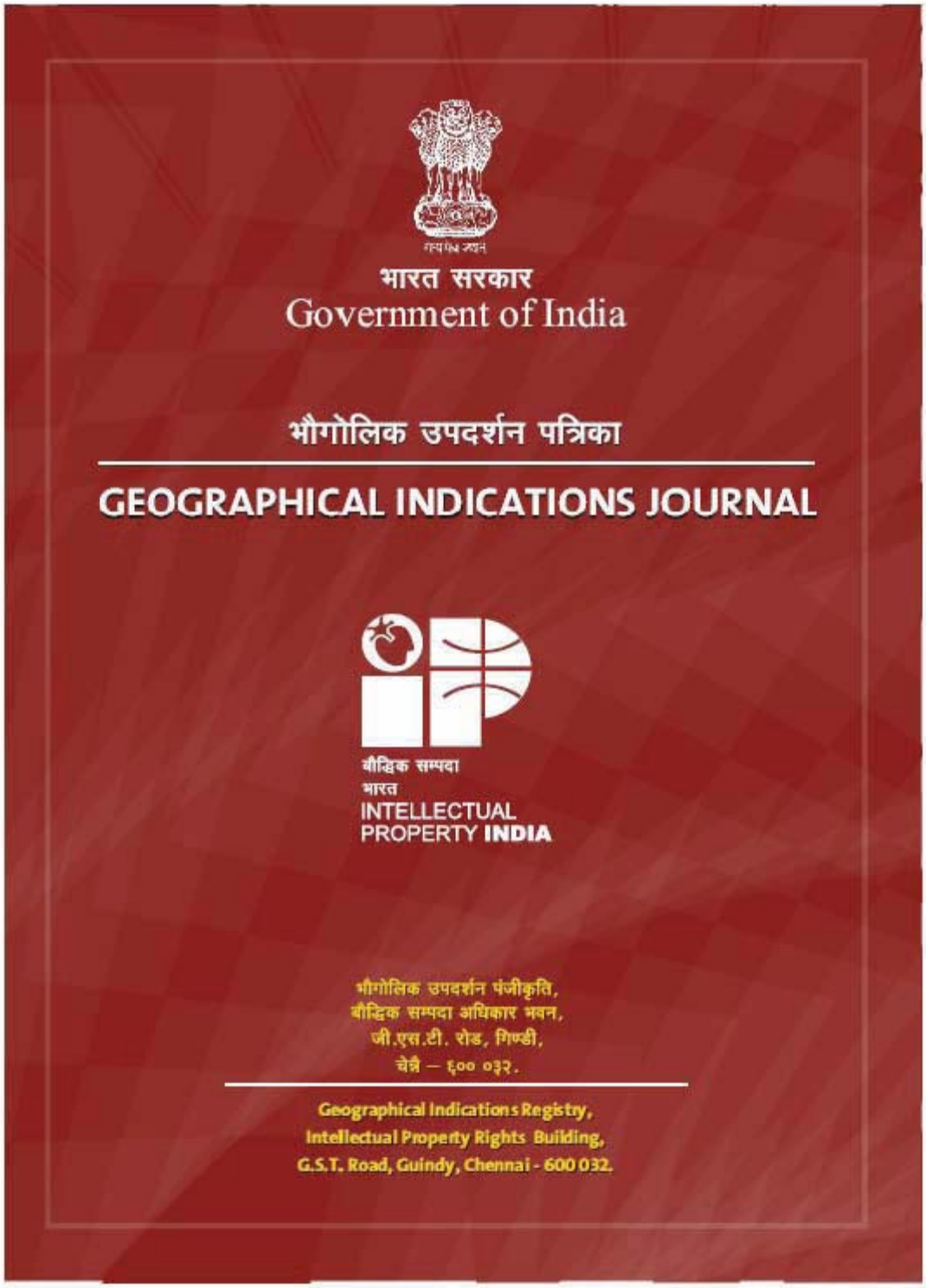
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Geographical Indications Registry,
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GOVERNMENT OF INDIA
GEOGRAPHICAL INDICATIONS
JOURNAL NO. 137

MAY 29, 2020 / JYAISTHA 08, SAKA 1942

INDEX

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 137 of the Geographical Indications Journal dated 29th May, 2020 / Jyaistha 08, Saka 1942 has been made available to the public from 29th May, 2020.

NEW G.I APPLICATION DETAILS

App.No.	Geographical Indications	Class	Goods
665	Bakhira Metal Product	21	Handicraft
666	Banda Shazar Patthar Craft	14	Handicraft
667	Nagina Wood Craft of Uttar Pradesh	20	Handicraft
668	Pratapgarh Aonla	31	Agricultural
669	Nagri Dubraj	30	Agricultural
670	Amroha Dholak	15	Handicraft
671	Mahoba Gaura Patthar	14	Handicraft
672	Hathras Hing	30	Food Stuff
673	Mainpuri Tarkashi	20	Handicraft
674	Sambhal Horn Craft	20	Handicraft
675	Kanyakumari Cloves	30	Agricultural
676	Bengal Muslin	24 & 25	Textiles
677	Patchwork of Rampur	24, 25 & 26	Textiles
678	Bareilly Terracott	21	Handicraft
680	Myndoli Banana	31	Agricultural
681	Morena Gajak	30	Food Stuff
682	Assamese Gamocha	24 & 25	Textiles
683	Osmanabadi Goat	31	Agricultural
684	Spiti Chharma (Seabuckthorn)	31	Agricultural
685	Alibag White Onion	31	Agricultural
686	Attappady Aattukombu Avara	31	Agricultural
687	Attappady Thuvara	31	Agricultural
688	Bhandara Chinnor Rice	31	Agricultural

PUBLIC NOTICE

No.GIR/CG/JNL/2010 Dated 26th February, 2010

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

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

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

Registrar of Geographical Indications

G.I. APPLICATION NUMBER – 642
Application Date: 14-01-2019

Application is made by The Harmal-Pernem Chilli (Mirchi) Growers Association at H. No. 164, Deulwada, Harmal, Pernem – 403 524, Goa, India for Registration in Part A of the Register of **Harmal Chilli** under Application No. 642 in respect of Chilli falling in Class – 30 is hereby advertised as accepted under Sub-section (1) of Section 13 of Geographical Indications of Goods (Registration and Protection) Act, 1999.

A) Name of the Applicant : The Harmal-Pernem Chilli (Mirchi) Growers Association

B) Address : The Harmal-Pernem Chilli (Mirchi) Growers Association, H.No.164, Deulwada, Harmal, Pernem – 403 524, Goa, India.

Facilitated By:
Patent Information Centre (PIC), Department of Science & Technology (DST), Government of Goa, India.

C) Name of the Geographical Indication :

HARMAL CHILLI

D) Types of Good : Class 30 - Chilli

E) Specification:

Harmal Chilli is famous variety of chilli grown in the Harmal village in Pernem Taluka located in North District of Goa. It is one of the most important spice crop of Goa. The chilies being grown extensively and in a traditional way in the Harmal village, named after village name as Harmal Chilli and in local language called as Harmalchi Mirsank in the local market.

This chilli is known for its spicy taste compared to other Goan chilli varieties and high colour value. The Harmal chillies are reddish-brownish in colour with a short in length. It is medium to highly pungent in taste and gives strong taste and Colour when added to food preparations and recipes in a small quantity. This chilli has good keeping shelf life and can be stored for longer duration. It is small to medium in size, approximate 2.7 to 3.7cms and diameter ranges from 1.1 to 1.4cms.

The Harmal Chilli is considered to be famous amongst other chillies available in Goa due to its important qualities which are not found in other chillies grown in Goa. This chillies grown on lateritic soil with PH value of 5.5 to 6.5, and also contains rich minerals such as Iron, Manganese and Copper. As per the discussion with the older people of the village, Harmal chillies have been cultivated in Harmal village from years and each house hold was involved in Harmal Chilli

cultivation in a traditional way thus supporting its conservation. In order to promote the value addition and enhance the cultivation of traditional variety of Harmal chillies in the village.

- Grown in Harmal Village and its surrounding areas in Pernem block of Goa.
- Grown on the local area (farming area) of Harmal village after kharif paddy as a irrigated crop.
- Local soil and climatic condition of Harmal village have the key factors to decide the quality of the chillies.
- Known for its medium to high pungency level and is the reason famous for its spice factor, as Goans prefer medium to spicy food.
- Though outer cover is thin, the stalk is strong and enhance the keeping quality (shelf-life).
- The average length of the chilli is 2.7 to 3.7cms with diameter ranges from 1.1cms to 1.4cms.The Colour of the Chilli is reddish - brownish with a non wrinkled skin texture.
- Chilli fruits contain large quantity of seeds and hence yield good quantity of chilli powder and supports its characteristics of colour and pungency.
- Gives a good spicy taste due to pungency level to various food upon using hence small quantity of powder is sufficient in food preparation.

Chemical Composition of Harmal-Chilli

Particulars	Content (g/100g)
Moisture	5.56 %
Ash	7.01%
Fat	12.69 g/100g
Protein	13.52 g/100 g
Carbohydrate	61.22 g/100 g
Energy(K cal)	413.17 Kcal /100 g

Bio-Chemical Characters of Harmal Chilli

PARAMETERS	UNIT OF MEASUREMENT	TEST RESULTS
Colour Value	ASTA method	48.8
Capsaicin	HPLC method	0.18%
Pungency	SHU	28,200

Nutrient Content of Harmal- Chilli)

Nutrient	Value(mg/100g)
Nitrogen	2.16 %
Phosphorus	3083.40 mg/kg
Potassium	10942.65 mg/kg
Magnesium	778.24 mg/kg
Calcium	1803.60 mg/kg
Zinc	18.84mg/kg
Copper	10.44 mg/kg
Iron	247.98 mg/kg
Manganese	39.21 mg/kg
Sodium	196.49 mg/kg

Physical and Chemical Characteristics of Harmal Chilli

Characteristics	Range
Shape	The fruits are semi dropping and solitary narrowly triangular in shape.
Colour	Reddish-Brownish
Taste	Highly Pungent
Organoleptic quality	Satisfactory

Added Synthetic Colour	Not Detected (shall be free from extraneous colouring matter
Moisture	3.45 % by wt. (not more than 11.0% by wt.)
Non-volatile ether extract(on dry basis)	13.97% by wt.(not less than 12%(on dry basis)
Total Ash(on dry basis)	6.64% by wt.(not more than 8.0% by wt.)
Ash Insoluble in dil HCL(on dry basis)	0.08 % by wt. (not more than 1.3 % by wt.)
Zinc(mg/kg)	18.84 mg/kg (50.00 mg/ kg Max)
Copper(mg/kg)	10.44 mg/kg (30.00 mg/kg Max)

F) Description:

The Harmal Chilli is considered to be famous amongst other chillies available in Goa due to its important qualities which are not found in other chillies grown in Goa. This chillies grown on lateritic soil with PH value of 5.5 to 6.5, and also contains rich minerals such as Iron, Manganese and Copper. As per the discussion with the older people of the village, Harmal chillies have been cultivated in Harmal village from years and each house hold was involved in Harmal Chilli cultivation in a traditional way thus supporting its conservation. In order to promote the value addition and enhance the cultivation of traditional variety of Harmal chillies in the village.

Botanical name : Capsicum annum L
Local Name : Mirsang, Mirchi
Kingdom : Plantae
Family : Solanaceae
Genus : capsicum

Harmal Chilli Plant is a sub-herb; plant are herbaceous or semi-woody annuals or perennials. The Plant has upright habit, grows up to the medium height on an average 100 cm in length and has narrow spread. The Plant has angled stem with pubescence. Leaves are lanceolate in shape, tapering to a sharp point measuring up to 8-10cms.

Leaves dark green on the upper surface and pale green on the lower surface. The flowers are small, white and borne singly in the axils of the leaves. Flowering occurs after a span of around 25-30 days after transplanting. The fruits are semi dropping and solitary narrowly triangular in shape.

Length of the pod is up to 2.7 to 3.7 cms. Each plants bears approximately 400-500 flowers per plant with yield of around 250-300 fruits per season. Fruiting time start after 40-50 days after transplanting and continue till May first week in summer if spread properly. Therefore flowers and fruits co-exist from March to May. Harvesting starts from March and end with peak harvesting period from April end to May first fortnight.

People from Harmal / Pernem Chilli Growers association or local farmers from village follows the same unique pattern of cultivation from years, which their ancestors have initiated. These particular Harmal Chillies are cultivated all over the entire village. Due to its special requirement with respect to soil factor of Harmal village which is moist, lateritic, the high humid conditions directly influence the pungency & colour value.

1. Harmal chilies are grown only for dry usage purpose either by making powder as a whole or mix and blended with other masala in diff proportion to suits Goan diff cuisine such as chicken xacuti masala, garam masala for khatkhate and rechad masala (fish masala)
2. Harmal chilli have got the colour value of 48.8 (ASTA) with 0 .18 % capsaicin value and pungency of 28,200 SHU. The Goan local people traditionally prefer medium to spicy food and the above Pungency level gives the perfect medium spicy blends to Goan cuisine.

3. The chillies are red with ASTA colour value of 48.8, which defines quality of food and thus gives the traditional recipe colour by adding little quantity.
4. Harmal Chilli contents high protein of 13.52 % along with magnesium (778.24mg/kg) calcium (1803.60 mg/kg) potassium (10942.65%) phosphorus (3083.40mg/kg) etc. and also contents Zinc, Copper and Iron in good quantities being essential for human being development.
5. Though thin outer cover, the stalk is hard supporting enhancement of the keeping quality of the raw chillies for processing later after monsoon season for fresh flavor of the masala.
6. The fruits are deep red-brown in colour on maturity and non-wrinkle skin surface even after dried.
7. Harmal chillies occupies important place in Goan diet and is an indispensable item in the kitchen as it is consumed daily as a condiment in one form or other.
8. Harmal chilli is cultivated and made available mainly in entire North Goa District, Harmal chillies requires a warm and humid climate for its growth and dry weather during its maturation , lateritic sandy soils are ideal with PH from 5.5 to 6.5 little acidic are found good under irrigated conditions.

G) Geographical area of Production and Map as shown in page no: 17

Goa is a small State of India and Harmal is the village in Pernem Taluka of Goa. Harmal is the coastal village in the Pernem Taluka which is located on the western sea board of India, as the northernmost Taluka of State Goa. North District have total geographical area of 1736 sq. kms (670sq.mi).

The geographical boundaries of the production area of Harmal Chilli in Harmal village lies between latitudes $15^{o}40'22"$N and $15^{o}41'48"$N and Longitude $73^{o}41'52"$E and $73^{o}44'41"$E in the Pernem Taluka which lies between Latitude 15°36'30"N and Longitude 15°48'02"N and Longitude 73°40'30"E and 73°57'30"E.which is in North District of Goa and the District lies between latitude 15°16'30"N and 15°48'15"N and Longitude 73°40'30"E and 74°17'15".

H) Proof of Origin (Historical records):

Chillies crop (both hot and sweet pepper) was first introduced by Portuguese to India more particularly to Goa. Chillies were introduced in India by the Portuguese about 400 years ago. Chillies are later named based on its place of cultivation, usage, pungency etc., In Goa, Goans consumes chillies in different kinds of food preparations. The Chilli occupies an essentially vital and permanent place in Goan cuisine. Except for the occasional sweets, no dish in a meal is considered complete without Meeth Mirsangie (salt and chilli paste). Chilli is considered as important ingredient in Goan food. Several varieties of chillies are produced and available in Goa. Amongst which Harmal chilli is famous for its medium to high pungent level.

Harmal is the coastal village situated in Pernem Taluka of North Goa district in the State of Goa. The village is located around 8.85 km from the main town of Pernem and is situated approximately 35.06 km from the State capital Panaji. Harmal local language is Konkani. And total village population is 5300. The spicy pungent Harmal chilli is famous from over years and named after the village. “Harmal Chilli” named after its place of cultivation in Goa. Though it is not exactly clear when Harmal chilli cultivation began in Harmal area. According to folk tales, chillies were being cultivated in this area about 150-200 years ago. Since over years Harmal Chilli has been famous for spicy and highly pungent chilli in all Goan Markets.

I) Method of Production:

The Harmal/Pernem Chilli growers Group in Harmal Village in Goa is the group of farmers who are actively involved in cultivation and conservation of Harmal chillies since generations. The

growers adopt the traditional practices of cultivation of Harmal Chilli. The Harmal chillies are unique with respect to its size and skin texture. This chilli gives spicy taste when added to various food preparations and recipes. The people are cultivating this local chilli variety in almost every household.

The hot and humid atmosphere required for chilli cultivation is dominantly available in Pernem Taluka, considering its proximity to sea, the climate elements such as temperature, humidity of Harmal Village is not only quite favorable for growth, development and yield of Chilli but also supports pest and diseases control, if proper time of plantation is maintain. The quality of Harmal Chilli leads to superiority, due to good and favorable climatic factor. Harmal Chilli is having its outer cover thin with good quantity of seeds. As its powder does not attract insects, pests and hence can be stored for longer duration. The soil factor of Harmal village which is lateritic and impact of coastal area and climatic condition which is high humid during maturation of chilli gives enhancement for its proper maturation and helps in maintaining the chemical components of the chilli.

The details of the traditional process / practice of chilli cultivation followed by the community are as given below.

a. Seeds conservation.
   Seeds conservation practice is followed by each farmer individually by selecting quality fruits with respects to its size, colour and appearance and pest and disease free. The selected fruits for seeds purpose were dried separately in open sun and stored in plastic wrapper in airtight copper vessels which opens only at the time of land preparation work start for seed sowing of next season wherein seeds separated from the fruits to put in for one or two day sun drying before sowing.

b. Field preparation:
   Land preparation starts during the month of December. The land required for nursery bad preparation is irrigated twice i.e. one week prior to seed broadcasting for facilitating tillage purpose and two days before for proper bed preparation are propagated through seeds which are first sown in nursery beds to raise seedlings. Sizes of seed beds vary greatly depend on every one requirement and normally 1.00 to 1.5 mt widths to facilitate proper post seed sowing activities. Once the chilli seeds are broad casted in the field for making the nursery beds. Seeds are covered with thin layer of soil and entire bed is covered with coconut palm dry leaves to avoid seeds displacement and proper moisture retention for germination of seeds. Watering is done regularly either early morning or late in the evening till it attains seedlings stage. Seeds take about 12-15 days to germinate.

c. Seedling raising:
   Seeds were sown on raise beds prepared by mixing dry cow dung and or dry ash covered with thin layer of soil and covered with coconut dry leaves to avoid direct water contact with sown seeds, so as to avoid its displacements for proper n uniform seedling raising. Proper care is taken so that the seed beds should be protected from being attacked by insects. Cow urine or garlic paste water is sprayed to serve the purpose. From the beginning of cultivation of Harmal Chilli till the end process farmers plans everything in proper way, and time, so that to gain a better output. Improper planning or management lead to big issues with chilli production and can become one of the most troublesome problems to chilli farmers. By affecting the yield while applying pesticides proper chemical proportion ratio to be maintained which farmers keep proper track so that chilli crops/fruits should not spoil or damaged.

d. Transplanting:

Transplanting of the chilli seedlings is done after 40-45 days or when seedlings are about 20 to 30cm tall on well-prepared land i.e. on flat bed or on ridges and furrows while keeping a distance of 30 to 40cm between plants spacing. The distance of one-meter broad is kept in between bed or rows to facilitate collection of fruit and other manual operations such as weeding. Before transplanting the seedlings, the land is irrigated twice i.e. one week prior and two days before transplanting. And then the ridges are digged fertilizer basal dose mix in dry ash or dry cow dung is applied before plantation and the transplanting of the seedlings is done on the land. Watering is done immediately after transplantation and regularly for first 15 days. About 75 to 100 square meters of nursery and 1 to 1.5 kg seeds is required to transplant 1 hectare of Chilli. After completion of fifteen days the earthing up is done after weeding with recommended fertilizer dose. Watering is done on alternate basis regularly except during fertilizer dose (regular watering is required for 3-4 days during fertilizer application) till the harvesting stage.

e. Fertilizer application:

The farmers also follow a unique practice for applying fertilizers, fertilizer is thoroughly mixed in dry ash or dry cowdung and applied in the rootzone of crop after doing a weeding and earthing up by traditional implements called "kudal"

The earthing up helps to give the support for chilli crop for firm standing to be capable to hold the weight of increased vegetative growth followed by flowering and of fruiting. And mixing of fertilizer in dry ash and or dry cow dung helps to release the fertilizer slowly and properly at the root zone avoiding any wastage by leaching by holding the required soil moisture.

Fertilizer/Pesticides:-

Fertilizer used in the production of Harmal Chilli is as follows:

Sr. No	Fertilizer/Pesticide	Schedule
1	Farm yard Manures/ Dry ash or Cow dung manure	At the time of transplanting (Basal Dose)
2	Samarth(10:26:26)	
3	Urea	
4	Urea(During Earthing Up) 10.26;26 mix with dry ash or dry cow dung	15-20 days after Transplanting
5	Cow urine / Garlic paste water Neemazole (Pesticide)if required As per incidence of pest	Spraying of Neemazole (5ml/1litre)of water

Pesticides:-

The one more common practices farmers were adopting is using of garlic water spray for pest and disease control, wherein garlic used is crushed and sieved in masculine cloth by adding required quantity of water. However, considering the cost of garlic many farmers opted for cow dung urine as alternative pesticides as a precautionary measure.

f. Flowering:

The flowering of Harmal chilli commences 25-30 days after transplanting with a peak flower production at 40-50 days after transplanting. On an average, Harmal Chilli produces about 450-500 flowers per plant. There are chances of pest infection to flowers/fruits therefore proper spraying of Neemazole at right time is required and farmers in this area are skilled farmer who use proper pest sprayer at right time and protects their plants from getting infection. Traditionally farmers used to apply garlic paste water .but now day's farmers are using cow urine or neem based pesticides and hence maintained good quality of chilli production.

g. Root-sysytem:
The Harmal village soil is not dry and not wet. It is moist in condition which gives the root zone exact moisture in depth of the roots. An application of organic manures and fertilizers enhances root activities.

h. Harvesting:
Harvesting also play unique role , harvesting is done either early morning or late evening and harvested crops is kept in open for overnight and next day morning washed thoroughly in water and put for drying in open sun on a pre clean surface area. Keeping for overnight helps to get the required maturity and color before sun drying. Proper sun drying for 7-8 days are essential in a continued manner and later depends on its usage. if to be preserved for next season same need to be dried properly and to be kept in air tight container away from moisture initiating areas.

The chilli fruits are ready for harvest in about 3- to 31/2 months. Harvesting season for Harmal chillies starts from March second fortnight till May. It is done when the fruits are well ripened and partially withered on the plant. Harvesting is done during early morning so that less chances of breakage during plucked. While harvesting fruits, care is taken while holding stalks firmly and fruit is pulled upward gently, breaking the base of the stalk. The fruits are plucked by hand in ripe or nearly ripe stages along with the fruit stalks at regular intervals. The care should be taken that the fruit should not be over ripened.

i. Drying in the sunlight:
The total duration of Harmal chilli crop is 140-150 days. By the end of May full chilli process comes to end. Farmers of Harmal village totally engaged in chilli production from December to May month for better cultivation and production of Harmal chilli. The collected fruit are then washed & spread out in thin layers and dried in direct sunlight. After that the same is either marketed in the local Markets or is stored for masala powder preparation in order to use for self-consumption.

J) Uniqueness:

The main unique features of Harmal Chilli:

- Harmal chilli is known for its colour and highly pungent taste.
- Grown in rabi season as an irrigated crop after Kharif paddy.
- The colour of the chilli is reddish-brownish in colour.
- Outer covering is thin and yield good quantity of seeds resulting in good quantity of chilli (masala) powder.
- Appearance of Harmal chilli is thin skin which is not wrinkled.
- Harmal chilli has a good keeping quality and hence can be stored for longer duration as it does not attract insects, pests.
- Length measured is average 2.7 to 3.7cms which describes its shorter size.
- The diameter of Harmal chilli ranges from 1.1 to 1.4 in cms.
- Chilli powder when added to food recipes gives strong spicy taste, flavour and colour to the dishes with addition of it in small quantity masala powder.
- The chilli powder is red with ASTA colour of about 48.8 ASTA Units.
- The content of Capsaicin in Harmal Chilli is about 0.18% with average pungency of 28,200 SHU.
- Harmal chillies contains a good amount of minerals like Potassium (10942.65 mg/kg), Iron (247.98 mg/kg), Magnesium (778.24 mg/kg), Calcium (1803.60 mg/kg.), Sodium (196.49mg/kg).
- Harmal chilli is attribute to the soil content of the Harmal village which is reach in minerals such as iron, Manganese and copper content with Ph of 5.5 to 6.5.

The Harmal Chilli belongs to Capsicum Annum L with a Short fruits average (2.7 to 3.7 cms. In length) and diameter ranges from (1.1 to 1.4cms), with thin skin. It has medium to high pungency with average pungency of 28,200 SHU. The chillies are red with ASTA colour of about 48.8. The contents of Capsaicin is about 0.18% .Due to specific moist, lateritic sandy soil conditions of Harmal village contents many important nutrients and minerals. The unique climatic condition of low temperature in December and January due to proximity of Sea and high humidity in April and May had a prominent role in the quality of the Harmal Chilli and maintain its unique composition and gives high pungency level to the chilli. The peak harvesting season is from April to May.

Geographical Significance:

The Harmal Chilli has unique features and is comparatively different from other chilli. The Environment in which Harmal Chilli production carries out is beach area so the impact of soil texture is different from other soils in other blocks. The soil found in the Geographical area (i.e lateritic soil) having soil –pH of 5.5 to 6.5 in the region of Harmal village is main factor for better production of Harmal Chilli.

a. Climate: The Harmal Chilli crop grows in a warm and humid climate during the growing period and dry weather during the period of maturation of fruits. And thus has a unique quality which is not available in the chilli produce in other climatic condition.Goa has a tropical climate with average rainfall ranges between 3000-3500 mm and temperature ranges between 20 - 34°CThe climate of Harmal Village remains hot and humid, which is essential during the pod formation of chilli. During seedling raising and transplanting which is done from Nov -December till January, temperature remains cool as required for healthy& vigorous growth of seedling and after transplanting temperature start raising with humidity initially supporting flowering and fruiting and later with a peak high temperature in April -May giving perfect maturity to chili fruits supporting its capsaicin ,colour and pungency value. The proper plantation time schedule favouring the temperature changes as above favourably benefits control of many of pest and diseases.

b. Soil: Soil of Harmal village are lateritic soil with sandy loam to silt loam texture with a PH of 5.5 to 6.5 little acidic and supporting holding water at root zones. The soil is also rich in mineral such as Iron, Manganese and Copper contents. The above soil contents support the chilli growth by passing the required nutrients and other chemical properties of the chilies which are unique with respect to soil and climatic conditions.

c. Water / irrigation: The chili is grown as irrigated crop after kharif paddy crop by making water arrangement through well within the same field. The water also has a unique quality being adjacent to Arabian sea and support the produce with its varied unique quality of average to medium pungency and good ASTA value. Watering is done manually, sprinkling water on Chilli crops helps to keep the crop healthier especially flowers and avoid or help to reduces the pre-mature drop of young fruits and flowers by becoming dry in high temperature and humidity.

   The Village area receives heavy rain due to the proximity of Arabian Sea, though Chilli crops grown in almost all coastal villages of entire Pernem block, most of the other villages face the problem of salt water infiltration especially during summer end which impacts the quality of chilli produce. But this problem never seen as far as Harmal village is considered may be due to its soil texture and relevant conditions.

   From years the entire village community is involved in the cultivation for self-consumption or for marketing. These chillies being good pungency add a spicy taste to the curries when used.

They are reddish-brown and shorter than the other local varieties with a thin skin. Harmal chilli occupies an important place in Goan diet. It is an indispensable item in the kitchen, as it is consumed daily as a condiment in one form or the other. .The soil condition and climatic features of GI area are the main factors for better production and perfect maturation of Harmal Chilli in maintaining its unique properties.

S. No	Geo-climatic features	Data
1.	Soil-type	Lateritic Soil(Sandy loam to silt loam texture soil)
2.	Soil -pH	pH of 5.5 to 6.5
3.	Average temperature in region	15˚ to 30˚ C
4.	Humidity	Required humid climate during growing stage and dry weather during maturation.
5.	Rainfall	More than 2910 mm annual rainfall
5.	Soil rich in Minerals	Iron, Manganese, Copper

Summer at Harmal: Usually, this season persists for a long time (March to late-June. Temperature may reach up to 35°C occasionally with a high humidity in May. Average temperature during this season is about 28-34°C. the high temperature of March to May with dry and humid climate favour fruit formation and maturity giving perfect Pungency and ASTA colour , the Goan people needs for their various cuisine recipes.

Monsoon at Harmal: Usually, monsoon is continued from June to September. Due to the proximity of Arabian Sea this village receive heavy rainfalls and some thunder storms during this season. Average annual rainfalls is approximately 290- 300 cm.

Winter at Harmal: Usually, winter season of Harmal Village persists for a short terms (December to February) with a pleasant temperature. Average temperature during this season varies from 15°C to 29°C. The low temperature during seeds raising and transplanting favour proper seedling and vegetative growth and also intense flowering

Harmal Chillies crop tenure starts from December to May. This all above weather condition is ideal for better production and maturation of Harmal-Chilli.

Yield of Harmal Chillies:The Harmal chilies being grown during Rabi season after kharif paddy, the production varies from area to area and depends on package of practices from various other factor including human timely creativity but on an average the yield of crop i.e. Harmal Chilli is 1.0 to 1.5 tons of dry chillies per hectare.

K) Inspection Body:

In order to maintain the quality after post registration of GI, the Inspection Body for Harmal Chilli has already been constituted which will regulate the use of GI in the territory to which it relates. The following body has been formed:-

1. The Director, Department of Science, Technology (DST), Govt of Goa.
2. Representative of the Harma l- Pernem Chilli (Mirchi) Growers Association.
3. The Director, Directorate of Agriculture, Govt. of Goa, Krishi Bhavan, Miramar.
4. The Director, Food and Drugs Administration, Govt. of Goa, Panaji.
5. The Director, ICAR, Old Goa.
6. The Director, Department of Industry, Trade & Commerce, Panaji-Goa.
7. Nodal Officer, PIC, Goa State Council for Science & Technology, Saligao-Goa.

L) Others:

Chilies are virtually an indispensable item in the Goan kitchen. Dry chillies are extensively used as a spice in all types of curry dishes in Goa. Curry powder is made by grinding chillies (roasted or direct) with other condiments such as coriander, cumin seeds, turmeric etc. It is also used for seasoning of eggs, fish and meat preparations, sauce, chutnies, pickles, sausages etc.

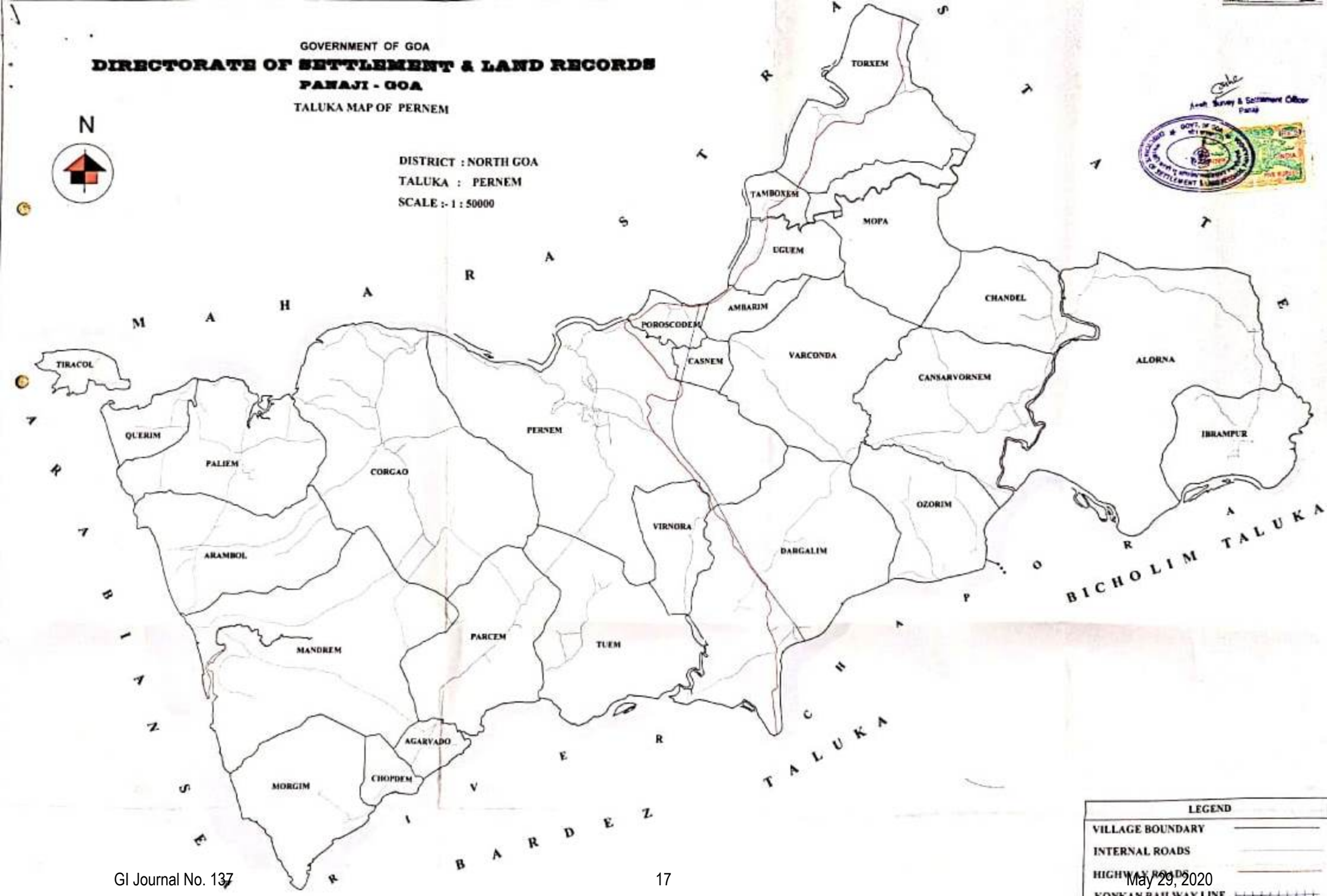
Harmal Chilies are medium to high pungent. It is due to the alkaloid capsaicin contained in the pericarp and placenta of fruits. Capsaicin is a key ingredient in many liniments and together with other chemical compounds found in chilli is prescribed in the treatment of rheumatism and bruises. It is also used to treat stomach aches involve poor functioning of stomach muscles.

Capsaicin's are also being used in clearing the lungs and sinuses, enhance the flow of digestive juices, which trigger the brain to release endorphins (natural pain killers), and help to neutralize cavity causing acids, protect the body against cancer through anti-oxidant activity. Because of capsaicin's specific excitatory and neurotoxic properties on c-fibres, capsaicin has been extensively used for relieving pain and thermoregulation.

Chilli is the one of the most valuable and popular corps of Goa. Though all Indian dry chillies are available in Goan markets, Goan people prefer only Goan Chilies which has become an integral part of Goan cooking. There is hardly a dish where chilly is not used as spice while cooking it. Chilly is used as an important ingredient in various curries and chutnies, either in green or dry form. Its paste is used as local stimulants to tonsils.

Harmal chillies contains a good amount of minerals like Potassium (10942.65 mg/kg), Iron (247.98 mg/kg), Magnesium (778.24 mg/kg), Calcium (1803.60 mg/kg.), Sodium (196.49mg/kg).Potassium is an important component of cell and body fluids that helps controlling heart rate and blood pressure. The human body use manganese as a co-factor for the antioxidant enzyme, superoxide dismutase. This good quantity of mineral content of Harmal chilli is attribute to the soil content of the Harmal village which is reach in minerals such as iron, Manganese and copper content with Ph of 5.5 to 6.5.

The local farmers from Harmal village are involved in chilli production as source of income to them as these chillies have huge demand in market due to the one of the famous chilli of Goa known for its pungency. The farmers of the region have organized themselves into Chilli Cultivator Groups that are actively involved in production & conservation of traditional local variety of Chilli. In the Goan spice market Harmal chilli are famous for its spice factor, people prefer buying Harmal Chilli as only less powder is used in food preparation because of strong pungent level.


GOVERNMENT OF GOA
DIRECTORATE OF SETTLEMENT & LAND RECORDS
PANAJI - GOA
TALUKA MAP OF PERNEM
N
DISTRICT : NORTH GOA
TALUKA : PERNEM
SCALE :- 1 : 50000
TORXEM
TAMBOXEM
MOPA
UGUEM
AMBARIM
POROSCODEM
CASNEM
VARCONDA
CHANDEL
CANSARVORNEM
ALORNA
IBRAMPUR
TIRACOL
QUERIM
PALIEM
CORGAO
PERNEM
VIRNORA
OZORIM
DARGALIM
ARAMBOL
MANDREM
PARCEM
TUEM
AGARVADO
CHOPDEM
MORGIM
MAHARASHTRA STATE
ARABIAN SEA
BARDEZ TALUKA
PORVORIM
BICHOLIM TALUKA
LEGEND
VILLAGE BOUNDARY
INTERNAL ROADS
HIGHWAY ROADS
KONKAN RAILWAY LINE
COMPUTER GENERATED ON :- 10-06-2005

G.I. APPLICATION NUMBER – 662
Application Date: 03-10-2019

Application is made by Edayoor Chilli Grovers Association (ECGA), at C/o Edayur Krishi Bhavan, Pookkattiri, Post: Edayur, District: Malappuram – 676 552, Kerala, India for Registration in Part A of the Register of Edayur Chilli under Application No. 662 in respect of Chilli falling in Class – 31 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 : Edayoor Chilli Grovers Association (ECGA)

B) Address : Edayoor Chilli Grovers Association (ECGA),
C/o Edayur Krishi Bhavan,
Pookkattiri, Post: Edayur,
District: Malappuram – 676 552,
Kerala, India.

Facilitated By:
IPR Cell - KAU,
AICRP on MAP & B, College of Horticulture,
Vellanikara, Kerala Agricultural University
P.O., Thrissur – 680 656, Kerala, India.

C) Name of the Geographical Indication :

EDAYUR CHILLI

D) Types of Good : Class 31 - Chilli

E) Specification:

Edayur chilli (Edayur mulaku in Malayalam) belonging to *Capsicum annum* is a local cultivar of Edayur, Athavanad, Marakkara, Irimbiliyam, Kalpakanchery and Valanchery panchayaths in Valanchery block and Moorkanad and Kuruva panchayaths in Angadippuram block of Malappuram district, Kerala, India. The crop is traditionally cultivated in hills, hillocks and lateritic fields. Documents available in Edayur Grama Panchayath reveal its cultivation in the area atleast for the last 150 years. From Edayur large quantity of this chilli will move to nearby markets and districts to be used for making "*Kondattom"* (sun-dried-curd- chillies). Due to high passion for this fried *Kondattom*, it becomes an integral part of each and every meal of the area and is a delicacy for the people of this and nearby regions. During the harvest season it will be gifted to relatives, friends and dignitaries. Each and every homestead in Edayur will have a small garden of this cultivar. Edayur Chilli gardens are a common sight in this area during the months of April till

December. Edayur chilli is a unique cultivar of this area with least pungency. The distinctiveness of this particular chilli is aided by combination of the genetic makeup of the cultivar, the specific environmental and soil conditions of area of cultivation and the traditional methods of cultivation.

Morphological description: Plant

Plant is annual, semi upright shrub with 75-85 cm height. The stem is angular with medium anthocyanin colouration in the nodes. Pubescence is absent in stem. Leaf length ranges between 7.5-15.5 cm and breadth between 3.2-5.5 cm. Leaves are green, solitary, alternate and leaf shape is lanceolate. Undulation of margin are weak and pubescence is absent in leaves. Flowers are white arising from inter nodes, solitary, drooping, with light purple or lavender coloured anthers. Flowering occurs within 40-50 days from the date of transplanting. Plant parts are very fragile and tends to break very easily.

Fruit: Morphology

Fruit of Edayur chilli is a drooping berry, solitary, with moderately triangular shape and smooth surface. The fruit shows difference in size and weight during different growth stages. In the initial stages of growth, the fruit will be long, with a fruit length of 11.5-17.4 cm, width of 1.4-2.9 cm and weight of 8.5-14.2 g respectively. In the later stages of plant growth, the fruit size gets reduced with a length of 6.5-13.0 cm, diameter of 1.0-2.6 cm and 4.2-9.6 g fruit weight. Fruit curvature is absent in Edayur chilli. Neck at basal end is also absent. Sinulation is mostly weak, sometimes medium. The texture of fruit surface is smooth. Fruit colour at mature unripe stage is green. The green colour of the fruit at unripe stage turns dark green, greenish yellow, orange and finally bright red at ripening stage. Shape at fruit base is round and shape of the apex is acute at initial growth stages and blunt at later stages. Fruits have 2 locules commonly and 3 locules rarely and are many seeded. The stalk length ranges between 2.5-4.5 cm in the initial stage and 1.5-3.8 cm in the later stages. Calyx cover is non-enveloping and margin is weakly dented. The pedicel attachment is weak in Edayur chilli making harvesting an easy job. Blossom end appendage is absent. Seeds have light yellow colour. Yield of Edayur chilli is 3.5-5 tonnes per hectare.

Morphological characters of Edayur chilli – Plant

Sl. No.	Morphological characters	Description
1.	Plant habit	Semi- upright
2.	Anthocyanin coloration of nodes	Present
3.	Intensity of anthocyanin coloration of node nodenode nodes	Medium
4.	Plant height	75-85 cm
5.	Stem pubescence	Absent
6.	Stem shape	Angled
7.	Leaf: length of blade (cm)	7.5-15.5
8.	Leaf: width of blade (cm)	3.2-5.5
9.	Leaf color	Green
10.	Intensity of green color	Medium
11.	Leaf shape	Lanceolate
12.	Leaf undulation of margin	Weak
13.	Leaf pubescence	Absent

14.	Flower: Petal color	White
15.	Anther color	Purple/lavender
16.	Days to 50 % flowering	40-50 days after transplanting
17.	Flower orientation	Drooping

Morphological description of Edayur chilli fruit

Sl. No.	Morphological characters	Description
1.	Fruit orientation	Drooping
2.	Fruit bearing habit	Solitary
3.	Fruit color at mature unripe stage	Green
4.	Intensity of color at mature unripe stage of fruit	Medium green
5.	Weight (g)	
	Initial growth stages	8.5-14.2
	Later growth stages	4.2-9.6
6.	Length (cm)	
	Initial growth stages	11.5-17.4
	Later growth stages	6.5-13.0
7.	Diameter (cm)	
	Initial growth stages	1.4-2.9
	Later growth stages	1.0-2.6
8.	Fruit curvature	Absent
9.	Fruit shape	Moderately triangular
10.	Neck at basal end	Absent
11.	Sinuation of pericarp	Mostly weak, sometimes medium
12.	Texture of surface	Smooth
13.	Fruit color (at ripening stage)	Red
14.	Fruit color intensity	Medium
15.	Color transition	Occurs in three stages (Green-yellow-red)
16.	Shape at the base	Round
17.	Shape at apex	
	Initial growth stages	Acute
	Later growth stages	Blunt
18.	Number of locules	2-3
19.	Stalk length (cm)	
	Initial growth stages	2.5-4.5
	Later growth stages	1.5-3.8
20.	Calyx cover	Non-enveloping
21.	Calyx margin	Weakly dented
22.	Pedicel attachment	Weak
23.	Blossom end appendage	Absent
24.	Seed color	Light yellow
25.	Yield per hectare	3.5-5 t

Fruit: Unique biochemical characters

Edayur chilli is famous and preferred for its low pungency. Because of low pungency at initial stages of plant growth the fruit is used to make "*Fried chillies*", considered as a delicious item for meals. The whole matured fruit, sprinkled with salt will be fried in coconut oil. In later stages of plant growth, due to slight increase in pungency it will be mainly used to make sun-dried-curd-chillies (described as "*Kondattom*" in Malayalam). Such dried *Kondattom Mulaku* can be stored for many months. Fried *Kondattom* is used as a special side dish for meals and it is easy to make also. Fried *Kondattom* will be consumed along with curd. This chilli is not taken for making chilli powder because of its low pungency.

Bio – Chemical parameters	Description
Green matured chilli	
Moisture (%)	84.5-87.3
Protein (%)	1.9-2.9
Crude fiber (%)	2.2-3.0
Capsaicin (%)	0.008-0.028
Oleoresin (%)	2.0-3.2
Scoville Unit (SHU)	3097.13
Rutin (mg/100g)	20.0-27.7
Ascorbic acid(mg/100g)	20.0-32.9
Thiamine (mg/100g)	N. D
Niacin (mg/100g)	0.07-1.02
Magnesium (mg/100g)	27.5-36.1
Iron (mg/100g)	1.1-1.5
Sodium (mg/100g)	40-50
Potassium(mg/100g)	330-430
Calcium (mg/100g)	5.6-6.6
Organoleptic (Pungency)	Less pungent with good flavour
Red ripened chilli	
ASTA colour value	22.9
Scoville Unit (SHU)	Red chilli -1968
Carotenoid (%)	0.031

Edayur chilli is famous for its low pungency. The level of capsaicin is low (0.008-0.028%) in this cultivar as compared to other chilli varieties and that is why the pungency of Edayur chilli is rated as low (3097.13 Scoville units for green chilli and 1968 Scoville units for red chilli) making it the most wanted Chilli for preparing "*Fried chilli*" and "*Mulaku Kondattom*". The Scoville scale is a measure of the 'hotness' of a chilli pepper or anything derived from chilli peppers. The scale is actually a measure of the concentration of capsaicin which is the active component that produces the heat sensation for human.

The oleoresin is a slightly viscous, homogenous red liquid with good flow properties at room temperature (spices.res.in/mail/rpf2009/Development%20of% 20chilli.pdf). Paprika oleoresin is a natural colouring agent, therefore, it is considered to be among the best substitute of synthetic colour used in food and cosmetic industries. In certain regions of the world oleoresins are mixed with chicken feed in order to impart attractive red colour to chicken skin and red colour to yolk. This is because oleoresins are not water soluble, hence get accumulated in yolk and skin. In Edayur chilli the oleoresin content is 2.0-3.2%.

Edayur chilli as other chilli varieties is an excellent source of vitamin C (20.0-32.9%). Vitamin B_3 or Niacin can lower high cholesterol levels in the body. Edayur chilli has the Niacin content between 0. 07 - 1. 02%.

Edayur chilli is rich in rutin (20.0-27.7 mg/100g) which is of great use in pharmaceuticals. Traditionally rutin has long been used to aid blood circulation. It is believed that rutin can strengthen and increase flexibility in blood vessels, such as arteries and capillaries. Strengthened blood vessels can improve overall health.

F) Description:

The chilli belongs to genus capsicum. Chilli is an indispensable spice and a basic ingredient in every day cuisine all over India. Out of the three major species of chilli most of the chilli varieties grown in India belongs to *capsicum annum* species.

Low pungency is the unique character of Edayur chilli (known as Edayur Mulaku in Malayalam) belonging to *capsicum annum*. Fruit of Edayur chilli is a drooping berry, solitary, with moderately triangular shape and with smooth surface. The chilli fruit shows changes in size during growth stages. In the initial stages of growth, the fruit will be long. Its length and diameter may range from 11.5-17.4 cm and 1.4-2.9 cm respectively. In the later stages of plant growth, the fruit size gets reduced. At that time the length ranges between 6.5-13.0 cm and diameter 1.0-2.6 cm. Fruit curvature is absent in Edayur chilli. Neck at basal end is absent. Sinulation is mostly weak, sometimes medium. The texture of fruit surface is smooth. Fruit colour at mature unripe stage is green. The green colour of the fruit at unripe stage turns dark green, greenish yellow, orange and finally bright red at ripening stage.

The Edayur Mulaku is highly delicious with meals because of its low pungency appealing flavour and taste. Ripened green fruit has a Scoville unit 3097.13 SHU and red chilli has a value of 1968 SHU which is very low compared with other chilli cultivars of India. Edayur chilli is mainly used to prepare ***fried chilli*** which is a very delicious side dish for meals used in each homestead of Edayur region. The chilli can be used to prepare *Mulaku Kondattom* (Chilli dried after soaking in curd) that can be stored for more than one year. During the harvest season it will be gifted to relatives, friends and dignitaries.

G) Geographical area of Production and Map as shown in page no: 26

Edayur chilly is cultivated in Valanchery and Angadippuram Block Panchayaths of Malappuram district, Kerala. In Valanchery block it is cultivated in 7 grama panchayaths viz Edayur, Kuttippuram, Marakkara, Athavanadu, Kalpakancheri, Irimbiliyam and Valanchery and Angadippuram Block has cultivation in Moorkanad and Kuruva Grama Panchayaths.

The area of production of Edayur chilli cultivation lies between 76°6'11.627"E 11°1'46.386"N (North), 76°1'42.699"E 10°49'36.623"N (South), 76°9'52.429"E 10°55'2.405"N (East), 75°58'35.515"E 10°56'22.921"N (West).

H) Proof of Origin (Historical records):

Edayur chilli is a local variety cultivated in Edayur Panchayath from ancient time. It is mainly used to make Kondattom chilli. Sometimes raw chillies are also used to prepare fried chillies, by mixing with salt and frying in coconut oil. The less pungent Edayur chilli has a special taste and flavour. In each homestead of Valluvanaadu and nearby places there is no meal without Mulaku Kondattom. Now older generation gives testimony that their ancestors used to dialect on the cultivation of Edayur chilli on the top of the hills even before 150 years. The chilli cultivated in

Edayur and nearby places is considered as the traditional crop of Edayur. Ancestors also testimony that Edayur chilli was taken as a peculiar product for the sacred royal coronation ceremony of *Valluvakonathiri* (the local king) who resided at *Kuruva* of *Kuruva* panchayath, and as special food item (*Kondattom*) for royal meals.

I) Method of Production:

Edayur chilli is grown as a transplanted crop in kharif season. Seeds will be sown in summer months (during April) and 40 days old seedlings will be transplanted to the main field. The lateritic soil of Malappuram is highly suited for Edayur chilli cultivation. 40 days old seedlings are transplanted during May-June before the heavy South West monsoon rains.

Nursery

Before sowing, the seeds will be soaked in water over night and in the next day morning they will be covered with a wet cotton towel, and kept for one week. The towel must be kept wet frequently to avoid drying. In one week time the seeds will germinate and, after 8 to 10 days the germinated seed can be sown in nursery. In the initial stage of the seedlings it is necessary to give shade with plant parts to avoid exposure to sun.

One-month old seedlings can be transplanted to main field. Transplanted seedlings will also be given temporary shade for two to three days during summer.

Lateritic hilly areas are highly suitable for Edayur chilli cultivation. It is also grown in low lying areas. The soil must have good aeration. A soil pH of 6-7 is preferred for its cultivation. Acidity, if high, can be reduced by using dolomite or lime.

Land is prepared to a fine tilth by thorough ploughing or digging. After 8 days organic manures will be applied as basal application. Cow dung powder or any other organic manure can be used for this purpose. The seedlings will be transplanted at the age of 40 days linearly in 2 feet distance in raised beds. The distance in between two rows must be more than one meter. This specific distance is given for better plant spreading and easiness in harvesting without damaging plants.

Manuring

Edayur chilli is cultivated mainly adopting organic methods. Poultry manure, dried cow dung powder and green manures are the major organic manures for Edayur chilli. Manuring is done for two to three times in the total growing period. The first manuring is done when the plant is in three leaves stage in the nursery. Factomphos will be applied in very low quantity. Second manuring is done at 15days after transplanting. Potash and organic manures are added during second manuring. Because of the vigorous growth and starting of flowering after second manuring, an earthing up is needed for the plants. Third manuring is done just before the starting of harvest. Potash, urea and cow dung powder are used for third manuring. Manuring is done based on the growth of the plant. If the plant shows vigorous growth then only low amount of manures are used, and vice versa. Earthing up is done periodically to get vigorous growth of the plant and to avoid exposure of roots. Depending upon the growth of the plant dry cow dung will be applied to boost plant growth.

Mites, tripes and aphids may affect Edayur chilli. Natural insecticides like emulsion of neem oil, tobacco and garlic juice are used to prevent them.

Irrigation

The field is to be thoroughly irrigated in summer season. Good irrigation is essential for the vigorous growth of the plant. In rainy season water logging must be avoided.

Intercrop

Farmers cultivate chinese potato (*Solenostemon rotundifolius*) and cow pea (*Vigna unguiculata*) as the intercrop of Edayur chilli. Cow pea cultivation increases the nitrogen content of soil which helps the vigorous growth of Edayur chilli. Intercrop cultivation increases the income per unit area.

Harvesting

In Edayur chilli first flowering occurs in 40-50 days after transplanting. Harvesting starts after one month of flowering. Harvesting is easy due to weak attachment of pedicel with plant. In the starting of harvest season the chilli fruits will be of larger size with less pungency. So, these chilli will be used for making ***fried chilli***. Edayur chilli have great demand during the starting of the season. After two months, the fruit size will get reduced and pungency will slightly increase. In Edayur chilli a negative correlation is seen between the size of the fruit and pungency. The small chilli (comparatively smaller than first harvested one) is used to make ***kondattom mulaku*** which can be stored for a long time, until the next harvest season.

J) Uniqueness:

Edayur chilli, locally known as *Edayur mulaku*, belongs to *capsicum* annum with very long fruits. This chilli is famous for its low pungency, unique flavour and taste. The shape and taste of the Edayur chilli are unique due to variety used, area of cultivation and traditional organic method adopted in cultivation. The fruit length is different at two growth stages; at the initial stage the fruit is a long type. The length ranges between 11.5-17.4 cm and diameter between 1.4 - 2.9 cm. In the later stages of growth, the fruit length gets reduced to 6.5- 13 cm length and diameter to 1.0-2.6 cm. Edayur chilli known as Edayur Mulaku in Malayalam is famous for its low pungency and distinct flavour. It has the scoville unit of 3097.13 SHU for green chillies and 1968 SHU for red chillies, which is very low compared with other chillies cultivated in India. Edayur chilli is mainly used to prepare ***fried chilli*** (made by making a slit on the chillies with knife, adding some salt in to it and then frying in oil) which is a very delicious side dish for meals used in each homestead of Edayur region. The chilli can be stored in the form of ***Kondattom*** for a long time. Chilli fruits after splitting will be immersed and soaked in salted curd. After one day the chillies will be taken out of the curd and dried under sunlight. This can be used by frying in the oil. The ***Kondattom mulaku*** prepared by this method can be stored for more than one year. Because of its low pungency it is not used for making red chilli powder.

Laterite soil is highly suited for Edayur chilli cultivation. This chilli grows vigorously in hilly areas. Edayur chilli has specific attributes like low pungency, low SHU value good aroma and flavour attracts consumers who wish to make *fried chilli* and *Kondattom chilli*.

Farmers are cultivating Edayur Mulaku in each and every homestead in Edayur and nearby areas will have at least a small area for the cultivation of this chilli. The shape and taste of the Edayur chilli is unique and it is mainly due to genetic constitution of the cultivar, climate and soil conditions of area of cultivation and traditional methods of cultivation.

K) Inspection Body:

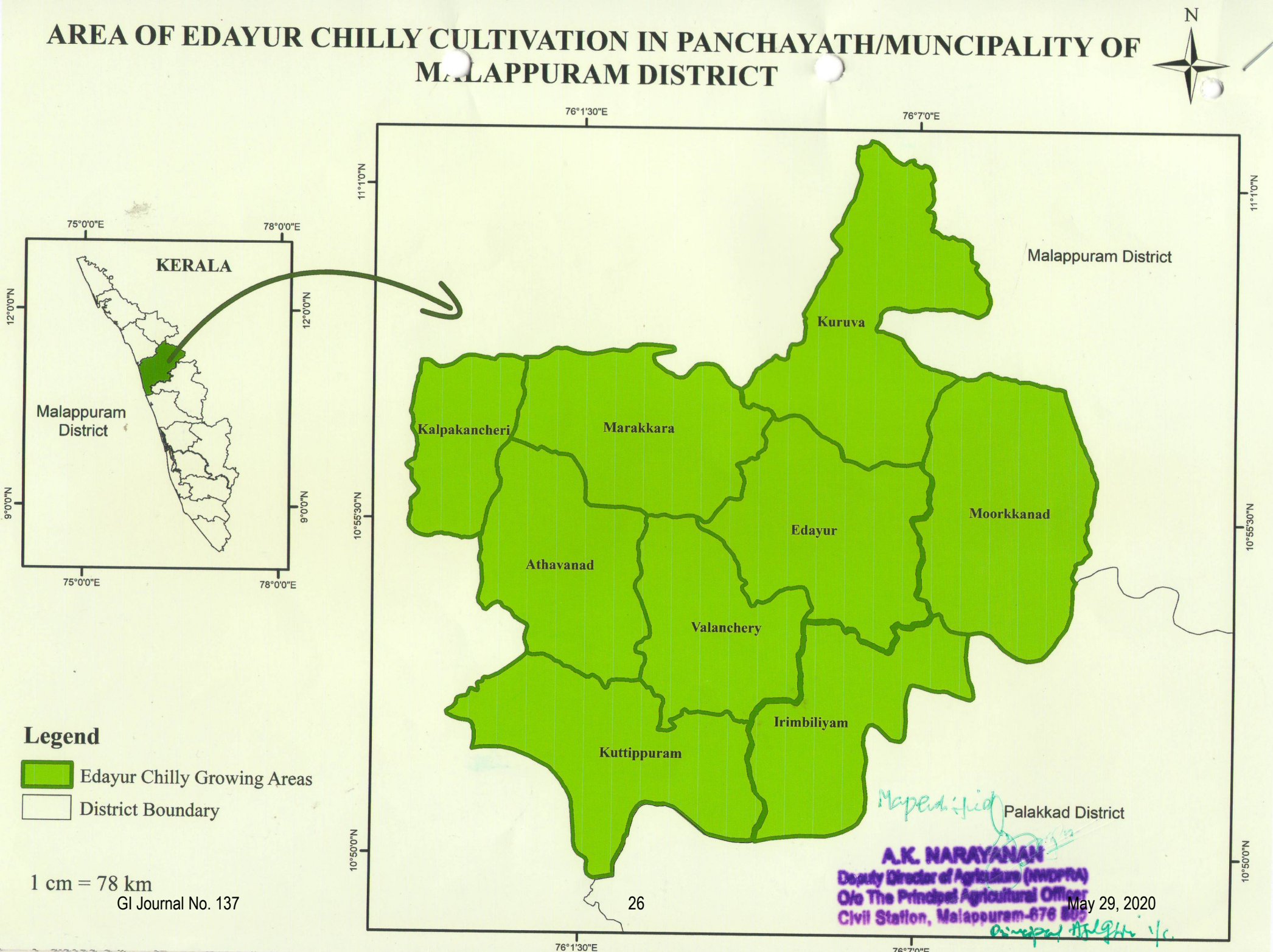
Inspection body will be constituted with the following members

1. Director of Research, Kerala Agricultural University
2. Principal Agricultural Officer, Malappuram dist., Kerala
3. Coordinator, IPR Cell, Kerala Agricultural University
4. Assistant Director of Agriculture, Kuttippuram
5. President, Edayur Gramapanchayath
6. Agriculture Officer, Edayur
7. Agriculture Officer, Adavanad

8. President, Edayur Chilli Grovers Association (ECGA)
9. Secretary, Edayur Chilli Grovers Association (ECGA)
10. Farmer representative from Irimbiliyam
11. Farmer representative from Adavanad

L) Others:

AREA OF EDAYUR CHILLY CULTIVATION IN PANCHAYATH/MUNCIPALITY OF MALAPPURAM DISTRICT



A.K. NARAYANAN
Deputy Director of Agriculture (NWDPRA)
O/o The Principal Agricultural Officer
Civil Station, Malappuram-676 505

General Information

What is a Geographical Indication?

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

Examples of possible Geographical Indications in India:

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

What are the bebefits of registration of Geographical Indications?

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

Who can apply for the registration of a Geographical Indication?

Any association of persons, producers, organization or authority established by or under the law can apply.
The applicant must represent the interest of the producers.
The application should be in writing in the prescribed form.
The application should be addressed to the Registrar of Geographical Indications along with prescribed fee.

Who is the Registered Proprietor of a Geographical Indication?

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

Who is an authorized user?

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

Who is a producer in relation to a Geographical Indication?

A producer is a person dealing with three categories of goods

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

Is registration of a Geographical Indication compulsory?

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

What are the advantages of registering?

- Registration affords better legal protection to facilitate an action for infringement.

- The registered proprietor and authorized users can initiate infringement actions.
- The authorized users can exercise right to use the Geographical indication.

Who can use the registered Geographical Indication?

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

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

The registration of a Geographical Indication is for a period of ten years.
Yes, renewal is possible for further periods of 10 years each.
If a registered Geographical Indications is not renewed, it is liable to be removed from the register.

When a Registered Geographical Indication is said to be infringed?

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

Who can initiate an infringement action?

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

Can a registered Geographical Indication be assigned, transmitted etc?

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

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

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

How a Geographical Indication differs from a trade mark?

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

THE REGISTRATION PROCESS

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

The Registrar of Geographical Indication is divided into two parts. Part 'A' consists of particulars relating to registered Geographical indications and Part 'B' consists of particulars of the registered authorized users. The registration process is similar to both for registration of geographical indication and an authorized user which is illustrated below: