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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. 114**

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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 114 of the Geographical Indications Journal dated 09th November, 2018 / Kartika 18, Saka 1940 has been made available to the public from 09th November, 2018.

NEW G.I APPLICATION DETAILS

App.No.	Geographical Indications	Class	Goods
619	Gorakhpur Terracotta	27	Handicraft
620	Varanasi Zardozi Craft	27	Handicraft
621	Chunar Red Clay Glaze Pottery	27	Handicraft
622	Mirzapur Pital Bartan	27	Handicraft
623	Banaras Wood Carving Craft	27	Handicraft
624	Banaras Hand Block Print	27	Handicraft
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626	Dharwad Pedha (Logo)	29	Food Stuff
627	Chilgoza	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 – 480

Application Date: 15-04-2014

Application is made by Thirubuvanam Silk Handloom Weavers Co-operative Production and Sale Society Limited, No.55, Sannathi Street, Thirubuvanam – 612 103, District: Thanjavur, Tamil Nadu, India for Registration in Part A of the Register of **Thirubuvanam Silk Sarees** under Application No. 480 in respect of Textile and Textile Goods falling in Class –24 and 25 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 : Thirubuvanam Silk Handloom Weavers
Co-operative Production and Sale Society
Limited

B) Address : Thirubuvanam Silk Handloom Weavers
Co-operative Production and Sale Society
Limited,
No.55, Sannathi Street, Thirubuvanam –
612 103, District: Thanjavur, Tamil Nadu,
India

Facilitated by:

Department of Handloom and Textiles,
Government of Tamil Nadu

C) Name of the Geographical Indication:
THIRUBUVANAM SILK SAREES

D) Types of Goods : **Class 24** - Textile and Textile Goods

E) Specification:

Thirubuvanam is a town located in the vicinity of Kumbakonam, Tamil Nadu. This historical town has preserved the art of silk weaving and has withstood the test of time.

Thirubuvanam saris are very rich in quality with fine counts of silk. The specialty of Thirubuvanam Silk sarees is that filature silk is used for both warp and weft, resulting in high quality, uniform, and high-lustre sarees. Thirubuvanam silk is folded like an angavasthram.

Thirubuvanam silk saree is known for intricate border and pallu designs are aesthetically embellished with fine Zari. The wide borders in contrast colors with intricate motif patterns are very fascinating. The most popular motifs are influenced by temples, flowers, natural leaves, fruits, Mayilkan- the peacock's eye, Rudraksham - Rudraksha beads and birds like peacock and parrot. Checks, stripes and geometrical

patterns are also included in the motifs. Traditional products include saris and Pattu langas- skirts.

The general specifications Thirubuvanam Silk Sarees are represented below:

Name	Thirubuvanam Silk Sarees	
Count of warp	20/22 D - 24/26 D Silk (4 ply)	
Count of weft	20/22 D - 24/26 D Silk (6-8 ply)	
Ends per inch	92-96	
Picks per inch	50-56	
Size	Length	6 Yards
	Width	47 Inches

F) Description:

Thirubuvanam is an ancient temple town associated with the making of aesthetic silk sarees, traditionally weighing around 450-1250 gm. The silk weighs around 400 gm and the rest of the weight is constituted by the Zari, Conventionally these silk sarees would measure about 18ft. in length and 4ft in breadth with one sided border only. In practice, it takes almost 15 days to complete the creation of a saree, with finesse. These sarees are elaborately hand-woven and contain intricate brocades and motifs which are well-received. Silk is stronger than most natural fibers, and is comparable in strength to synthetic fibers such as nylon and polyester. Garments made from silk are light, but warm and absorbent. They have excellent draping qualities and have a natural resistance to creasing and wrinkling. Notably, this is the only society with an ISO Mark, which speaks volumes about the quality of the goods.

Thirubuvanam Silk Saree are traditional wedding saree of pure silk and gold electro plated silver zari thread, medium weight with motifs, body and border woven in the same single warp. Thirubuvanam Silk Saree are made from the commonly domesticated silk worm of the Genus Bombyx which feeds on the leaves of the mulberry tree hence also called mulberry silk. The speciality of the Thirubuvanam silk saree is that using filature silk for both warp and weft resulting in high Quality, Shining, Uniformity and luster. The Society is using best skein of yarn and Gold-electro plated Silver Zari. The silk dyed in the society owned dye house with ETP and ZLD facility itself and given to the weavers as per the design.

The common designs of motifs used in Thirubuvanam are natural and floral like that Mango, Kalasam, Temple, Ruthratcham, Diamond, Neli and Kodi visiri.

Border: Another speciality ‘korvai’ means solid or contrast borders with series of delicately woven in zari. The three bells denoting the chalagai or anklet could well be followed by the chequered pattern of the peacock’s eye, the arm jewel – vanki, bunches of grapes, creepers and mangoes..... All in one saree and the touch of surprise – ‘meena’ work or coloured thread in between the zari.

Colours: Revel in the plains the endless brightness of parrot green, the depth of coffee brown, the shimmer of golden yellow..... chose your moods. Or be surprised by the double coloured the blue – green mayilkazhuthu (peacock’s neck), the red-orange of a lion, the violet-green of a new-born mango leaf...

Pallus: Elaborate end pieces woven separately and then skillfully woven together with the main body, without any signs of a joint... the wonder of pitni work.

The Product includes the following

- a) Seer Mundhi Pure Silk Saree (Regular and Long)
- b) Attached Border (Korvai) Seer Mundhi Silk Saree
- c) Silk extra warp Design Silk Saree
- d) Plain Silk Saree
- e) Tissue Silk Saree
- f) Jangala Silk Saree
- g) Korvai Pattu Pavadai (Skirt)
- h) Ponnadai (Silk Shawls)
- i) Plain pieces

G) Geographical area of Production and Map as shown in page no: 16

Area of Production of Thirubuvanam Silk Sarees is in and around the Silk Weavers Cluster of Thirubuvanam, in the Thiruvudaimarudur taluk of Thanjavur District.

H) Proof of Origin (Historical records):

Almost each state has its own make of silk and weaving centres, and have revived their traditional designs and craft. The town of Thirubuvanam has been renowned for its aesthetically pleasing silk sarees right from the time of the Cholas. The city of Thirubuvanam was built by King Chola's family, believed to be named after Kulothunga Chola III, who was a Thirubuvanam Chakravarti. One of the most lucrative commercial ventures of this town was trading in pure silk sarees and handloom dhotis and towels. since the, the town has progressed and diverged its craft, conforming to the contemporary Indian woman's tasteful attire.

The Thirubuvanam Silk Handloom Weaver's Co-opertive Production and Sale Society Ltd. was established in the year 1955. Before the establishment of the Society, the traditional weavers were subject to a feudal system of hierarchy and lived on a meager income. However, since the establishment of the society, the artisans and weavers have thrived on this trade, and weaving has become more of a way of life than a business. At present, the Society has around 1826 weaver members and provides employment to about 2000 families. The Society is presently functioning with 39 sales outlets spread throughout Tamil Nadu, and 1 more in Pondicherry. It sustains thousands of people and creates livelihoods. The silk sarees have an indispensable place in Indian tradition, and especially so in Tamil customs. The glowing trade of silk sarees reflect heavily upon Indian traditions and values.

I) Method of Production:

The step wise method of production of silk sarees is as follows.

The exquisite silk saree are woven from pure mulberry silk in contrasting colours and have an enviable reputation for luster, durability and finish. They reflect a Weaving and dyeing tradition, hundreds of years old and whose riches the West came seeking before the industrial age was born. More than 2000 looms are engaged in this industry providing livelihood for nearly 5000 people in Thirubuvanam.

Raw Material:

1. Raw Silk:

Silk is a structure-less secretion in the form of a cocoon consisting of continuous filament. It is a smooth, lustrous, elastic and fine filament, the length of which varies from cocoon to cocoon form species to species. The major States that produce raw domesticated silk are Karnataka, Andhra Pradesh, Tamil Nadu and Bengal.

The natural colour of raw silk is due to the type of leaf upon which the silk worm feeds. White mulberry leaves will give a white silk, otherwise domesticated silks are yellow. The colour of the silk may be light green due to the presence of chlorophyll.

- I.) Production of domesticated silk requires
 1. Suitable climate for the growth of silk worm
 2. Availability of raw silk and
 3. Intensive care cocoons for better quality of silk filaments.

- II.) Production of silk filaments consist of
 1. Sericulture i.e., Production of reeling cocoons
 2. Reeling viz., production of Raw silk

The production of cocoons is an agro-industry mostly practiced in rural areas. The production of raw silk is a cottage/ small scale industry

- III.) Production of Raw silk
Production of Raw silk from its cocoons consist of the following processes
 1. Drying - To kill the inside pupa so that cocoons stored for any period by sun drying or heating or steam or hot air drying.
 2. Sorting - Good cocoons are sorted from bad ones based on the following characteristics of cocoons:
 - a) Colour
 - b) Shape
 - c) Weight of cocoon
 - d) Shell weight
 - e) Filament length
 - f) Filament diameter
 3. Cooking – This is the process to swell and soften the Sericin present in the cocoon without completely dissolving it. Different methods of cooking are
 - a) Open pan (Single basin)
 - b) Three pan
 - c) Pressurized cocoon boiling
 - i. Circular type manually operated

- ii. The conveyer system
4. Reeling - After the boiling of cocoons continuous silk filament is extracted from the cocoons without any break.

There are 3 types of Reeling

- i. Charkha Reeling mostly practiced in handloom industry
- ii. Cottage basin system
- iii. Filature system – Silk thus produced is called Filature silk from superior quality of cocoons.

IV.) THROWING OR DOUBLING AND TWISTING

Reeled silk is not suitable for weaving. In throwing proper number of reeled silk is laid together with a light twist to yield a yarn suitable for weaving. There are several types of thrown silk. Yarns, which differ in the number of reeled thread, are twisted together and the amount of twist per unit length is different viz., Tram, Crepe, Organzine, Georgette,

Purchase of Silk:

Tamil Nadu Co-operative Silk Producers Federation Ltd., Kancheepuram has main object to procure raw silk yarn and twisted silk and market the same to its members like weavers cooperative society and others. TANSILK purchases raw silk of the silk reelers through the Anna Silk Exchange at Kancheepuram and supply to its twister members for further process of twisting. Such twisted silk (Ready silk) is purchased from the twisters on the supply to the silk handloom weavers society and others according to the requirement.

In Thirubuvanam Saree there are 3 kinds of warp used. Filature organize twisted Silk warp of 16/18D 2X2/ 2X1/ 4X1 ply with 5,200 threads of 40 yards with the 18-20 twist per inch. Generally 2X2Ply is used for body and border 20/22D 2Ply 3 folded as weft and 3Ply is used for the either side which is unique.

On the Receipt of silk yarn with required specification skilled labours rectify the entanglements in the silk warp.

Chemical Processing of Silk:

Degumming of Silk :

Before the natural silk is taken on any colour, it will have to be purified resulting in the improvement of luster to the Silk Yarn. The Silk needs to be softened by removal of Sericin Gum and other impurities by Degumming process. Degumming is generally carryout by 1) extraction with water 2) Treatment with alkali, 3) Digestion with enzymes, or 4) Treatment with acid. Degumming of raw silk with acids and alkalies is a function of p^H , Temperature, time of treatment, concentration of the reagent and its nature. Degumming of raw silk done in the tub containing water at $100^{\circ}C$ for 20 minute adding the wetting oil and soda ash after hot washing and then cold washing are done to remove the soluble sericin gum and impurities. There would be a loss of 25% weight in Silk in case of Warp and 28% in case of weft on an average during the degumming process. Then attached the concerned lot card to the silk warp/weft yarn to the degummed skeins of silk.

Dyeing of silk

The traditional silk saree of Indian are known for their eye pleasing colours and that Thirubuvanam Silk Saree are no exception. The colours used in dyeing are fast and lustrous, giving a shot effect along with the Zari Border. Thirubuvanam Silk Saree are yarn-dyed. The Yarn after Degumming is dyed in wet condition. As far as Thirubuvanam is concerned Acid and Natural Dyes are being used in Dyeing Silk Yarn. In view of the globalization and to explore the possibility for export of silk fabrics, now natural dyes are being introduced in dyeing of Silk Yarn.

The length of raw silk is first divided in to 4 segments using rubber tube to make 4-saris. Hence these silk segments are colored separately as per the requirements. The border and pallu of a silk saree are dyed in single color. But the body of the sari is dyed in contrast color of border and pallu.

To start dyeing process, water is boiled in a huge copper container, once water is boiled at high temperature. The dye materials-washing soda, soap oil, de color are added to the boiling water. The off-white silk yarn is dipped into the colored boiling solution. After dyeing, the colored yarn is immersed Hot water and then normal water to remove excess color. The yarn is taken out from the container and it is allowed to dry for 2 to 3 days. The popular colours used in dyeing process.

Dyeing of silk warp and weft yarn is done at society owned Dye house ETP having ZLD facility with the capacity of dyeing 100kg/day in the premises at the door no.42, Sannathi street, Thirubuvanam.

Making process:

Silk production process is very complex and starts after dyeing the silk and involves various stages such as Weft winding, warping, loading warp and weaving.

Weft Winding Process:

The silk after dyeing is brought for the process of weft preparation as pirn winding. Bundle of yarn is placed on the winding wheel. The silk strand is reeled to spindle and the wheel is operated. The yarn form big hank or Charka-winding wheel is transferred into spindles. These pirns are later used to insert into fly-shuttle which is used in the weaving process.

Warping Process:

The warping is carried out in streets preferably in the early morning, so that the colour of the silk yarn does not fade. The length of the yarn is tied between the two poles and it is stretched. Entangles in the yarn are checked and the breaks are knotted. A cotton thread is laced into the warp as it is easy to trace the entangled silk threads.

Setting the loom:

The loom setting activity is done before weaving process. The Yarn after warping is prepared into warp sheets by rolling the length of yarn to an iron rod. The process of transferring the warp sheet into weavers beam is called beaming. In this process the strands of yarn passes through the reeds and healds. This is done by joining each silk strand to the old warp threads manually. It takes nearly 2-3 days to complete the joining process. Generally women in the family perform the joining process.

Computerized Design Process:

Technology is also a part in the production of silk saris. The automated design process has replaced the traditional design process. Still the society is also using the services of the designer/members those who are practising traditional methods manually. In the automated designing the image of the motif is first scanned and then it is traced and filled with bitmaps. Finally the image is transferred to the punch cards. Now the punch cards are attached in the form of a chain and loaded into the jacquard machine to start weaving. This automated process is simple and time saving.

Weaving Process:

Weaving is done on the fly shuttle raised hand looms. The weaver interlaces the silk threads of weft and warp. The shuttle passes through the sheds (picking) formed when the treadle (beating) is operated to interlace the threads of warp and the weft. Once the shuttle is passed, the suspended sley is pulled to form the weave according to the design using Jacquards/Jungu(Aadai)/traditional design tool mounted on the handloom. According to the design the proton of woven cloth is wounded to the wooden beam which is located in front of the weaver. After weaving of 6 yards of weft, the portion of unwoven warp is intentionally left before and after the sari weaving which is later knotted for fringe. Thus the weaving is completed- the sari is smoothened using brass metal blade and sari is folded in traditional manner for the market. It takes nearly 4 to 5 days to complete one sari. The length of 6 saree warp is loaded into the looms at a time. The weaver may need 1 or 2 persons to help him while working.

J) Uniqueness:

There are several attributes and features that set the Thirubuvanam silk sarees apart from the rest. Apart from being an essential to any connoisseur's collection, these features speak of the novelty:

- 1) The Thirubuvanam Silk-sari has its own unique features. Thirubuvanam Silk Saree traditional wedding saree, medium weight with motifs, body and border woven in the same single warp. First of all, it is very smooth and it spreads over the body of the wearer elegantly. This uniqueness is due to the two-ply warp weaving style. On the other hand Kancheepuram variety of saris may feel little rough and look stiff because they are woven with three-ply warp.
- 2) Moreover the pallu of a Thirubuvanam Silk-sari is woven continuously on the loom and the pallu simply runs on from the body of the sari, With a difference of main body woven together with pallu which is dyed by tie and dye technique the attachment of weaving have no sign of unevenness by splitting the warp yarns partly and adjust the tension and woven again provides the sufficient strength for its durability, this process of weaving technique is locally called "porai ilupu" which distinguish the Thirubuvanam Silk Saree from "pitni" work of Kancheepuram Silk Saree or any other hand woven saree whereas in Kancheepuram variety the pallu is added to the body separately so that sometime one can see the difference in texture between the body of the sari and the pallu. In this type the threads are not uniform in strength. Thus the THICO Society's silk sari is a rare combination of smoothness and strength.

- 3) Another specialty of Thirubuvanam Silk sarees is that they use filature silk for both we and weft, resulting in high Quality, uniform, and high-luster sarees. The society uses best skilled yarn and pure zari, The Society caters to both contemporary and traditional taste, and is a hub for sarees, especially during the bridal seasons.
- i. The Thirubuvanam Saree is known for more than 150 years. In Thirubuvanam Saree there are 2 kinds of warp used. 1. Zari warp – gold plated silver threaded silk real zari plied(24-2000 threads) length according to the variety, 2. Silk warp of Filature organzine twisted warp of 2X2/ 2X1/ 4X1 ply with 5,200 threads of 40 yards with the 18-20 twist per inch. Generally 2X2Ply is used for body and border 2Ply 3 folded as weft and 3Ply is used for the either side which is unique.
 - ii. Thirubuvanam silk saree once again different from other by folding named as “visiri madippu” (folding of traditional hand held palm fan) like folding of Angavasthiram.
 - iii. Thirubuvanam Silk Saree is having the uniform pick density all over the saree.
 - iv. In the Weaving of Thirubuvanam Silk Saree, the floating of threads in the backside of the designs of extra warp and extra weft Saree is much minimized.
 - v. In the Thirubuvanam Saree there is no process of sizing after the weaving for its stiffness like other silk saree. The Weaving of Thirubuvanam Silk Saree by the frequent change of shedding of warp yarns and picking and maintaining the tension of warp yarn naturally gives sufficient cover and stiffness.
 - vi. The Thirubuvanam Silk Saree of having the better drapability is due to the manufacturing as per the conventional wisdom and the handloom weaving methodology established over the years in the industry.
 - vii. Most of the Designs of Thirubuvanam Silk Saree are based on age old tradition of the Thirubuvanam area.

K) Inspection Body:

The department of Handlooms and textile would establish an inspection body a statutory body consisting of minimum 8 persons, under the guidance of central and state government to protect and secure the quality of Thirubuvanam Silk .

Planning for maintain the quality watchdog Mechanism

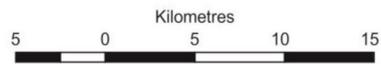
1. one person from each society
2. one person from department of handloom and textiles
3. Two persons from Government of India
4. one person from NGO in the territorial of Jurisdiction at manufacturing area.

L) Others:

The State Government of Tamil Nadu is involved in quality control of Thirubuvanam Silk and Products. The Department of Handloom and Textiles have installed a XRF Analyzer (X-ray Fluorescence Technique machine) for testing zari and zari-made fabrics which distinguish the original Thirubuvanam Saree from duplicate one at No.55, Sannathi Street, Thirubuvanam and a Certificate of quality of the Saree is issued against a nominal fee Rs.50/- per Saree.

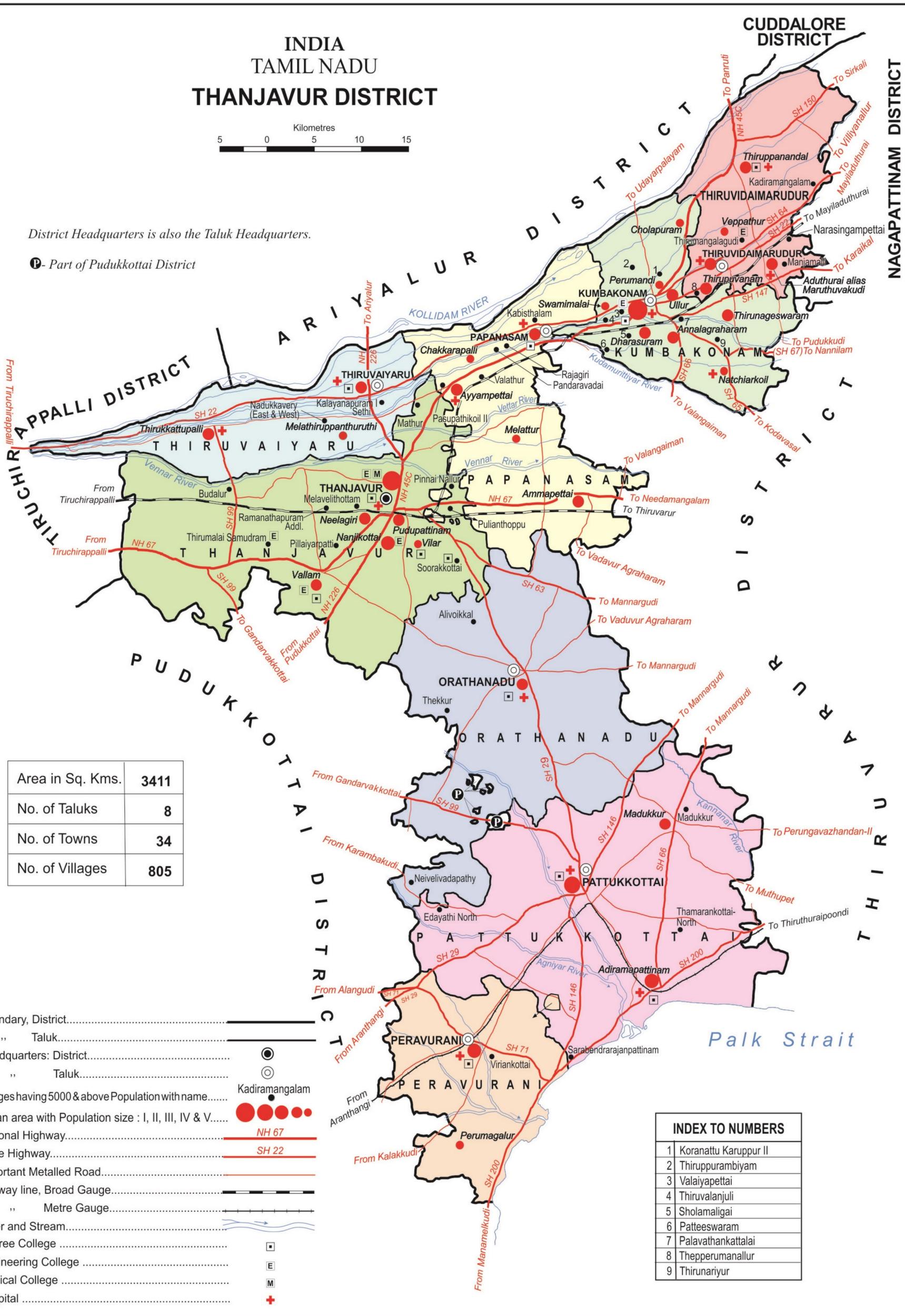
The Department of handlooms and Textiles is actively involved in educating all involved in this trade about the quality control, process of manufacturing with effective marketing strategies and other activities related to the development of Thirubuvanam Weavers.

INDIA
TAMIL NADU
THANJAVUR DISTRICT



District Headquarters is also the Taluk Headquarters.

Ⓟ - Part of Pudukkottai District



Area in Sq. Kms.	3411
No. of Taluks	8
No. of Towns	34
No. of Villages	805

- Boundary, District.....
- " Taluk.....
- Headquarters: District.....
- " Taluk.....
- Villages having 5000 & above Population with name.....
- Urban area with Population size : I, II, III, IV & V.....
- National Highway.....
- State Highway.....
- Important Metalled Road.....
- Railway line, Broad Gauge.....
- " Metre Gauge.....
- River and Stream.....
- Degree College
- Engineering College
- Medical College
- Hospital

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3	Valaiyapettai
4	Thiruvalanjuli
5	Sholamaligai
6	Patteeswaram
7	Palavathankattalai
8	Thepperumanallur
9	Thirunariyur

G.I. APPLICATION NUMBER – 611

Application Date: 15-02-2018

Application is made by Jaivik Krishi Utpadak Sahkari Samiti Maryadit, a/p Smt. Asha Tirkey, Village: Banshajhal, Block: Batauli, District: Surguja, Chhattisgarh, India for Registration in Part A of the Register of **Jeeraphool** under Application No. 611 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** : Jaivik Krishi Utpadak Sahkari Samiti Maryadit
- B) Address** : Jaivik Krishi Utpadak Sahkari Samiti Maryadit, a/p Smt. Asha Tirkey, Village: Banshajhal, Block: Batauli, District: Surguja, Chhattisgarh, India

Facilitated by:

Indira Gandhi Krishi Vishwavidyalaya, Raipur – 492012, Chhattisgarh, India

- C) Name of the Geographical Indication:**

JEERAPHOOL



- D) Types of Goods** : **Class 30 - Rice**

- E) Specification:**

“Jeeraphool” is an ancient rice variety of Surguja district of Chhattisgarh state. It is an aromatic and very soft grain after cooking and, very fine and short slender variety looks like cumin. The rice variety is organically cultivated as per their traditions and supplemented by comparative ideology in specially prepared paddy fields of Surguja district bottom hills low lying areas with extra care to maintain its purity. The Cropping situation and weather conditions of Surguja (Northern hills ecological condition of Chhattisgarh) contributed greatly to its strong aroma with softness in cooking and other quality attributes.

- It is an aromatic short grain premium rice variety looks like cumin. Jeeraphool rice is especially famous for its taste, aroma and softness after cooking.
- Jeeraphool rice is white in colour with short grain size.

- Jeeraphool Rice is strongly scented and very soft when cooked. This rice is preferred because it remains flaky and soft even after cooling. (Due to its medium Amylose content and other quality traits).

F) Description:

The “Jeeraphool Rice” is an indigenous aromatic short grain cereal plant of Chhattisgarh. The Jeeraphool or “*Oryza sativa*” is widely used in eating purpose as Kheer (pudding) and Pulao. Its rice looks like a Jeera (cumin) shape that’s why its name is Jeeraphool. It has an excellent eating quality due to high aroma, special softness and unique taste after cooking. Duration of the variety is 140-145 days.

- Jeeraphool rice is white in colour.
- Rice looks like a Jeera (cumin) shape that’s why its name is coined as Jeeraphool.
- L:B ratio is 2.13
- Grain chalkiness is very low and very occasionally present.
- Panicle size of Jeeraphool crop is very long i.e. 33 cm.
- Jeeraphool rice plant is tall around 135-140 cm. in height.
- The milling percentage is 67.2%
- Head rice recovery is 62.5%
- Aroma of this variety is excellent when cooked. This rice is preferred due to its softness and flakiness.
- Jeeraphool is widely used in eating purpose as Kheer (pudding) and Pulao.
- Taste of this rice variety is mild sweetness.
- Kernel size is elongated length wise after cooking.
- Jeeraphool rice variety is resistant to Blast disease.
- Jeeraphool rice is resistant to more than one Pest / disease, It is moderately resistant to white back plant hopper (WBPH) and resistant against leaf blast.
- It has excellent eating quality (high aroma, special softness and unique taste after cooking).

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

The “**Jeeraphool**” has its origin in the state of Chhattisgarh. Jeeraphool rice is cultivated in predominantly at Surguja district. The rice variety is organically cultivated as per their traditions and supplemented by comparative ideology in specially prepared paddy fields of Surguja bottom hills low lying areas with extra care to maintain its purity. The cropping situation and weather conditions of Surguja (Northern hills ecological condition of Chhattisgarh) contributed greatly to its high aroma with softness in cooking and other quality attributes.

Sr.	Name of the Block	Name of Villages
1	Ambikapur	Podikhurd, Sohga, Kanthi, Libra, Kareya, Chindkali, Amadhraha, Podika, Navapara Khurd, Khairbar, Parsa, Bhakhura, Bhakauli, Karmaha, Karanji, Bardohi, Parsodi
2	Lakhanpur	Jamgala, Kunwarpur, Andhala, Argoti, Jaipur, Kanchanpur

3	Udaipur	Mohanpur, Manpur, Khamhariya
4	Sitapur	Girhuldih, Bharatpur, Sarga, Gerasa, Dhodagaon, Banshipur
5	Batauli	Kunkuri, Sedam, Basen, Govindpur, Chirga, Umapur, Kalipur, Manjha, Poprega, Samastipur, Nakna, Bansajhal, Chirga, Bonda, Jarhadih, Bilaspur, Ghoghra, Birhuli, Saliyadih, Kudkel, Kachardih, Chawarpani.
6	Lundra	Udari, Semardih, Dhakila, Sakoli, Kalpodi, Nagam, Pasena, Gujwar, Kakni, Devari, Kachgand
7	Mainpat	Pet, Pediya, Kunkuri, Kot, Vandna, Udumkela, Rachketa, Kotchhal

H) Proof of Origin (Historical records):

Jeeraphool is a traditionally grown aromatic rice variety of Surguja region and almost every farmer cultivated this variety for their home consumption because of its premium taste, aroma and softness. It's a short slender variety looks like appearance of cumin (Jeera) hence known as Jeeraphool. Cultivation of Jeeraphool in the Surguja division is since long period of time and it's became one of the key component in their daily food. Basajhal is situated 35 kms away from district HQ i.e. Ambikapur (Surguja) and it's surrounded by hills & forest from all the sides.

Most of the farmers of this village cultivate Jeeraphool rice traditionally at low lying areas / fields surrounding by hills by using organic matter since long time but they did not get premium price from their produce because maximum farmers were selling unprocessed rice at low rate to middleman @ Rs. 1500- 1800/ qt and local milled rice at only @ Rs. 40-45/kg in local market.

Evidence of Jeeraphool rice used in the feast and celebration go back in the period of ancient time of the kingdom of Ambikeshwar Sharan Singhdev and temple of Mahamaya Devi (Goddess) since long back. Priest offered and praise by Jeeraphool Kheer as a Prasad / bhog. During that period there is more demand for this feast of fine rice of Jeeraphool variety. Temple was situated in Northern hills zone of Chhattisgarh state.

Dr. R. H. Richaria Book entitled- "**A strategy for rice production**" (A great scientist of rice; collected 18000 rice germplasm) to ensure sustained growth in M.P. MPRRI, Raipur (1977) have mentioned the distribution of Phool groups of rice with 56 varieties including Jeeraphool were originated from 15 district (in which surguja is one of them) of eastern M.P. (Presently at Chhattisgarh).

IGKV Bulletin entitled "Characterization of aromatic rice germplasm of Chhattisgarh" published by Department Of Genetics and plant Breeding IGKV, Raipur and funded by CG.COST, Raipur (2015) has clearly showed that Jeeraphool rice was collected from Ambikapur, Surajpur (Surguja division).

Scientist of Directorate of rice research (DRR), Hyderabad characterized the Jeeraphool rice variety (2013) and they procured it from Chhattisgarh.

I) Method of Production:

Soil Type:

In Surguja hills, the soil types are eroded by hilly goda / Tikra, goda, chawar and bahra soils. Out of these Jeeraphool rice is grown in Goda chawar (bunded uplands), Chawar (bunded lowlands) bahara (extreme lowlands) soils.

Land Preparation:

- Land preparation is done by ploughing, harrowing and leveling the field to make it suitable for crop establishment.
- Ploughing should be done 3-4 weeks prior to sowing. Summer ploughing is better for good crop yield and low infestation of pest attacks.
- Plough field upto 12-15 cms deep and make sure the weeds and the stubbles get incorporated in the soil and get decomposed. This is necessary to avoid the self-sown seeds to grow and become admixtures.
- Draft animals, such as oxen, 2-wheal tractors or 4-wheel tractors or rotavator can all be used for ploughing the land effectively.
- Implements used for ploughing are mouldboard plough, disc plough, sub-soiler etc.
- After ploughing, harrowing the field should be done twice with one week gap between the two. First harrowing should be done after 1 week of ploughing. The second harrowing should be done across the first harrowing.
- Implements used for harrowing are spike tooth harrow, Chain harrow, Disc harrow, Inter-cultivating harrow.
- Generally rice fields are first flooded with water before tillage. This tillage of flooded soil is referred to as puddling. Puddling is very efficient in clay soils that form deep cracks penetrating the plough pan at about 15 to 20 cm soil depth during the period of soil drying before land preparation.
- Land should be levelled after ploughing and harrowing is done so as to avoid undulating topography which leads to uneven distribution of water and others.
- The land should be submerged in 2-5 cms of standing water so that puddling is done and decomposition of organic matter occurs soon.
- Bunds should be prepared and cleaned thoroughly to check weed growth as they harbour pests and diseases.
- Bunds should be compacted to prevent seepage and properly maintained at 15 cm height x 20 cm width to prevent rat burrowing.
- Once, complete all these activities, can now go for transplanting.
- A fallow period of at least a month from harvest to establishment of the next has to be there. This can break the pest cycle and facilitate the success of crop management practices.

Seeds selection:

- Select good quality seeds which are free from seed borne pests, diseases and weeds. Graded seeds should be preferred.
- Select seeds which are bold, uniform in size and filled completely.
- Seeds should be soaked in salt water and remove immature and chaffy seeds. Select only bold seeds and wash thoroughly with clean water for 2-3 times and dry under shade.
- Select seeds which have good germination rate (> 85%).
- Get seeds from reliable sources like KVK Surguja, Research farms of Agriculture University, State Seed Corporation and Jeeraphool farming communities.
- Before seeds are sown they should be treated with either fungicide like Carbendazim, Dithane M 45 @ 2.5 g/kg of seed.

- They can also be treated with bio control agents like *Pseudomonas fluorescens* @ 10 gm per kg of seed etc.

Nursery Management:

- Utmost care should be taken while preparing the nursery as it is the place where rice seedlings grow and establish themselves.
- Nursery should be prepared nearer to the main field so as to minimize the shock during transplanting.
- Prepare the type of nursery based on your resources such as water, type of soil etc eg : Wet bed method is practiced in areas of water abundance and Dry bed method is practiced in areas of less water and where the soil is loamy or clayey.
- Appropriate seed rate (**20-25 Kg/ha**) should be used. Farmers use very high seed rate, which is not required and wasteful.
- For good preparation of your nursery, plough the soil thoroughly 3 to 4 times and level it perfectly. Make channels for irrigation water and drainage. Green manuring is also good for Jeeraphool rice production.
- Incorporate one tonne compost/FYM per 1000 m² bed during last ploughing/puddling.
- Broadcast the sprouted seed 5kg / 100 sq.mt of soil. Make sure the seeds are free from weed seeds. For 200 sq.mt of nursery bed apply 2 kg. Nitrogen (1Kg at the time of broadcasting the seed and another after 12 to 14 days) 1kg P₂O₅ and 1 kg Potash. In cold prone areas apply double dose.
- Allow it to dry for some time and give slight irrigation at first leaf stage.
- Weeding should be done once in 15-20 days as it helps seedlings grow effectively without competition for nutrients water etc.
- In zink deficient fields spray 2 g. ZNSO₄ dissolved in 1 liter of water. In case of dry nursery if Iron deficiency is noticed spray 20 g/1 lt. (2%) ferrous sulphate solution.
- Protect your Nursery against bird damage of seed by netting or taking colour ribbons.
- Apply Carbofuran 3 G granules 10 days after broadcasting the seed percent of nursery @ 160g or Monocrotophos 1.6ml or Chloropyriphos @ 2.0 ml per liter water. Apply Carbofuran 3G granules @ 160 g per 40 sq.mt of nursery week days before uprooting the nursery.
- Seedlings should be uprooted with soil and transplanted immediately so as to minimise the shock to the seedlings. See to it that the time gap between the seedlings and transplanting should be less.

Crop Establishment:

- Crop establishment is a very important part and hence utmost care is needed to ensure good crop establishment.
- At 2-5 leaf stage (20-25 days age), uproot the nursery, trim the tips of seedlings and transplant.
- Synchronous planting should be followed which enables efficient use of irrigation and reduces incidence of pests.
- Seedlings should be uprooted from the nursery without damaging the roots and with minimal shock.
- Make sure that the seedlings should be free from weed seedlings.
- Line transplanting should be followed as it helps in better crop growth and intercultural operations.
- Generally recommended spacing is 20x10 cm or 20 x15

- Proper spacing should be followed between two seedlings to ensure that competition for nutrients will not be there.

Fertilizer Management:

Sufficient amount of nutrients should be supplied to the crop right from sowing to harvesting as it helps in better crop growth finally giving better yields.

- Nutrients play an important role in the development of the plants, the panicle growth, grain quality & final yield.
- Nutrients should be applied in right quantity at the right time and at the right depth to ensure, they are available to the plants so that the crop grows vigorously and gives a good yield.
- Ensure soil fertility tests are done for your soils and apply the nutrients based on the soil health report.
- Apply nutrients according to the dosage N:P:K (60:40:30) per ha., Zinc sulfate (25 Kg. per ha.) will be applied in deficient fields .
- Make much use of organic and biofertilizers so that the soil health is not affected. 3-4 tons of FYM should be applied to the field at the time of ploughing. Applying organic manure is a must to get good yields and to maintain soil health.
- Oversupply of nutrients results to increased susceptibility of the crop to pests particularly blast disease and lodging etc. Under supply and untimely application slows down the growth of seedlings, lower number of tillers and lower grain yields.
- Ensure the plant gets all the nutrients it needs mainly Nitrogen, Phosphorous, Potassium, Zinc, Sulphur etc.
- Try avoiding inorganic fertilizers as they pollute the soil.
- Make sure that the nutrients applied are available to the planting and are not lost due to leaching.
- Ensure that the plants should not face deficiency in nutrients, as it may have a drastic effect on the whole crop.

Water Management:

Water is very essential for rice in order to ensure good crop growth and panicle development. It has to be managed effectively especially in the background of acute water scarcity. Water management at critical stages viz., maximum tillering and panical initiation stage is very important to boost up the grain yield.

- Make proper drainage facilities so as to drain off the excess water and to avoid the leaching losses.
- Make use of the best irrigation method suited to the variety based on your water availability.
- Maintain water level at 5 cm depth during first seven days after planting and thereafter up to completion of tillering at 2 cm depth.
- A thin film of water (2-3 cm) should be maintained at the time of weedicide application and should not be drained up to two days for control of pre emergence weeds.
- Maintain water level at 5 cm depth from panicle initiation to grain maturity.
- Avoid moisture stress at tillering, panicle initiation, flowering and grain filling stages.
- Avoid excessive water or drought stress that could affect the growth and yield of the crop.
- Drain the water before fertilizer application. Mid-season draining discourages unproductive tillers.
- Alternate wetting and drying without causing too much water stress also can help in saving irrigation water.

Weed management:

- Weed management is gaining a lot of importance as the losses caused by weeds exceed the losses from any other category of agricultural pests like insects, nematodes, diseases, rodents etc.
- “Prevention is better than cure” holds well with weeds & hence advised to plough back the weeds and stubbles before the sowing of the crop. Early and thorough land preparation is a must to control weeds.
- Select seeds which are free from weed seeds.
- It is better to use Pre-emergence herbicides on the field so that the weeds are suppressed.
- Weeding at regular intervals has to be done (once in 15-20 days) to make the field weed free.
- Weeding can be done manually in case sowing is done by broadcasting or with machines like conoweeder (Indira Seed Weeder) in case of line transplanting.
- Clean the bunds regularly in order to control the weeds.
- Try and use natural ways of controlling weeds so that soil health is not affected.
- After harvest burning of the stubbles and the leftovers is advisable as it helps in controlling the weeds to a great extent.
- Keep seedling nursery free from weeds and make sure weeds are not transplanted.
- Keeping tools and machinery clean helps in controlling weeds.
- Use pre-emergence and post emergence herbicides.

Pest & Disease Management:

Effective pest & management is required as it helps in producing better quality grains and better yields. The following ensures better pest and disease management in Rice. Integrated pest management is always better. The stem borer, leaf blast pest attack are more in Jeeraphool rice to control the pest attacks the following steps/practices should be taken:

- Always know that proper pest management will result in good seed or grain quality.
- Select seeds which are free from seed borne diseases.
- Crop rotation has to be done after 1-3 cropping season.
- Encourage the predators which are the natural enemies of the pests.
- Summer ploughing should be done after the harvest of the rabi crop which helps in eradicating the pests.
- Cleaning the bunds is very important as they harbour these pests.
- “Pheramone Traps” which are considered to be very effective in controlling the pest (Adult of stem borer) may be used.
- Try to avoid over application of nutrients as they indirectly lead to the growth of pests and diseases.
- IPM practices should be followed for major insect pest of Jeeraphool rice is stem borer.
- In severe infestation use pesticides.

Harvesting & Storage:

- The field should be drained 1 week prior to harvesting.
- Harvesting should be done when at least 75% of the grains are matured. If the crop is harvested without proper maturity it leads to loss of viability of grains.
- The harvesting material should be dried in the field for 2-3 days.
- The grains should be free from inert material after threshing and winnowing.
- The winnowed grains should be sun dried until the moisture content reaches less than 14%. (optimum moisture level)

- Both over and under drying will lead to breakage of the grain during processing.

Storing Paddy:

- Paddy seed is sun dried for 2-3 days continuously and then stored in gunny bags on indigenously made 4-5 feet stand to prevent pest infestation.
- The best grains are separated and collected at the threshing yard itself for seed purpose.
- Dry the grains to 14% moisture level for storage.
- High moisture content during storage leads to loss of viability due to increased grain respiration and attack of storage insect and pests.
- Storage place should have good aeration.
- Different storage structures are used traditionally to store paddy grains in “Kothi” (manufactured in used Bamboos) and earthen pots by the tribal people.
- A safe storage system will prevent the grain getting wet after drying and also give protection from insects, rodents and birds.
- Use zeolite beads to proper storage.

J) Uniqueness:

Geographical Significance

i. Soil :

Soil type usually depends on the type of bedrock, climate and weathering patterns. Two types of soils are found in the batauli block viz., Matasi and Kanhar (medium to heavy soil)

ii. Climate :

Temperature: Average temperature of night is cooler of Batauli block. Average Rainfall of Batauli block is 1150 mm

Uniqueness of Jeeraphool Rice

- Jeeraphool rice is strongly scented. The aromatic compound is 2 acetyl 1 pyrrolene (2AP) content is present. Value of 2AP against the standard method with 2,4,6 trimethylpyridine (TMP) as a reference solution is 1.35¹.
- Organoleptic taste is very good and taste of this rice variety is very unique
- Leaf weight of Jeeraphool is very high i.e. 24.2 mg cm². It is one of the highest scorers among the aromatics short grain rices of India¹.
- Weight of 1000 rice grain (test weight) is 16.00¹ g.
- Head Rice Recovery 62.50 %
- Milling percentage 67.20 %
- Cooking time is less because it has alkaline spreading value score 5.
- Amylose content is 23.22¹ % and Its Gel consistency is medium i.e. 57 mm (Intermediate)
- Kernel length is 4.15mm while its kernel length after cooking is 9.4 mm. Elongation Ratio is 2.26^{mm}.
- Volume Expansion Ratio is 4.8^{mm}.
- The cooked grain is soft a^{fter} cooling and flaky in nature. Therefore it is preferred for most of the Indian dishes.

K) Inspection Body:

'Javik Krishi Utpadak Sahkari Samiti Maryadit' has constituted an Inspection structure to oversee the standards and quality assurance system for inspection of every step of production of "Jeeraphool" rice and statutory compliances thereof.

This Inspection Body consists of President / Vice-President / Secretary / Treasurer of the applicant organization, Farmer members, GI experts and Agriculture Experts.

The quality of Jeeraphool rice will be monitored by an Internal Watchdog Mechanism in order to maintain the original physical and chemical characteristics as per GI registration.

The system of internal watchdog mechanism will consist of following committee members:

- i. Representative of Producer group of Jeeraphool rice.
- ii. Two (2) producers from the area
- iii. Agriculture Scientist from KVK, Ambikapur and also from agriculture university

This committee will also help to regulate the use of Geographical Indication for the welfare of local producers' community. The committee will frame the terms and conditions to use brand name of "Jeeraphool" by any of the marketing agency.

The logo of Jeeraphool rice GI will be used to create brand image.

L) Others:

About the Applicant:

Javik Krishi Utpadak Sahkari Samiti Maryadit is only and unique group of tribal women. They are completely involved to cultivation, seed production and marketing of Jeeraphool rice. This group is recognized by IGKV, Raipur, State Agriculture department, Hon'ble Chief minister of Chhattisgarh, Hon'ble Agriculture Minister of the state, Chief secretary of Chhattisgarh.

Uses of Jeeraphool Rice

- Jeeraphool rice is used to prepare 'Kheer' and 'Basi Bhat' (local dish used by the tribal people of the surguja district).
- It is a traditional variety and also used in religious and wedding ceremonies.
- The flour of Jeeraphool rice is very smooth with warm water as the dough used for making "Chausela" (Poori), anarsa, fhara both sweet and sour, chawal, roti and chela (local Dishes).
- The kheer (Rice Pudding) made by Jeeraphool rice has creamy texture and peculiar rice flavor and there is no need of adding any flavoring to it.

Latitude : 22.9494° N
Longitude : 83.1649° E



Note: Red encircled areas are major Jeeraphool growing blocks in Surguja district.

Location Map of Jeeraphool in Surguja District of Chhattisgarh



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:

