



सत्यमेव जयते

भारत सरकार  
Government of India

भौगोलिक उपदर्शन पत्रिका

**GEOGRAPHICAL INDICATIONS JOURNAL**



बौद्धिक सम्पदा  
भारत  
INTELLECTUAL  
PROPERTY INDIA

भौगोलिक उपदर्शन पंजीकृति,  
बौद्धिक सम्पदा अधिकार भवन,  
जी.एस.टी. रोड, गिण्डी,  
चेन्नै - ६०० ०३२.

Geographical Indications Registry,  
Intellectual Property Rights Building,  
G.S.T. Road, Guindy, Chennai - 600 032.



**GOVERNMENT OF INDIA  
GEOGRAPHICAL INDICATIONS  
JOURNAL NO.92**

**NOVEMBER 25, 2016 / AGRAHAYANA 4, SAKA 1938**

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## OFFICIAL NOTICES

**Sub:** Notice is given under Rule 41(1) of Geographical Indications of Goods (Registration & Protection) Rules, 2002.

1. As per the requirement of Rule 41(1) it is informed that the issue of Journal 92 of the Geographical Indications Journal dated 25<sup>th</sup> November, 2016 / Agrahayana 4<sup>th</sup>, Saka 1938 has been made available to the public from 25<sup>th</sup> November, 2016.

## NEW G.I APPLICATION DETAILS

<b>App.No.</b>	<b>Geographical Indications</b>	<b>Class</b>	<b>Goods</b>
555	Gazhipur Jute Wall-hanging Craft	27	Handicraft
556	Varanasi Soft Stone Undercut Work	27	Handicraft
557	Chunar Sand Stone	19	Natural Goods
558	Boka Chaul	30	Agricultural
559	Madras Checks	23 & 24	Textiles
560	Panruti Palapazham	31	Agricultural
561	Manamadurai Ghatam	15	Manufactured
562	Pochampally Ikat (Logo)	24,25 & 27	Textiles
563	Dokra of West Bengal	6,14,21	Handi Crafts
564	Bengal Patachitra	16,24	Handi Crafts
565	Purulia Chhau Mask	27	Handi Crafts
566	Wooden Mask of Kushmani	20	Handi Crafts
567	Madurkathi	20,27	Handi Crafts
568	Darjeeling White	30	Agricultural
569	Darjeeling Green	30	Agricultural
570	Otho Dongo	19	Manufactured
571	Jaipuri Razai	24	Textiles

**PUBLIC NOTICE**

No.GIR/CG/JNL/2010

Dated 26<sup>th</sup> 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 1<sup>st</sup> April, 2010, The Geographical Indications Journal will be Published and hosted in the IPO official website [www.ipindia.nic.in](http://www.ipindia.nic.in) free of charge. Accordingly, sale of Hard Copy and CD-ROM of GI Journal will be discontinued with effect from 1<sup>st</sup> April, 2010.

**Registrar of Geographical Indications**

**G.I. APPLICATION NUMBER – 433**

Application Date: 29-07-2013

Application is made by Brundavanapura Bandar Laddu Manufacturers Welfare Association, 14-354, Edepalli, Machilipatnam, Krishna District, 521 001, Andhra Pradesh, India for Registration in Part A of the Register of Bandar Laddu under Application No: 433 in respect of Laddu (Food Stuff) 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 :** Brundavanapura Bandar Laddu Manufacturers Welfare Association

**B) Address :** Brundavanapura Bandar Laddu Manufacturers Welfare Association, 14-354, Edepalli, Machilipatnam, Krishna District, 521001, Andhra Pradesh, India.

**C) Types of Goods :** **Class 30 – Rice**

**D) Specification:**

- '*Bandar Laddu*' is a very famous and traditional local delicacy of Machilipatnam in Krishna District of Andhra Pradesh.
- Bandar Laddu is prepared by using Bengal gram flour, jaggery syrup and ghee as its basic ingredients.
- The origins of '*Bandar Laddu*' can be traced from the 'Bondili' community of Machilipatnam in Andhra Pradesh.
- The 'Bondili' community people in Machilipatnam (Bandar) region have specialized the tradition of making of 'Bandar laddu'. Later on other people have inherited the tradition of making this Laddu from 'Bondilis'.
- '*Bandar Laddu*' is also known as Machilipatnam Laddu, Machilipatnam Bandar Laddu.

**E) Name of the Geographical Indication:**

**BANDAR LADDU**



## F) Description of the Goods:

“Bandar Laddu” is a very famous and traditional local sweetmeat delicacy of Machilipatnam region in Krishna District of Andhra Pradesh. Machilipatnam is a port town and is also known as ‘Bandar’ since times immemorial. ‘Machilipatnam’ was part of the Madras Presidency under British India prior to Independence and became part of the state of Andhra Pradesh in 1956.

This sweetmeat preparation based on Bengal gram flour, jaggery syrup and ghee as its basic ingredients which has originated in this town more than 100’s of years ago approximately has become very popular in recent times and is much sought after not only by the local populace but also in other places of the state of Andhra Pradesh, all over India and also by the huge expatriate community of people from Andhra Pradesh settled all over the globe.

The origins of this sweetmeat of ‘Bandar Laddu’ can be traced from the 'Bondili' community of Andhra Pradesh who live in good numbers in and around the town of Machilipatnam even today. The 'Bondili' people who migrated to Andhra Pradesh many centuries before from 'Bundelkhand' region of Uttar Pradesh were traditional sweetmeat makers and practiced in traditional medicine. Though, the Bondilis have become homogeneous with the local people and populace they can be still found maintaining their identity by adhering to titles such as 'Singh' and 'Bondili' as suffix and prefix to their names even today.

Originated from the people of 'Bondili' community, the art of traditional making of ‘Bandar Laddu’ has now, been well learnt by the local people in the town of Machilipatnam in Krishna District of Andhra Pradesh and has earned a worldwide reputation for this unique sweet meat and many sweetmeat shops in the region compulsively make this preparation of ‘Bandar Laddu’ yielding livelihood to many families in the region and also the suppliers of quality materials required for this preparation are benefitted thus maintaining the supply chain of this unique local food product of this region.

No wonder the popularity of the ‘Bandar Laddu’ has gone higher by leaps and bounds as the manufacturers of this product have showcased the ‘Bandar Laddu’ as 'Sampradaya Ruchulu’ (traditional delicacy) in the 4<sup>th</sup> World Telugu Conference, held in Tirupathi as ‘*Sampradaya Ruchulu*’ (traditional delicacy).

The following process are followed to prepare Bandar Laddu:

- The Besan flour is mixed with water by hand to ensure that lumps of flour are easily mixed with water to obtain consistent dough.
- Pure Ghee is poured in a Kadai, (Pan) and is heated well, a locally made ladle (which is perforated and dough is extruded) which is hand held, which is held above the kadai,
- The Dough is kept on ladle and pressed hard to ensure that the 'chaklis' (strands) are obtained and they are allowed to fall on the hot ghee in Kadai and deep fried.



- The chaklies (strands) upon turning into golden yellow colour are removed from the kadai and the excess ghee is drained and the chaklies (strands) are allowed to cool. Upon cooling the chaklies (strands) are hand pounded into coarse powder.
- In a separate kadai (pan) the jaggery syrup is prepared, by using crushed jaggery lumps and water is added to this mixture and it is heated and syrup is obtained.
- The pounded chaklies is mixed with the hot jaggery syrup and allowed to cool for Five Hours. Periodically this mixture is pounded to ensure the texture of the 'Bandar laddu is obtained.
- Upon cooling, the mixture is hand rolled into balls.
- Sometimes, for enhancement, cashew nuts and raisins are added, cardamom powder is also added to enhance the aroma.

**G) Geographical area of Production and Map as shown in page no: 12**

The production of Bandar Laddu is scattered in Machilipatnam city adjoining places such as Pedana, Gudur, Polavaram & Nidumolu all lying Machilipatnam Taluk in Krishna District of Andhra Pradesh.

- Machilipatnam Taluk is situated 15° 08' and 16° 08' North Latitude and 80° 08' and 81° 08' East Longitude.

**H) Proof of Origin (Historical records):**

The origins of this sweetmeat of 'Bandar Laddu' can be traced from the 'Bondili' community of Andhra Pradesh who live in good numbers in and around the town of Machilipatnam even today. The 'Bondili' people who migrated to Andhra Pradesh many centuries before from 'Bundelkhand' region of Uttar Pradesh were traditional sweetmeat makers and practiced in traditional medicine. Though, the Bondilis have become homogeneous with the local people and populace they can be still found maintaining their identity by adhering to titles such as 'Singh' and 'Bondili' as suffix and prefix to their names even today.

Originated from the people of 'Bondili' community, the art of traditional making of 'Bandar Laddu' has now, been well learnt by the local people in the town of Machilipatnam in Krishna District of Andhra Pradesh and has earned a worldwide reputation for this unique sweet meat and many sweetmeat shops in the region compulsively make this preparation of 'Bandar Laddu' yielding livelihood to many families in the region and also the suppliers of quality materials required for this preparation are benefitted thus maintaining the supply chain of this unique local food product of this region.

**I) Method of Production:**

**Raw Materials:**

- Local Dried (less moisture) Bengal Gram,
- Local Jaggery;
- Local available Ghee from nearby Diaries.

- Enhancements: Cashew nuts, raisins & cardamom powder

**Utensils:**

- Kadai of different sizes
- locally made ladle (which is perforated & dough is extruded)
- locally hand-made pounding tools, i.e., mortar (rollu) & pestle (rokalu)

**Production Process:****Preparation of Besan 'Chaklis' (strands)**

The Besan flour which is obtained by grinding and pulverizing of quality bengal gram is procured and cleaned and sieved and pure water is added to it and mixed well with clean hands to obtain a dough. Care is taken that the dough is smooth and uniform without any lumps.

Pure ghee is poured in a big pan (Kadai) and is heated well. The besan flour dough prepared earlier is taken and kept in a ladle which is perforated, and the flour is extruded, by pressing hard the dough which is on the ladle. Thus, the 'chaklis' (strands) are obtained in uniform thickness based upon the dimension of the perforations in the ladle and they are allowed to fall on the hot, molten ghee and deep fried. Once the chaklies (strands) of the besan flour turn into golden yellow colour, they are removed from the kadai and the excess ghee is drained and the strands (chaklis) are allowed to cool.

**Preparation of Jaggery Syrup**

In a separate pan (kadai) the Jaggery lumps are crushed and water is added to this mixture and a syrup is prepared and it is heated. The Jaggery which is normally containing impurities like sand particles, mud sediments, etc., are to be removed. This is done by adding clean milk to the boiling syrup which would adhere to the impurities in the jaggery. The impurities are removed by using a cloth as a strainer and thus pure and clear jaggery syrup (paagu in Telugu) is obtained.

**Mixing of the Besan flour 'chaklis' ( strands) after pounding with jaggery syrup**

The besan flour strands which have been already prepared are now pound hard physically using stone mortar and long wooden pestle ('rollu' and 'rokali', in Telugu language) physically to achieve a coarse powdery composition. It must be noted that this is the traditional process which gives the uniqueness to "Bandar Laddu". This finely powdered besan chaklies (strands) are now mixed with the hot jaggery syrup. Now this mixture is allowed to cool for nearly 5 hours. Periodically at intervals this mixture is pounded to ensure the texture of the "Bandar Laddu".

To this mixture, cashew nuts and raisins which are deep fried in ghee may be added as enhancements. Also, Cardamom powder may be added to enhance the aroma.

**Packaging and sales and distribution**

The "Bandar Laddu" thus produced are meticulously packaged in attractive boxes as per rules in required quantities and reach various sales outlets. With good making practices and adherence to hygienic methods, the, "Bandar Laddu" can have enhanced shelf life periods suiting for consumption by connoisseurs overseas.

## **J) Uniqueness**

1. Preparation of chaklies (strands) extruding them through the ladle.
2. Frying them to the right consistency is culinary.
- i. Hand pounding the chaklies (strands) into coarse powder in a traditional Manner with traditional tools.
3. Making the right consistency of jaggery syrup is very essential for the texture and taste of the laddu.
- b. Subsequent pounding of mixture is to blend the tastes of crispiness of chaklies (strands) and softness of laddus.

The special characteristic of 'Bandar Laddu' can be attributed to a host of factors like choice of pure ingredients viz., bengal gram, jaggery (especially from Anakapalle) and pure ghee. Also, the specialized human skills of meticulous preparation of 'chaklis' by carefully extruding them in ladles and frying it in ghee for stipulated time and most importantly the hand pounding of the jaggery syrup and besan flour mixture to achieve a homogeneous material for making the 'Bandar Laddu' This has been the art perfected by the skills gained by the local sweet makers of Machilipatnam.

As a fitting gesture, the Government of Andhra Pradesh has honoured 'Bandar Laddu' by making it available in the 4<sup>th</sup> World Telugu Conference, held at Tirupathi as '*Sampradaya Ruchulu*' (*traditional delicacy*). No wonder, this sweetmeat has captured the hearts of millions of Telugu speaking community in the country and abroad and also, the product is seeking wider markets among various people in India as well as abroad.

## **K) Inspection Body**

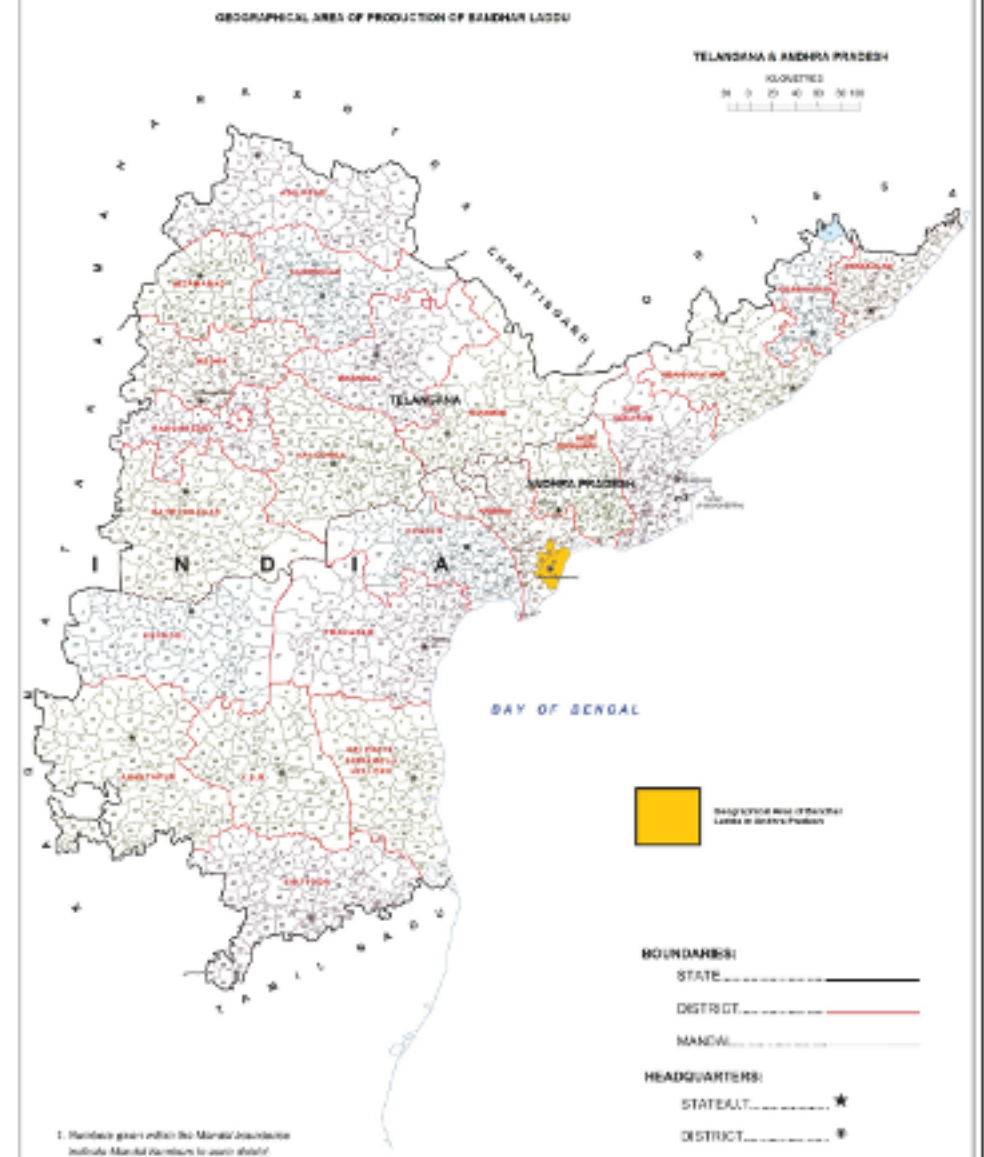
The Inspection Body shall consist of the following members.

1. Two representatives from the producers Association;
2. One representative from the producers of Bandar Laddu;
3. One Nutritionist;
4. One Food Expert;
5. One representative from APTDC and
6. Neutral Testing Agency: A National Accreditation Board for Laboratories accredited labs.

## **L) Others**

The Bandar Laddu has captured the hearts of millions of Telugu speaking community in the country and abroad.

As a fitting gesture, the Government of Andhra Pradesh has honoured 'Bandar laddu' by making it available in the World Telugu Conference, held at Tirupati as 'Sampradaya Ruchulu' (traditional delicacy).



Advertised under Rule 41 (1) of Geographical Indications of Goods (Registration & Protection) Rules, 2002 in the Geographical Indications Journal 92 dated 25<sup>th</sup> November, 2016

**G.I. APPLICATION NUMBER – 439**

Application Date: 10-09-2013

Application is made by (1) **Assam Agricultural University**, Jorhat, Assam - 785013, and (2) **Seuj Satirtha**, Central Cultural Building, Kachumari, Dehajan, Demow-785662, District. Sivasagar, Assam, India for Registration in Part A of the Register of **Joha Rice of Assam** under Application No: 439 in respect of Rice 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 :**
1. Assam Agricultural University
  2. Seuj Satirtha
- B) Address :**
1. Assam Agricultural University,  
Jorhat, Assam – 785013, India
  2. Seuj Satirtha  
Central Cultural Building, Kachumari,  
Dehajan, Demow-785662, Dist. Sivasagar,  
Assam, India
- C) Types of Goods :** **Class 30 – Rice**
- D) Specification:**

‘Joha’ is a special class of *Sali* rice (Winter rice) of Assam in cultivation over centuries and characterized by aromatic endosperm. A large number of traditional Joha varieties have been cultivated by the farmers since time immemorial. *Joha* varieties are mostly short or medium grained and have very low yield potential. However, this class of aromatic rice differs from Basmati rice in growth habit, areas of adaptation, Physico-chemical properties of grains and grain shape and cooked grain elongation pattern. The major grain characteristics of Joha rice genotypes are given below:

- |   |                          |
|---|--------------------------|
| 1. Grain length:  | 5.2 – 10.0mm             |
| 2. Grain breadth:   | 1.9-3.0mm                |
| 3. Ratio between grain length and grain breadth:<br>Medium slender) | 2.3 – 4.5 (short bold to |
| 4. Decorticated grain colour:                                       | Black, White             |
| 5. 1000 grain Weight:   | 7-26 g                   |
| 6. Cooked kernel elongation ration:                                 | 1.0- 1.4                 |
| 7. Total milled rice  | 65-75%                   |

8.	Head rice recovery (%)	60-65%
9.	Gelatinization temperature:	Intermediate
10.	Chalkiness	10-20%
11.	Amylose content	20 – 24%
12.	Total soluble sugar	0.412 – 0.773%
13.	Reducing sugar	0.121 – 0.264%
14.	Gel consistency	Soft
15.	Concentration of 2 – acetyl-1-pyrroline	0.4 – 4.85 ppm
16.	Aroma Intensity	Strong
17.	Amylose content	19-24%

The plants are tall, have long maturity duration and are photoperiod-sensitive. Joha rice has an average grain yield of less than one tonne per hectare. The plant characters are given below.

1.	Plant Height:	121 – 174 cm
2.	Number of grain bearing effective tiller per plant:	8 – 13
3.	Days from sowing to maturity:	135 – 165 days
4.	Panicle length:	24 – 33 cm
5.	Flag leaf length:	27 – 41 cm
6.	Flag leaf width:	0.8 – 1.3
7.	Flag leaf area:	30 – 44 cm <sup>2</sup>
8.	Number of grain per panicle:	108 – 303
9.	Spikelet sterility percentage:	18 – 30%

**E) Name of the Geographical Indication:**

**JOHA RICE OF ASSAM**



**F) Description of the Goods:**

Joha rice is an indigenous rice class of Assam. The famous Assam Rice Collection having more than 6000 rice accessions maintained at international Rice Research Institute, Manila and subsequently shared with Central Rice Research Institute, Cuttack

includes Joha landraces of Assam. Regional agricultural Research Station (RARS) of Assam Agricultural University at Titabar has also developed improved Joha variety, “Keteki Joha” involving Joha landrace of Assam and high yielding variety. The aroma of Joha rice is also considered to be higher than Basmati in terms of 2-acetyl – 1- pyrroline level (a major indicator of aroma level). In 2007, the first consignment of 17 MT of Joha rice was exported to three European countries viz., Germany, U.K. and Switzerland where it was of high demand. This demand is due to uniqueness in aroma and grain type which has established Joha as brand equity.

**G) Geographical area of Production and Map as shown in page no: 20**

Assam is one of the eight states of Northeast India, which is located between 24° N and 28°18' N latitudes and 89°4' E and 96° 0' E longitudes. The State is surrounded by Arunachal Pradesh, Nagaland, Manipur and Myanmar in the east; Mizoram, Tripura and Meghalaya in the south; Bangladesh and West Bengal in the west and Bhutan and Arunachal Pradesh in the north. The state is surrounded by many hills in all directions. The total geographic area of Assam is 78523 sq. km with a population of 31 million as per 2011 census. The climate of Assam is of humid subtropical nature with warm humid summer and cool dry winter, Due to unique geographical location coupled with varied physiography, the state has wide array of climatic conditions. Soils in the Assam valley are acidic and high in available phosphorus and potassium and moderate in organic matter and nitrogen. The most typical characteristic of Assam soil is acidity, where pH of the soils generally ranges between 4.2 to 5.8. The annual normal rainfall is 2431.9 mm of which 1550.0 mm occurs during the months from June to September. Most of the Joha rice cultivation is under the mercy of monsoon rains during *Sali* season (June/ July – November/ December). The mean annual maximum temperature varies from 23.6° C to 31.7° C and minimum temperature varies from 10° to 25.2° C.

**H) Proof of Origin (Historical records):**

Mention about the Joha rice landrace like ‘Khorika Joha’ is noted in the 14<sup>th</sup> century old Assamese version of the Ramayana ( *Saptakanda Ramayana* ) attributed to the poet Kaviraja Madhava Kandali. It is considered to be the first translation from the Sanskrit to a modern Indian language. This work is also considered as one of the earliest written scripture in Assamese language. According to the story, Kumbhakarna, was a *rakshasa* and younger brother of Ravana, the king of Lanka. When Ravana needed the help of his brother Kumbhakarna, the latter was in deep slumber as usual. He had to be awakened with great difficulty, Among many tricks mentioned in this scripture to wake him up, Ravana prepared a heap of delicious food made from Kharika Joha, a popular landrace of Joha.

The Joha rice varieties are genetically distinct from other classes of rice cultivated in Assam and elsewhere. A study on diversity analysis at DNA level based on molecular markers clearly showed that Joha rice varieties were distinct from other rice varieties, as reflected in separate grouping from other varieties of Assam rice.

#### **I) Method of Production:**

The Joha rice, with pleasant aroma and fine grain characteristics fetches premium price over the best non-aromatic quality grained rice varieties in the domestic market. It is the most preferred class of rice for eating and farmers of the state invariably grow this class of rice at least for their home consumption at special occasions. However, the varieties of Joha rice are rarely grown by the farmers for commercial purpose mainly due to low productivity. Out of 17 lakh ha of Sali rice area in the state, almost 5% area is under Joha cultivars. The productivity of these photoperiod sensitive, tall traditional Joha cultivars is not more than 1.0 tonne per hectare. Moreover, Joha rice is grown in relatively marginal lands. The Regional Agricultural Research Station, Titabar, Assam has been making efforts for germplasm collection of Joha rice. About 42 Joha rice cultivars were collected from different parts of the state and are conserved in the station.

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Joha rice is grown in marginal lands, uplands or on Sali seed beds after uprooting the seedlings, late in the season. Harvesting of crop will be done after attainment of physiological maturity after cultivating as a transplanted crop.



**Raising of Seedlings:**

Land is thoroughly puddled and seed beds of 10 m length and 1.25 m width are prepared with 30 cm gap in between the beds. The length of the bed may vary according to convenience. Seed beds are mainly fertilized with dry cow dung, not wet cow dung as followed in seed bed of other rice. The nursery is raised by wet method. Germinated seeds are used for sowing in the well prepared nursery bed and adequately watered. The nursery bed is drained occasionally to encourage production of vigorous seedlings with short roots. Seedlings will be ready for transplanting 25-30 days after sowing.

**Main Field Preparation:**

Field is prepared thoroughly by ploughing 4 to 5 times followed by harrowing and laddering. Traditionally ploughing starts more than a month ahead of transplanting so that weeds are dried up / decayed. Well rotten FYM or compost at the rate of 10t/ha is applied during field preparation. In addition, the inorganic fertilizers are also suggested at rate of 20 kg nitrogen, 10 kg phosphate and 10 kg potash per hectare in areas with moderate fertility level. Since Joha rice cultivars are less responsive to chemical fertilizer and many farmers do not have access to chemical fertilizers. Consequently very little if any chemical fertilizer is applied in Joha rice. Seedlings are transplanted @ 2-3 Seedlings per hill in rows at a spacing of 30-35 cm between rows and 20-25 cm between plants within rows at a depth of 3-4 cm in medium lands. Farmers hardly apply any chemicals for pest control, since traditional varieties of Joha rice have moderate level tolerance to major pests. The crop attains maturity at 135-165 days. The temperature between 28°C and 30°C during flowering and dough stage are ideal for the expression of aroma in rice.

**Harvesting:**

Harvesting of crop will be done after attaining physiological maturity. This usually coincides with November-December months. Upon attaining physiological maturity, panicles are selected using strict quality standards using characteristic morphological features of the Joha rice for the collection of seeds for the next season. Threshing of the harvested panicles is done manually by feet in a clean and dry place. After threshing manually, seeds are cleaned and dried in sunlight to a moisture level of 12 to 13 percent. Seeds are stored in “Toom” after proper drying and cleaning. Toom is a container made of bamboo bands with paddy straw lining. Straw used in Toom should be of the same variety used for storage. Parboiling of paddy reduces the aroma and quality and hence it is not adopted for Joha rice.

**J) Uniqueness**

The Joha class of rice is unique in aroma and grain characteristics and distinct from other aromatic rice like Basmati in biochemical and other quality attributes. The uniqueness of Joha rice is mainly attributed to particular climatic conditions prevalent in the area,

together with varietal characters and system of rice cultivation, adding to the best expression of aroma and flavor in the product. The aroma of Joha rice is also considered to be distinctly different from Basmati rice. Some Joha rice varieties also possess higher level of 2-acetyl-1-pyrroline level than Basmati rice.

In Assam, the two main rivers viz., the Brahmaputra and the Barak flow through the state with 40 and 7 major tributaries each, respectively. The Brahmaputra valley occupies about 5.6 million ha with 24 administrative districts while the Barak valley is about 0.7 million ha with 3 districts. The Brahmaputra flows from the east (Sadiya) to west (Dhubri). The altitude at Sadiya is 134 m while in Dhubri it is 35 m. The Brahmaputra valley is an alluvial plains having variable topography. The Barak river flows from east to west through undulating plains. Thus the state has three distinct physiographic units – the plains of the Brahmaputra and the Barak valleys and the plateaus. On an average, the relative humidity is more than 80% in almost all the locations of Assam throughout the year. Even during dry winter months, the average relative humidity is never below 75% in the region. Because of such unique agro-ecological features, Joha rice is successfully cultivated in this region.

#### **K) Inspection Body**

An Internal watchdog body to look after the quality and regulating the use of Geographical Indication will comprise of:

- (i) The Director of Agriculture, Assam- Chairman
- (ii) The Director of Research (Agri), Assam Agricultural University, Jorhat - Member Secretary
- (iii) The Director of Extension Education, Assam Agricultural University, Jorhat – Member
- (iv) The Chief Scientist, Regional Agricultural Research Station, Titabar – Member
- (v) The Chairman, Farm Management Committee, Assam – Member

The Inspection Body shall consist of the following members.

- (i) Chief Scientist, Regional Agricultural Research Station, Titabar – Chairman
- (ii) Chief Scientist, Regional Agricultural Research Station, North Lakhimpur – Member
- (iii) Chief Scientist, Regional Agricultural Research Station, Shillongani – Member
- (iv) Chief Scientist, Regional Agricultural Research Station, Gossaigaon – Member
- (v) Chief Scientist, Regional Agricultural Research Station, Karimganj – Member
- (vi) Chief Scientist, Regional Agricultural Research Station, Diphu – Member

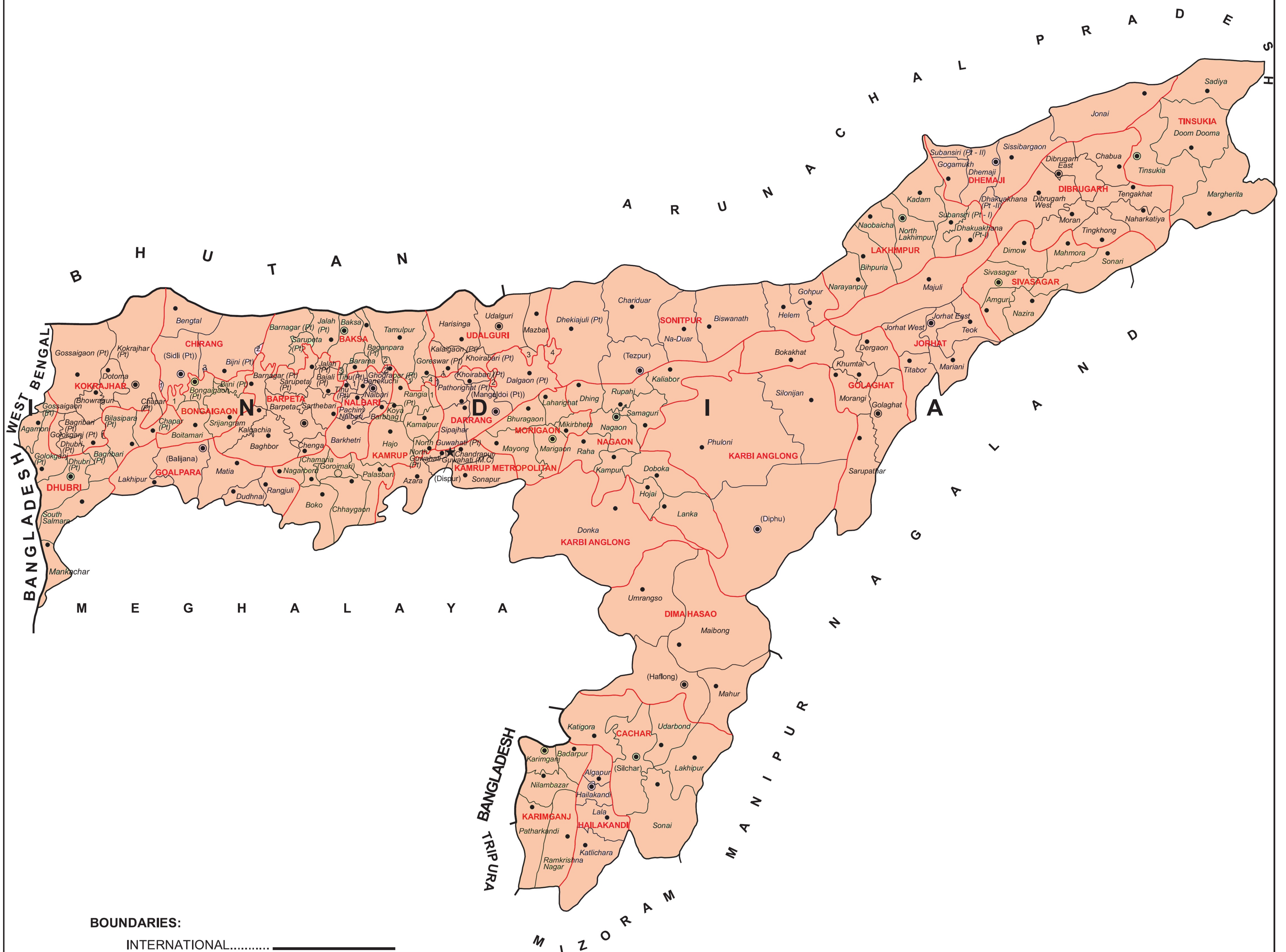
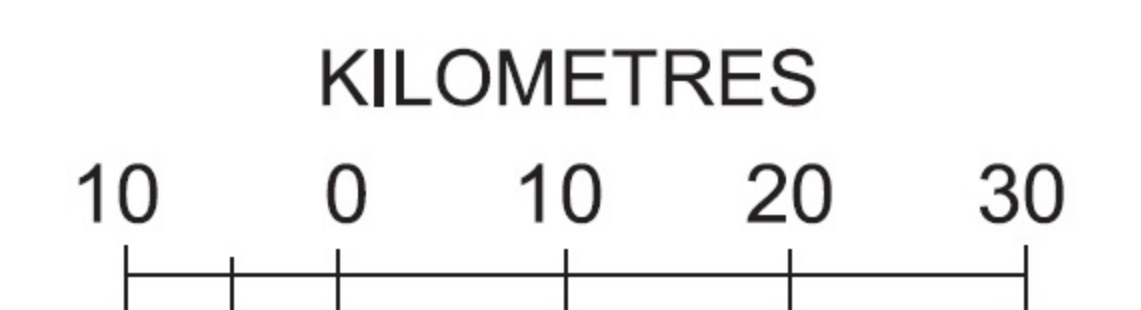
The Regional In-charge of Agricultural & Processed Food Products Export Development Authority (APEDA), Guwahati shall be the independent neutral agency in the inspection body to monitor quality of the GI product after registration.

## L) Others

Joha rice is an indigenous rice class of Assam. The famous Assam Rice Collection having more than 6000 rice accessions maintained at international Rice Research Institute, Manila and subsequently shared with Central Rice Research Institute, Cuttack includes Joha landraces of Assam. Regional agricultural Research Station (RARS) of Assam Agricultural University at Titabar has also developed improved Joha variety, “Keteki Joha” involving Joha landrace of Assam and high yielding variety. The aroma of Joha rice is also considered to be higher than Basmati in terms of 2-acetyl – 1- pyrroline level (a major indicator of aroma level). In 2007, the first consignment of 17 MT of Joha rice was exported to three European countries viz., Germany, U.K. and Switzerland where it was of high demand. This demand is due to uniqueness in aroma and grain type which has established Hoha as brand equity. However, there is a legitimate concern among farming community, academician and policy makers that market potential of Joha rice may be jeopardized by some unscrupulous trader/middle men to sell other small grain aromatic rice developed elsewhere in the name of Joha rice. This exploitation might deprive the genuine farmers from their entitlement as well as consumers of Joha rice being deceived by believing that they are buying the genuine Joha rice. In other word, unauthorized parties may mislead the public as the true origin of Joha rice which is unique class of rice originating in Assam with given quality, reputation and characteristics attributable to its cultivation in specific agro-ecological situation, with a labour intensive, eco-friendly and organic manner which has traditional and historic significance. Therefore, Seuj Satirtha intends to protect and promote uniqueness of Joha rice for its intellectual property to enable identification through GI registration as a particular class of rice solely originating from the state of Assam and to enable the consumers in identifying genuine Joha rice with a given quality, attributes and reputation due to the geographical location in the state of Assam.

# GEOGRAPHICAL AREA OF PRODUCTION - JOHA RICE OF ASSAM

## ASSAM



### BOUNDARIES:

- INTERNATIONAL.....
- STATE.....
- DISTRICT.....
- REVENUE CIRCLE.....

### HEADQUARTERS:

- STATE.....★
- DISTRICT.....●
- REVENUE CORCLE.....●

GEOGRAPHICAL AREA OF PRODUCTION OF JOHA RICE OF ASSAM

Where the district name differs from its headquarters name, the latter is given within brackets.

## 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 benefits 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, organisation or authority established by or under the law can be a registered proprietor. Their 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 along with 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 Indication 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 goods 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:

