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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. 115**

NOVEMBER 30, 2018 / AGRAHAYANA 09, SAKA 1940

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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 115 of the Geographical Indications Journal dated 30th November, 2018 / Agrahayana 09, Saka 1940 has been made available to the public from 30th November, 2018.

NEW G.I APPLICATION DETAILS

App.No.	Geographical Indications	Class	Goods
619	Gorakhpur Terracotta	27	Handicraft
620	Varanasi Zardozi Craft	27	Handicraft
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622	Mirzapur Pital Bartan	27	Handicraft
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624	Banaras Hand Block Print	27	Handicraft
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626	Dharwad Pedha (Logo)	29	Food Stuff
627	Chilgoza	31	Agricultural
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629	MizoThinglaidum Ginger	30	Agricultural
630	Thingpui Mizo Ginger	30	Agricultural
631	Mizo Phuihnam	31	Agricultural
632	Mizo Hatkora	31	Agricultural
633	Passion Fruit	31	Agricultural
634	Mizo Chow-Chow	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 – 610

Application Date: 11-01-2018

Application is made by Kandhamal Apex Spices Association for Marketing (KASAM), Netaji Subash Bose Road, Phulbani– 762001, Kandhamal, Odisha, India for Registration in Part A of the Register of **Kandhamal Haladi** under Application No. 610 in respect of Haladi (Turmeric) 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 : Kandhamal Apex Spices Association for Marketing (KASAM)

B) Address : Kandhamal Apex Spices Association for Marketing (KASAM)
Netaji Subash Bose Road,
Phulbani– 762001, Kandhamal,
Odisha, India

C) Name of the Geographical Indication:

KANDHAMAL HALADI



D) Types of Goods : Class 30 – Haladi (Turmeric)

E) Specification:

“KANDHAMAL HALADI” is a member of the Curcuma botanical group, which is part of the ginger family of herbs, the Zingiberaceae. Its botanical name is Curcuma longa. All curcumas are perennial plants native to southern Asia and require temperatures between 20 and 30°C (68–86°F) and a considerable amount of annual rainfall to thrive. Plants are gathered annually for their rhizomes and propagated from some of those rhizomes in the following season. When not used fresh, the rhizomes are boiled in water for about 30–45 minutes and then sun dried, after which they are ground into a deep-golden-yellow powder commonly used as a coloring and flavoring agent in many Asian cuisines, especially for curries, for facial, medicinally as well as for dyeing. Turmeric powder has a warm, bitter-like flavor and earthy. Although long used in Ayurvedic medicine to treat various diseases, there is little high-quality clinical evidence for use of turmeric or its main constituent, curcumin.

Turmeric has been used in Asia for thousands of years and is a major part of Ayurveda, Siddha medicine, Unani, and traditional Chinese medicine. It was first used as a dye, and then later for its medicinal properties. The origin of the name is Curcuma and is derived from the Sanskrit kumkuma, referring to both turmeric and saffron, used in India since ancient times

Kandhamal is the centrally located District of Odisha pre dominantly inhabited by SC & ST population about 60% of the geographical area is hilly and with forest cover. The bounties of

nature have blessed this area with a congenial agro-climatic condition for cultivation of various spices mainly turmeric, ginger, mustard and tamarind etc. The turmeric is the main cash crop of the Tribals, which is being grown from time immemorial. The following statement of Mr. L. S. S. O. Mally (Annual District Gazetteer 1908) indicates the ancientness of turmeric, cultivated by the Tribals.

Botanical description / Scientific Classification of 'Kandhamal Haladi':

Kingdom : Plantae
 Family : Zingiberaceae
 Genus : Curcuma
 Species : Longa
 Botanicalname : Curcuma Longa L.

Plant Description:

Stem : Pseudo stem with medium heights of 85-100cm, yellowish green, medium number of shoots (3-5), few number of leaves on the main stem (less than 5) semi erect leaves on the stem
 Leaf/ Leaves : Short petiole, long narrow lamina, light green dorsal side and green ventral side, wavy margin, close venation
 Flowering : White
 Seed : Loose Rhizome, light red scale, inner core golden yellow, outer core light yellow, bold rhizomes
 Fruiting Time : September-October
 Harvesting time: 8 Months
 Yield (annual) : 11 t/ha
 Period of Use : Turmeric powder and dry turmeric can be used for 10-12 months

Other Characteristics:

Odour / Aroma / Fragrance	Have a neutral aroma when fresh and once they are cut, pounded, or chewed, they release a distinctive tart flavor.
Taste	Slightly Bitter in Taste
Bark Oil	2-3%
Leaf Oil	4-5%
Active Components	Ascaridole

Macroscopic and Organoleptic Characters:

Characters	
Size whole leaf (cm)	Long (>40)
petiole (mm) shape	Short (<15)
Base	Semi erect (45-85°)
Tip	Narrow (<10)
Texture	Light Green
Venation	Close
Petiole	Narrow
Colour	Light Green in colour
Taste	Bitter
Odour	Floral, Pungent

F) Description of the Goods:

'Kandhamal Haladi', described as a spice, is found in Kandhamal District, from 19 degree 34' to 20 degree 36' m to 83 degree 34' to 84 degree 34' m altitude.

The botanical name of 'Kandhamal Haladi' is *Curcuma Longa* L.

Vernacular names in different Indian languages:

Assamese(1)	:	Halodhi	Oriya(1)	:	Haladi
Bengali (1)	:	Halud	Punjabi(1)	:	Huliala
Gujrati(1)	:	Haladara	Tamil(1)	:	Manjal
Hindi(1)	:	Haldi	Telugu (1)	:	Pasupu
Kannada(1)	:	Arisina	Urdu(1)	:	Haldi
Malyalam(1)	:	Manna	Sanskrit(1)	:	Haldira
Marathi(1)	:	Halada			

Plant Description:

Stem	:	Pseudo stem with medium heights of 85-100cm, yellowish green, medium number of shoots (3-5), few number of leaves on the main stem (less than 5) semi erect leaves on the stem
Leaf/ Leaves	:	Short petiole, long narrow lamina, light green dorsal side and green ventral side, wavy margin, close venation
Flowering	:	White
Seed	:	Loose Rhizome, light red scale, inner core golden yellow, outer core light yellow, bold rhizomes
Fruiting Time	:	September-October
Harvesting time:	:	8 Months
Yield (annual)	:	11 t/ha
Period of Use	:	Turmeric powder and dry turmeric can be used for 10-12 months

Uses:

Industrials Uses:

Apart from the sentimental value, turmeric it is also used as the natural and inexpensive beauty aid like "kumkum" and "parani". And as turmeric has high antimicrobial and anti-inflammatory activity it is also used in many cosmetic industries as a chief ingredient for making of beauty soap, beauty cream, medicinal soap etc.

As the turmeric has proven to be having high anti carcinogenic activity many of the medicinal companies are engaged in extraction process of curcumin and oleoresin from turmeric to prepare medicine and ointments. Apart from all above use turmeric is commonly used in various spices industries and readymade food industries as a measure food ingredient in curry powder, meat masala, chicken masala etc.

Non-Industrial Uses:

In domestic use, turmeric gives a rich color and flavor to the food. It is mainly added to the most of Indian recipes like curry, dal, rice, pickle etc. the leaf of Kandhamal turmeric is mainly used in a Odia cuisine "EnduriPitha" which gives a pungent flavor and taste to the dish.

Also turmeric is used worldwide as a seasoning. It is also known to discourage unwanted hair on feminine skin. Smearing of turmeric paste on face and limbs during a bath is found to clear the skin and beautify face.

Medicinal uses:

Synopsis of "Kandhamal Haladi" Healing Properties

Besides flavoring food, to purify the blood and skin conditions remedy is probably the most common use of Turmeric in Ayurveda.

- The main organs that turmeric treats are the skin, heart, liver and lungs.
- Turmeric is used for epilepsy and bleeding disorders, skin diseases, to purify the body mind, and to help the lungs expel Kapha.
- Activities of Turmeric include: Antiviral, analgesic, antibacterial, anti-inflammatory, anti-tumor, anti-allergic, antioxidant, antiseptic, antispasmodic, appetizer, astringent, cardiovascular, carminative, cholagogue, digestive, diuretic, stimulant, and vulnerary.
- Therapeutic uses of Turmeric: Anemia, cancer, diabetes, digestion, food poisoning, gallstones, indigestion, lbs., parasites, poor circulation, staph infections, and wounds.
- Turmeric helps to regulate the female reproductive system and purifies the uterus and breast milk, and in men it purifies and builds semen, which is counterintuitive for a pungent bitter.
- Turmeric reduces fevers, diarrhea, urinary disorders, insanity, poisoning, cough, and lactation problems in general.
- Turmeric is used to treat external ulcers that respond to nothing else. Turmeric decreases Kapha and so is used to remove mucus in the throat, watery discharges like leucorrhea, and any pus in the eyes, ears, or in wounds, etc.
- In Ayurvedic cooking, turmeric is everywhere, this multifaceted wonder spice helps
 - Detoxify the liver
 - Balance cholesterol levels
 - Fight allergies
 - Stimulate digestion
 - Boost immunity
 - Enhance the complexion

It is also an antioxidant Ayurveda recognizes turmeric as a heating spice, contributing bitter, pungent and astringent tastes.

Remedies

Anemia

Everyday take a dose of 1 tsp of turmeric juice mixed with honey.

Asthma

Boil 1 cup of milk with 1 tsp of turmeric powder. Drink warm.

Burns

Mix 1 tsp of turmeric with 1 tsp of aloe gel and apply to burnt area.

Conjunctivitis

Mix 1 tbsp of crushed, raw turmeric in 1/3 cup of water. Boil and sieve. 2-3 drops of this mixture may be used in each eye up to 3 times per day.

Complexion

Apply a paste of turmeric on the skin before bed, and wash off after a few minutes. In the morning, remove any remaining yellow tinge with a paste of chickpea flour (besan) and oil.

Dental problems

Mix 1 tsp of turmeric with 1/2 tsp of salt, Add mustard oil to make a paste. Rub the teeth and gums with this paste twice daily.

Diabetes

1/2-1 tsp of turmeric should be taken 3 times a day.

Diarrhea

Take 1/2 tsp of turmeric powder or juice in water, 3 times per day.

Pain

Mix 1 tsp of turmeric and 2 tsp of ginger with water to make a paste. Spread over a cloth, place on the affected area and bandage.

Add 1 tsp of turmeric to 1 cup of warm milk and drink before bed.

Other uses

In cooking, turmeric acts as a yellow coloring agent. It is an important herb in Hindu rituals. It is also a ingredient in cosmetics as it is beneficial for the skin. Burning turmeric can repel insects. Inhaling the smoke can assist in coughs, asthma and congested nasal passages.

Ears, Eyes, Nose and Mouth

Turmeric dust, with alum 1:20, is blown into the ear to treat chronic otorrhea.

Mix a pinch of Turmeric with organic ghee and apply it to the mucus lining of nose to stop the sniffles. It also stops nosebleeds, helps to clear the sinuses, restore a more acute sense of smell, and helps to purify the mind and brain.

Turmeric helps to maintain the shape and integrity of our eyes. A Turmeric/water decoction, 1:20, is used to treat conjunctivitis and eye disease in general. Soak a cloth in the decoction and then cover the eye with it. This helps to relieve the pain as well.

Turmeric for Stomach and Intestines

Turmeric treats the whole Gastro - Intestinal system.

In general turmeric is used for

- Weak stomachs
- Poor digestion
- Dyspepsia
- To normalize metabolism
- To help digest protein
- To increase the bio-availability of food and the ability of the stomach to with stand digestive acids.

Turmeric is a great carminative, able to calm an upset digestive system by getting rid of gas and distention. Carminatives also tend to increase absorption and nurture the intestinal flora. Taking Turmeric will work fine to balance an upset digestion. Just take a small spoonful of Turmeric and stir it in a cup of yogurt right after lunch. Remedy for 'piles' is to directly apply a mixture of mustard oil, turmeric, and onion juice. To stop rectal bleeding take a 2 or 3 tablespoons of Turmeric every half hour until the bleeding stops, usually in an hour.

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

Geographical distribution of Kandhamal Haladi: 'Kandhamal Haladi', found in Kandhamal District, from 19 degree 34' to 20 degree 36' m to 83 degree 34' to 84 degree 34' m altitude.

Sl. No	Name of District	Tahsil Included
1	KANDHAMAL	Khajuripada
		Phulbani
		Phiringia
		Tikabali
		Chakapad
		G.Udayagiri
		Raikia
		K. Nuagaon
		Baliguda
		Tumudibandha
		Kotagarh
		Daringbadi

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

- Statement of Mr. L. S. S. O. Mally (Annual District Gazetteer 1908)
- Indian Journal of Traditional Knowledge Vol.11,no.4, October 2012
- Traditional Cultivation Practices in the Tribal Belt of Odisha- Journal of Engineering Computers & Applied Sciences(JECAS) ISSN No: 2319-5606 Volume 4, No.2, February 2015
- Kandhamal Gazetteer 2011- Agriculture, Irrigation & Allied Sectors.
- Odisha Gazetteer 2011- Boudh Kandhamals.
- A personal Narrative or Thirteen years' service amongst the wild tribes of Khondistan For the Suppression of Human sacrifice by Major General John Campbell C.B, HURST and BLACKETT Publishers, 1864

I) **Method of Production:**

Seed Materials Planting Methods:

As a general practice the farmers used their owned seed material preserved from the previous crop or borrowing from the neighbors the mother rhizome as well as Fingers kept for next season as planting material. However Mother Rhizome are treated as the best planting Material because they give 50% more yield then finger rhizome. For backyard cultivation mother rhizomes are used for planting but for medium and large size of cultivation both mother and finger rhizomes are used for planting. Local seeds procured from the farmers in small quantity are also distributed through Govt. Schemes for area expansion. The seed requirement per Hector is 1,500 to 2,000 Kg of rhizome.

It has been observed that farmers are planting rhizomes on raised beds and also on ridges during April- May which is the most favorable planting time. Some of the farmers of Kandhamal districts are planting rhizomes in furrows for which they make furrows with the help of small spade and applied farm yard manure @ 10 t/ ha. After that rhizomes are planted in the furrows at the spacing of 30 cm and covered with soil. The mother rhizome are planted whole where as the finger rhizomes are cut into 4 - 5 cm long pieces. Well-developed healthy and disease free rhizomes are selected for planting. At the time of planting some farmers applied 25 gm neem cake powder and mixed well with the soil in each pit taken at a spacing of 20-25 cm within and between rows. Small pits are made with a hand hoe in the beds in rows with spacing of 25 cm x 30 cm and covered with soil or cattle manure. The optimum spacing in furrows and ridges is 45- 60 cm between rows and 25 cm between plants.

Mulching

The rhizomes are mulched immediately after planting with sal leaves at the rate of 12-15 t/ha. Mulching (green leaves) is also applied @ 7.5 t/ha at 45 and 90 days after weeding. Farmers reported that mulching in turmeric beds with green leaves is an essential to enhance germination of seed rhizomes and to prevent washing off of soil in rainy season. It also helps to add organic content to the soil and conserve moisture during the later part of the cropping season. Farmers are also applying glyrecedia (*Glyrecediasepium* Jacq.) leaves rich in nitrogen content, phosphorus content like *acalypha* (*Acalypha*indica L.) and potassium content like *calotropis* (*Calotropis* gigantean L.) as mulch. Farmers believed that mulching would increase germination; reduce weed growth and soft rot. It has been observed that organic content of the soil helps to check the multiplication of nematodes. It has been seen that small farmers poured cow dung slurry on the bed after mulching to enhance microbial activity and nutrient availability. In Kandhamal district sal (*Shorearobusta* Gaertner f.) leaves are collected by women during February and March and stake at the field for mulching purposes.

Germ plasm Management:

As the plant is propagated vegetatively, through rhizomes, the germ plasm of the varieties are retained percent in the subsequent crops. Thus the quality of the produce remains unaltered.

Nutrient Requirement:

The cultivators of Kandhamal District are Organic by default. All of the Turmeric crops in Kandhamal District are grown organically without application of chemical fertilizers. Organic manure like farm mademanure is used to meet the nutrient requirement of the plants. The leaf mulching applied to the crop also provides compost to the soil after decomposition in subsequent periods.

Management of Pest and Diseases.

The Turmeric crop is less prone to diseases and pest attack due to its characteristics. However Shoot borer (*Conogethes punctiferalis* Guen.) is the most important pest of turmeric larvae bore into the pseudostem and feed on the growing shoot resulting in yellowing and drying of the infested shoots. The farmers in this state have been followed indigenous pest and disease management practices. Some farmers plant rhizomes just after burning the field to avoid soil borne disease and insect damage. The adult of shoot borer after emergence from the soil settle on the tree and farmers collected and destroyed them. Farmers reported that spraying neem oil @ 0.5 percent during July-October (at 21 day intervals) is effective against the shoot borer. Leaf blotch a fungal disease caused by *Taphrinamaculans* appears as small oval rectangular brown spots on either side of the leaves. They soon become dirty yellow or dark brown. Tribal farmers removed mud from bottom of diseased plant to expose to the roots to the sun. This practices found to reduce disease (rhizomes rot) infestation. Progressive farmers are also deep ploughed their field during summer to reduce the disease. Rotten plant roots scratched by farmers in Kandhamal applied wood ash as well as vermicompost @2 t/ha in field to manage the incidence. Farmers are applying *Trichoderma viride*, *Beauveria bassiana*, and *Pseudomonas* to control rhizome rot. Farmers in Kandhamal district planted turmeric in red soil and under the shade of tree like sal, mango and jackfruit to reduce rhizomes diseases. It has been observed that progressive farmers used own seeds for planting change seed source every 2-3 yrs to reduce the spread of seed borne diseases. Turmeric planted in the red soil was found less incidence of insect pest and diseases during storage period.

Water Management:

“KANDHAMAL HALADI” is mostly grown as a rain fed crop. The field preparation and planting of the turmeric rhizome is done during pre-monsoon period i.e. during April and May by utilizing the sporadic rain falls receives during this period. Soon after planting the field are covered with leaf mulch which preserved the moisture by checking the evaporation loss of the moisture from the land. This enables proper germination of the seed rhizomes during pre-monsoon period. The main vegetative growth phase of the plant is June to October during which it gets ample rain water due to monsoon and post monsoon rains. Due to this the plant attend vigorous vegetative growth and the rhizome expansion also starts. During the month of November and December the cool climate along with frost accumulation during night help the plant to meet the water requirement and rhizome development occurs rapidly. During January the crop attends maturity stage and hence no irrigation is required.

Harvesting:

The crop is harvested in about nine months from January-April. The main harvest season begins from first week of January and extends up to end of March. Turmeric is harvested when leaves turn yellow and start drying up. In harvesting, the whole clump is lifted out with the dry plant, then the leafy tops are cut off, the roots are removed, all the adhering mud particles are removed and the rhizomes are then washed well with water. Harvesting of turmeric is done after an unseasonal rain. After rains soil is become loose and digging of turmeric rhizomes is easy. It has been noticed that farmers are harvesting turmeric every year but some farmers do harvest in a delayed manner (by in situ method) according to market demand and allow the

rest of rhizomes remain in the field for maintain its curcumin content. Harvesting of turmeric is done by the farmers with the help of small spade. Usually the land is ploughed and the rhizomes are gathered by hand. The average yield of fresh turmeric were recorded 10- 16 t/ha at farmers field. The finger rhizomes are separated from the mother rhizomes by men and women and kept in shade for 2-3 days. The mother rhizomes are kept for seed purpose and finger rhizomes are cured for selling.

Postharvest Management and Value Addition:

Curing and Drying

In traditional method of curing, rhizomes of turmeric are boiled in aluminum pots with 20 kg capacity along with water for 45- 60 minutes, depending on the quantity. The pots are covered with a lid. Boiling process is continued till white froth appears with a special quality flavor. Cooking process is completed when rhizomes become soft and inner colour turns yellow. Over cooking spoils the colour of the final product while under cooking renders the dried product brittle. Mother and finger rhizomes are cured separately. Boiled rhizomes are dried in the sun by spreading them in 5-7 cm thick layers on bamboo mats or ground floor for 10- 15 days. The rhizomes are stirred 2-3 times to ensure uniform drying. Improper drying results in the rhizomes become hard or brittle. A thinner layer is not desirable, as the colour of the rhizomes adversely affected. During night time, the rhizomes are heaped and covered with sal and turmeric leaves. This method of processing is adopted by tribals Kondha.

Storage

The cured rhizomes are stored by farmers in pits of 4 x 3 x 2 m size. Pits are dug in elevated place and sun dried for one week; bottom and sides of the pits are thickly lined with grass or Palmyrahmats. Subsequently cured produce is filled in pits and is covered with mats and finally with earth. The seed rhizomes are stored for 3-4 months from harvesting to planting by spreading them thinly under a cover of turmeric leaves. For storage seed rhizomes are also stored by heaping them under the shade of trees. Heaps are covered with turmeric leaf and plastered with soil and cow dung mixture. It has been noticed that rhizomes are treated with bavistin fungicide @ 2gm/L of water solution for 15 minutes before storage to avoid fungal diseases during storage. It can be left undisturbed for 2 - 3 months until sowing. In Kandhamal district, farmers stored turmeric in the field and also in backyard under the shade of mango (*Mangifera indica* Linn), jackfruit (*Artocarpus heterophyllus* Lam.). As tree protect rhizomes from heat and rains and also create micro environment to enhance the shelf life and reduce the losses. For that purpose pits are dug about 1 m size and place the rhizomes of turmeric 40- 80 kg and covered by sal (*Shorea robusta* Gaertner f.) and turmeric (*Curcuma longa* Linn) leaves. Farmers said that sal and turmeric leaves were found effective for control of termites. The traditional practices and control of post-harvest losses by traditional methods of storage has also been obtained in turmeric.

Processing and Value Addition:

The dried turmeric finger which is primarily processed and stored at farmers level is procured by Kandhamal

Apex Spices Association for Marketing (KASAM) and brought the product to the Block level godown situated in five blocks namely Daringbadi, K. Nuagaon, Phiringia, G. Udayagiri and Raikia. Sometimes farmers bring their produce to the Block level godown by their own. From there the raw product is brought to the central godown located at the processing unit of KASAM at Bandhagad, Phulbani. There the turmeric is processed as follows.

Processing of Turmeric

Turmeric Finger and Powder:

Preliminary process begins with pre cleaning of turmeric fingers.

- **De stoning:** In the pre-cleaning process, the turmeric fingers are checked & that they are free from any harmful insects or pests & are grade before entering into any further processes. Then, after this pre-cleaning process, the de stoner plays the function of extricating or separating if there is any metal trash or any other type of stones from the Turmeric fingers. This is done by means of air and the difference of density between them. It yields maximum returns. Then the Turmeric fingers are graded manually and are sent for the further process.
- **Polishing:** In this method, all the turmeric fingers are kept in one drum then they are rolled 1 to 1.5 hours continuously. Due to this rolling process, there is a friction between the Turmeric fingers and thus they get needed shine and also become ash-free. Maximum quantity will sold out as polished turmeric finger and the rest are send for grinding.
- **Pulverising:** After polishing of Turmeric fingers, they are sent for the grinding process. Machines are setup to carry out this process. These machines are called Pulverisers. After pulverizing the powder is sieved through different mesh screens until uniform fine powder is obtained.

Packaging: Turmeric powder is packed in moisture proof, air tight H.D.P.E. poly liner and Paper liner packages.

GENERAL GOOD PRACTICES OF PRODUCTION ADOPTED BY THE PRODUCERS IN GI AREA

1. PRE-HARVESTING

- a) Sop
- b) Monitoring And Evaluation By The Field Officer
- c) Supervision By Kasam Members During Cultivation

2. POST HARVESTING

- a) ISO Certification
- b) Manufacturing And Processing
- c) Food Safety
- d) Nutritional Value
- e) Compensation Met From Different Agencies To Review The Quality Of The Product.

J) Uniqueness:

1. By default Organic:

As has been indicated earlier the tribals of the district are backward both economically and educationally. They are following the primitive and traditional methods of cultivation without application of fertilizer or pesticide. It will not be out of place to discuss in nut cell the actual organic method of cultivation of spices specially turmeric.

2. Religious rite of tribal farmers:

Kandhamal, the tribal dominated District and turmeric was grown from time immemorial. Growing turmeric is closely associated with religious rites and cultural practices. The Khonds used to practice peculiar ancient religion rites such as human sacrifice in order to improve the production and colour of Turmeric.

3. Cultivated since time immemorial:

The turmeric cultivators here belong to indigenous communities who have practiced traditional farming techniques from time immemorial. This means no synthetic chemical fertilizers have ever touched the soil and ensures the plant is wholly organic.

4. Involvement of more than 60000 families and their livelihood lifeline:

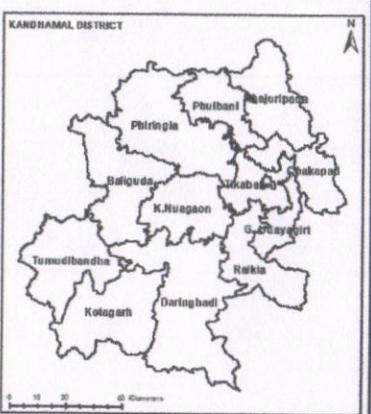
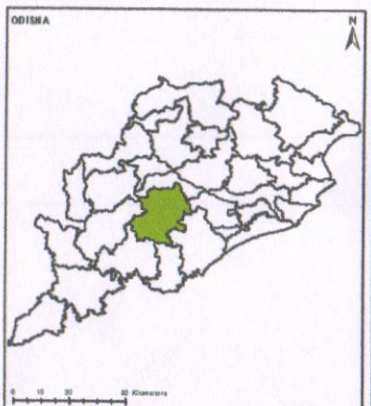
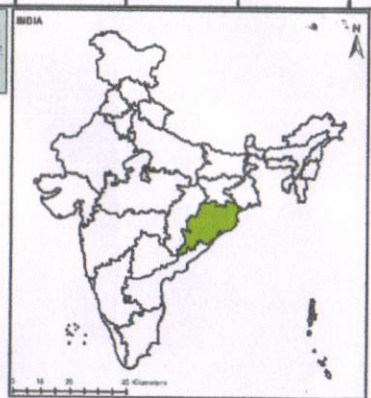
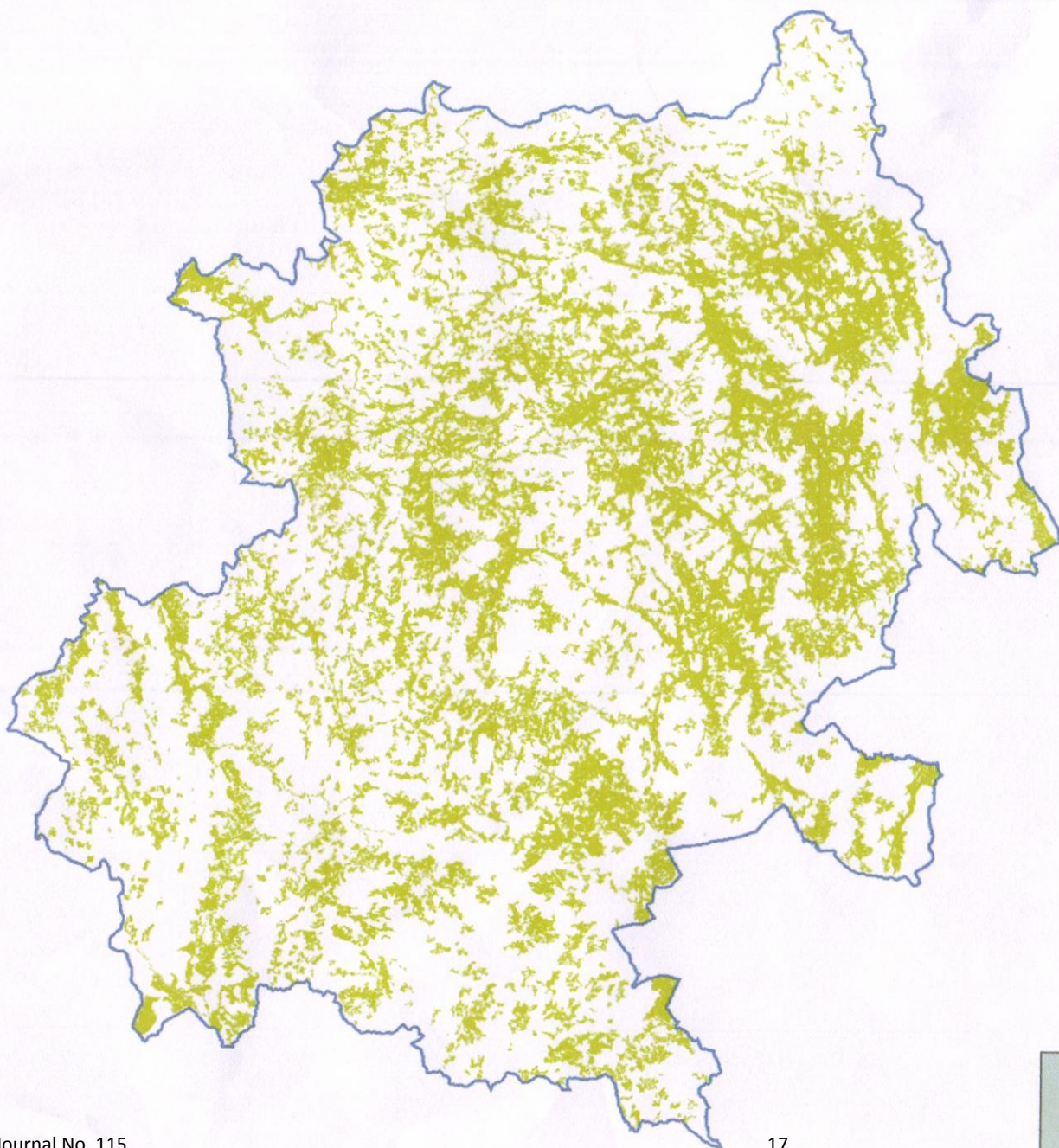
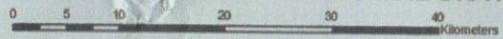
Kandhamal District where 50% of the population (some 60,000 Families) were turmeric cultivator's who are benefited with low input. The cultivation begins in the summer months of April and May and is harvested in December through to February. The harvest that would collectively reap no less than 26,000 tonnes and is worth more than 300 million.

5. **Acclimatized variety / less risk of production (Environmental resilient).**
6. **Less cost of production suitable for marginal farmers.**
7. **Sustainability in Adverse climatic conditions.**
8. **Technical aspects of uniqueness**
 - Colour: Golden Yellow, It is unique and different from other local variety of Odisha State which is faded yellow in colour.
 - Content :Curcumin 3.2- 4.2% , Oleoresin- 12.5 % , Oil- 5-6%
 - Suitable for House hold, cosmetics and Medicinal use comparatively better than other local varieties. Taste: Pungent & Unique from other local varieties.
 - Special Medicinal Value.

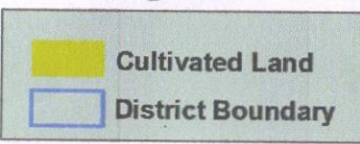
K) Inspection Body:

- The inspection Body is headed by the Collector & Dist. Magistrate, Kandhamal –cum- President, KASAM
- The committee meets every six months to periodically evaluate the characteristics and take necessary actions to maintain the Quality standards of KANDHAMAL HALADI.
- The President of KASAM has the power to reconstitute the committee as and when required and the decision of the KASAM President will be final.
- The Inspection structure comprises of the following members having knowledge in Inspection and Quality Control Mechanism.
- 1 (One) representative from the Department of Horticulture, Govt. of Odisha (Vice President of KASAM)
- 2(Two) representatives from KASAM
- 1 (One) representative from National Agriculture Research Institutes
- 1 (One) representative from Agriculture Universities/ Medical Research Institutes;
- 1(One) representative from the State Forest Department.
- 2 (Two) farmers from the association of KASAM ;
- Representatives from MSME Department of state or Central Govt / IP Facilitation Centre

CULTIVATED LAND OF KANDHAMAL DISTRICT



Legend



MAP PREPARED BY
ODISHA SPACE APPLICATION CENTRE
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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:

