



## Chendamangalam Saree: Kerala

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### Why in News

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The **Care 4 Chendamangalam (C4C)** initiative is supporting the **2018 Kerala flood-affected weavers**.

### Key Points

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- **Kerala Kasavu Sarees:** The term kasavu refers to the **zari (gold thread) used in the border of the Kerala saree**. The identity of the saree comes from the geographical cluster they are associated with.
- **Geographical Clusters:** The Indian government has identified three clusters in Kerala - **Balaramapuram, Chendamangalam and Kuthampully** - that have been given a **Geographical Indication (GI) tag**.

- **Chendamangalam Saree:**



- **Features:**
  - It is **recognisable by its *puliyilakara* border**, a thin black line that runs side by side with the sari's selvedge.
  - It has **extra-weft *chuttikara* and stripes and checks of varying width**.
- **History:**
  - It is widely believed that **weaving in Chendamangalam was introduced by the Paliath family**.
  - Called the **Paliath Achans**, the family was hereditary to the prime minister post to the Maharaja of Cochin, having been associated with Chendamangalam from the **16<sup>th</sup> century onwards**.

- **Other GI Tagged Products from Kerala:** Kasaragod Sarees, Pokkali Rice, Nilambur Teak, Wayanad Robusta Coffee, Tirur Betel Leaf, etc.

## **Geographical Indication**

- GI is an indication used to identify **goods having special characteristics originating from a definite geographical territory.**
- The **Geographical Indications of Goods (Registration and Protection) Act, 1999** seeks to provide for the registration and better protection of geographical indications relating to goods in India.
  - The Act is **administered by the Controller General of Patents, Designs and TradeMarks-** who is the Registrar of Geographical Indications.
  - The **Geographical Indications Registry** is located at Chennai.
- The registration of a geographical indication is **valid for a period of 10 years.** It can be renewed from time to time for a further period of 10 years each.
- It is also a **part of the World Trade Organisation's Trade-Related Aspects of Intellectual Property Rights (TRIPS).**

**Source: TH**