

**The Geographical Indication of Goods
(Registration and protection Act, 1999)**

In the matter of an application by the
Department of Horticulture, Government of
Karnataka for registration of "Udupi 'Mattu
Gulla' Brinjal" (*Solanum melangena* Var.
esculentum Nees) as a geographical
indication in class 31

STATEMENT OF CASE

01. The Department of Horticulture is a public sector organization under the Government of Karnataka promoting the extension and development of Horticulture in Karnataka.

02. Udupi 'Mattu Gulla' brinjal fruits are large ovoid in shape, green in color with light green / white stripes, round in shape with slightly pentamerous at base and a unique characteristic of small spines on the stalk. Seeds are white, flat and many in number completely fill the locular cavity. In Karnataka the cultivation is in few villages in Udupi district as one of the main vegetable crops. Udupi 'Mattu Gulla' brinjal owes its name due to its cultivation mainly centered at 'Mattu' village and its surrounding areas. In Tulu (locally prevailing regional language) 'Gulla' means round.

03. This variety is particularly grown in 'Mattu' village and surrounding areas like 'Kote', 'Innanje', 'Kaipunjal' and 'Uliyprugoli'.

04. Geographical extent of Udupi 'Mattu Gulla' brinjal growing areas spread in longitude of $74^{\circ} 43' 00''$ – $74^{\circ} 46' 00''$ and latitude of $13^{\circ} 13' 00''$ – $13^{\circ} 15' 00''$.

'Mattu' village is located at an about 12 KM from udupi town, which is a historical place of Lord Krishna. The growing belt just 250-300 metres away from western coast. Udupi district is 425 KM away from the capital city of Karnataka, Bangalore.

05. The history of Udupi 'Mattu Gulla' brinjal variety is goes like this, the reformist seer, saint Vadiraja was daily offering food to Hayagreeva (Krishna in Horse's face). He used to close the door and a horse steps up on his shoulder to eat it. Vahirajaru used to return empty vessel always. This enraged other brahmanas, and in turn they mixed poison, thinking that Vahirajaru has eaten it, as usual he offered food, the horse came and ate fully without leaving a trace. But to their surprise, other brahmins saw Shri



Fig: Paryaya Mahotsava at Udupi

Krishna, Udupi's Idol turning blue in color. So other brahmns felt guilty and went to Vahirajaru for pardon. Vahirajaru with his divine powers gave some seeds of Brinjal to Mattu Brahmins to sow it. The brinjal grown there is bought and being offered to Krishna as Nayvedhya. Slowly the bluishness vanished away. So even now "Mattu Gulla" is famous for non-septic in nature. Since it has given by seer, they considered the crop as sacred and dishes from that Brinjal variety are invariably used for a festival held every alternate year in the famous Udupi Sri Krishna Temple (the function is called Paryaya). This practice is evident even today.

06. Fruit has small spines on the stalk of the fruit and skin is very thin, less astringent with unique flavor and virtually gets dissolved while cooking compared to other Brinjal

varieties. Seeds are compared to less and are not bitter. The fruit pieces retain its firmness even after cooking. These characters made this variety is special and unique.

07. This variety of brinjal is being used for making dishes like sambar, playa, gojju, podi etc., which will be used in all festivals and functions held during January to April.

08. In case this variety is grown outside other parts of Karnataka, the characteristic spines, color and peculiar flavor and taste will not be seen.

09. This brinjal variety, which is very distinct from other variety, is owed to its particular cultivation practices and typical soil characteristics such as well drained silt-loam and clay loam with slightly acidic and prevailing warm humid climate of that region with an annual rain fall of 3900-4300mm. The crop duration is November –April with staggered harvesting. At maturity, 4-5 fruits make one kilogram, fetches Rs. 40-45/-, premium price compared to other varieties of Brinjal, which raises the economical levels of the farmers.

10. The 500-year-old system followed for producing brinjal in ‘Mattu ‘ village, which is prevalent even today, viz., use of organic fertilizers from local fish variety such as ‘Bhuthai’, leads us to believe that cultivation practices. Research findings (Appendix - IV) made in 2006 reported fish meal/‘Bhuthai’ used differently by different species, helps plants in direct uptake of organic nitrogen and also acts as anti-bacterial in large extent and ant- fungal to some extent (Appendix-V). It signifies the application of extract of ‘Bhuthai’ avoided the pesticide applications in those times. Thus the practice followed by the ‘Mattu’ villagers in cultivation of Udupi ‘Mattu Gulla’ brinjal stands scientific scrutiny.

11. Udupi ‘Mattu Gulla’ brinjal is a good example for the traditional holistic approach of food quality compared to the modern reductionist approach where the concept of food quality is cleaved.

12. The name Udupi 'Mattu Gulla' brinjal therefore qualifies as a geographical indication for the aforesaid type of Brinjal in the aforesaid region. The Department of Horticulture, Government of Karnataka is accordingly making this application for registering Udupi 'Mattu Gulla' brinjal as a geographical indication. Department of Horticulture, therefore submits that it is in the interest of farmers that there should be a registration for Udupi 'Mattu Gulla' brinjal as a geographical indication to ensure that it is sold under the name Udupi 'Mattu Gulla' brinjal. Since it is produce in the aforesaid region in Karnataka, India and having aforesaid special distinctive and naturally occurring unique characteristics.

13. Such a registration would assist in enforcing the provision of the Geographical indications of Goods (Registration & Protection) Act 1999.


Director of Horticulture