloth material used for decorative as well as interior purposes in homes.

Visiting Siddipet
Siddipet is around 103 Km from Hyderabad.

By Air: Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Siddipet; 148 km

By Rail: The nearest Railway station is Karimnagar which is located at a distance of 47 Km.

By Road: The city is easily accessible via buses operated by Telangana State Road Transport Corporations and private operators, 103 Km.

Where the Location Lies:
Siddipet, now a district headquarters in the State of Telangana is the centre of Siddipet Gollabama Saree weaving. However, the area of production includes Kondapakka and Dubbaka villages.

Uniqueness: It lies in the compulsory presence of Gollabama motif; which is woven using bare hands, by highly skilled and experienced weavers. No other saree either in the country or elsewhere incorporate these aspects.

Human Skill: The skill lies in the act of hand weaving of the Gollabama into the saree, which is already woven on the hand loom. In addition, the conception of design, its layout, orientation, choice of colours for the body, pallu, border and the Gollabama requires great creativity experience, skill and patience on the part of the weaver.
Name of Geographical Indication: Silver Filigri of Karimnagar
GI Application Number: 53
Type of Goods: Handicrafts - Decorative Silver Items

Where the Location Lies:
Karimnagar is a city situated on the banks of Manair River, in Telangana. The origin of the Silver filigree craft can be traced to Elegandal, a village located 10 Kms from Karimnagar.

Uniqueness: The main uniqueness lies in the intricacy of the silver metal being made in thin wire and then twisted to give various design. Each item is distinct, elegant and masterpiece.

Human Skill: Silver filigree work is a delicate form of metal art and requires physical effort to a large extent. The incredible craftsmanship is quite evident once we take a close look into the detail that has gone into creating the item.

Info Byte
Filigree, called earlier as filigrann or filigrene represents a delicate form of jewellery metalwork, which is usually made of gold and silver. The pieces of work are accompanied by tiny beads or twisted threads, or both of these in combination. These are soldered together to the surface of a same metal object and arranged in the form of artistic motifs.

Karimnagar derives its name from Syed Karimuddin, a Qulidar, and is known as a Centre for Vedic learning from ancient times.

Karimnagar has long been known for its exquisite Silver Filigree work, which was started nearly 200 years ago in the Elegandal town. 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.

The popular silver filigree items are traditional paandans, jewelry boxes, Spoons, cigarette cases, buttons boxes, ashrayats, vases and replicas of Charminar and motifs of birds and flowers are extensively used in these intricate carvings. The designs of leaves, flowers, trees, animals and birds seem to be predominant.

Visiting Karimnagar:
Karimnagar is situated 150 Kms from Hyderabad.

By Air: Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Karimnagar, 184 km

By Rail: Karimnagar is well connected to all major cities through rail network

By Road: The city is easily accessible via buses operated by Telangana State Road Transport Corporations and private operators, 164 Km.
**WARANGAL DURRIES**

**Name of Geographical Indication:** Warangal Durries  
**GI Application Number:** 523  
**Type of Goods:** Textiles - Durries

**Where the Location Lies:**  
Warangal is a major city in Telangana and is situated at a distance of 150 Km towards north-east from Hyderabad. Warangal Cotton Durries production is mainly carried out in Kothawada area of Warangal. The other adjoining area of production includes Kanchanpally, Kareemabad, Parkal, Rallakunta, Rayaparthi, Parthipaka and Venkateshwarapally.

**Uniqueness:** Warangal has long been an important durrie-weaving centre with a strong local flavour. The weavers made their mark abroad with their fine work. A specimen of this belongs to 18th or 19th century, is available in South Kensington museum and the story go that when it was being woven.

**Human Skill:** The skill of the Warangal weavers is visible in their specific designs which are authentic to the region. It places Warangal Cotton Durries in a unique position among all other durries.

**Visiting Warangal:**

**By Air:** Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Warangal city, and is 174 Km.

**By Rail:** Warangal is connected to all major cities through rail network.

**By Road:** Buses by Telangana State Road Transport Corporations and private operators are available from parts; 145 Kms.

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**Info Byte**

Warangal Durries can be characterized as multi-colored durries woven using the weft interlocked technique.

The making of Warangal famous in Durries making can be attributed to availability of Cotton in Warangal coupled with presence of spinning mills like AzamJahi Mills. It helped Warangal as natural habitat for cotton based weaving industry especially durries and their development.

Therefore art of weaving here is naturally developed and passed on to next generations. Availability of skilled weavers, who have taken this profession hereditarily, is significant for the growth of cotton durries.

Over years, the weavers have adapted and started implementing ikat techniques of patterning yarn and kalamkari prints.

The designs that are characteristic of Warangal durries are geometric, angular motifs used in tapestry weave structures, colored horizontal stripes used in jamkhans and shatranjis and the mihrab motif in the jainamaaz.
PUTTAPAKA

TELIA RUMAL

Name of Geographical Indication: Puttapaka Telia Rumal
GI Application Number: 599
Type of Goods: Textiles

Where the Location Lies:
The main area of production Puttapaka Village is located 36 kms from its main city Nalgonda.

Uniqueness:
These crafts are unique in a way that the pieces do not have any joints and hence the objects have an individualistic touch.

Human Skill:
Puttapaka Telia Rumal is very intricate and labor intensive.

Visiting Puttapaka:
Puttapaka can be reached via Nalgonda, which is about 100 Km from Hyderabad city

By Air: Rajiv Gandhi International Airport, Hyderabad is the nearest airport connecting Nalgonda city, and is 115 Km.

By Rail: Nalgonda is connected to all major cities through rail network

By Road: Overnight buses by Telangana State Road Transport Corporations and private operators are available from parts.

Info Byte

Puttapaka Telia Rumal is known throughout the world for its elegant design, patterns and natural dyeing methods. Infact Puttapaka Telia Rumal refers to the oily touch of the cloth.

The making of Puttapaka Telia Rumal involves a very old and traditional method of production. It includes gingelly oil and natural vegetable dye which gives it a distinct and unique quality in the form of its texture and smell.

The pattern in the Puttapaka Telia Rumal consists of a variety of images, based around the sub-divisions of a square. The initials pattern used were strictly geometric however over a period of time started incorporating figurative designs. The traditional Puttapaka Rumal is restricted to only 3 colors viz. shades of red, white and black, sometimes with a hint of yellow to orange or pink.
FAQs on Geographical Indications

What is an appellation of origin?
An appellation of origin is a special kind of geographical indication used on products that have a specific quality that is exclusively or essentially due to the geographical environment in which the products are produced. The concept of geographical indication encompasses appellations of origin.

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 a registered proprietor of a geographical indication?
- Any association of persons, producers, organization or authority established by or under the law can be a registered proprietor.
- Their name should be entered in the Register of Geographical Indication 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.
- It must be in respect of 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?
The persons dealing with three categories of goods are covered under the term Producer:
- Agricultural Goods includes the production, processing, trading or dealing.
- Natural Goods includes exploiting, trading or dealing.
- Handicrafts or Industrial goods include making, manufacturing, trading or dealing.

Is a registration of a geographical indication compulsory and how does it help the applicant?
- Registration is not compulsory.
- 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 the exclusive right to use the geographical indication.

Who can use the registered geographical indication?
An authorized user has the exclusive rights to the use of geographical indication in relation to goods in respect of which it is registered.

How long the registration of Geographical Indication is valid?
The registration of a geographical indication is valid for a period of 10 years.

Can a Geographical Indication be renewed?
It can be renewed from time to time for further period of 10 years each.

What is the effect if a Geographical Indication if it is not renewed?
If a registered geographical indication is not renewed it is liable to be removed from the register.
When is a registered Geographical Indication said to be infringed?

- When an unauthorized user uses a geographical indication that 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 mislead the public as to the geographical origin of such goods.
- When the use of geographical indication result in an unfair competition including passing off in respect of registered geographical indication.
- When the use of another geographical indication results in false representation to the public that goods originate in a territory in respect of which a registered 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 a registered authorized user be removed from the register?
Yes. The Appellate Board or the Registrar of Geographical Indications has the power to remove the geographical indication or an authorized user from the register. Further, on application by an aggrieved person action can be taken.

How a geographical indication is different 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 an indication used to identify goods having special characteristics originating from a definite geographical territory.
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