



रतलामी सेव एवं नमकीन मण्डल

पंजीकृत कार्यालय : 35, गोपाल नगर, टीचर्स कॉलोनी के सामने, सागोद रोड़, रतलाम (म.प्र.)
फोन : 07412-223695, ईमेल - rsnmratlami@gmail.com

GI APPLICATION No.

434

दिनांक.....

अध्यक्ष

शैलेन्द्र गाँधी
मो.94251-03695

उपाध्यक्ष

मुकेश चौधरी
मो.98260-92486

सचिव

अमित अग्रवाल
मो.93293-10100

सहसचिव

सहर्ष सकलेचा
मो.90985-23074

कोषाध्यक्ष

अंकित गेलड़ा
मो.98267-36999

क्रमांक

To,

The Registrar of Geographical Indications,
Geographical Indication Registry
Chennai

07.08.2013

Sub: GI Application for registration of 'Ratlami Sev'

Dear Sir,

We wish to apply for the Geographical Indication of 'Ratlami Sev' from Ratlam, Madhya Pradesh. Ratlami Sev is a popular snack manufactured and sold by several producers in and outside India. We would like to apply for its GI registration in India under Class 30 in the name of our association 'Ratlami Sev Evam Namkeen Mandal' which operates from the address - 35, Gopal Nagar, Opp. Teachers' Colony, Sagod Road, Ratlam - 457001, Madhya Pradesh.

Please find enclosed along with this letter, the following documents -

1. Form GI-1 in triplicate
2. Statement of Case - in triplicate
3. Maps of Ratlam District - 3 attested copies
4. Additional representation sheet - 5 copies
5. Demand Draft of Rs 5000/- in the name of Registrar of GI, payable at Chennai
6. Certificate of Registration of the association - Ratlami Sev Evam Namkeen Mandal
7. List of members of the association

We request you to consider the application and to proceed further with the same. We shall comply with all the requirements that might be indicated in the compliance/examination reports.

Thanking you.

Yours sincerely,

Shailendra Gandhi

Shailendra Gandhi

(For Ratlam Sev Evam Namkeen Mandal)

अध्यक्ष

रतलामी सेव एवं नमकीन मण्डल
रतलाम (म.प्र.)



*GI R
NOT GI Application
16/8/2013*

GI APPLICATION No.
434



A/C PAYEE ONLY
NOT NEGOTIABLE

DEMAND DRAFT

VALID FOR 3 MONTHS ONLY

PAYABLE AT PAR AT ALL BRANCHES OF HDFC BANK LTD

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REGISTRAR OF GEOGRAPHICAL INDICATIONS

SESHASAI/CI/CS/20

ON DEMAND PAY

Or Order

अदा करी
Rupees FIVE THOUSAND ONLY.

या इनके आदेश पर

रुपये

₹ *5,000.00

FC FOR VALUE RECEIVED
HDFC BANK LTD

For HDFC BANK LTD.

GURGAON - MAIN BRANCH - SECTOR -

CHENNAI - CLEARING BRANCH - 60000 GURGAON - 122 001

REF. No. 009013000207

DRAWEE BRANCH

ISSUING BRANCH

Boreffell Buissey

AUTHORISED SIGNATORIES

Please sign above

⑈000211⑈ 110240012⑈ 999990⑈ 16

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GI APPLICATION NO.

GI APPLICATION No.

434

FORM GI-1

Received Rs. 5000 in cash/
Cheque/DD/MO on 16.8.2013
vide entry no. 2170 in the
register of valuables

Cashier

16/8/2013
D.D.O.

**THE GEOGRAPHICAL INDICATIONS OF GOODS
(REGISTRATION & PROTECTION ACT), 1999**

(Filed in triplicate along with Statement of Case accompanied by five additional representations of the geographical indication)

Section 11 (1), Rule 23 (2)

Fee Rs 5000/- (as per entry number 1-A of the First Schedule)

Application is hereby made for the registration of geographical indication furnishing the following particulars –

1. NAME AND ADDRESS OF THE APPLICANT/ASSOCIATION

Ratlami Sev Evam Namkeen Mandal,
35, Gopal Nagar,
Opp. Teacher's Colony,
Sagod Road,
Ratlam - 457001
Madhya Pradesh

President of the association – Mr. Shailendra Gandhi

**2. LIST OF ASSOCIATION OF PERSONS/PRODUCERS/ORGANIZATION/
AUTHORITY**

As enclosed

3. CLASS AND TYPE OF GOODS

Food Products – Class 30 (Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; **flour and preparations made from cereals**, bread, pastry and confectionery, ices; honey, treacle; yeast, baking powder; salt, mustard; vinegar, sauces, **condiments, spices**; ice

4. SPECIFICATION

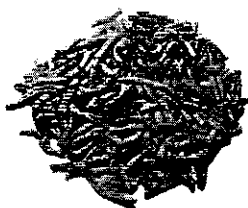
Ratlami Sev is a light yellow fried food product manufactured by using traditional formula. Ingredients used for to produce Sev comprises gram flour, clove, black pepper, asafoetida, brown chilly, cumin seed, raw salt and ground nut oil. However the main or essential ingredients of Ratlami Sev are gram flour, clove, black pepper, asafoetida, brown chilly, raw salt and ground nut oil. Gram flour (1 Kg), 15-20 g of oil and 20-30 g of spices (freshly ground cloves, black pepper, cumin seeds, asafoetida crystals and dried chillies) are mixed together by rubbing with hands. The mixture is then kneaded into dough by adding roughly 300 ml of water. The dough is mashed on a strainer (sieve) called "Jhara", over fryers which

have oil at a temperature of 170-180 degree celsius. The Ratlami Sev are assumed to be ready once the bubbling in the oil reduces, and they acquire a golden yellow colour.

S.No.	Particulars	Standards
1.	% Moisture by mass	1.88% Max
2.	% Fat (on dry basis)	47.52% Max
3.	% Salt	2.69% Max
4.	Organoleptic test	Colour – Yellow Aroma – Characteristic Physical appearance – Yellow small sticks
5.	Acid value of extracted fat	1.22% Max
6.	% Free Fatty Acid	0.61% Max
7.	Acid Insoluble Ash (on dry basis % by mass)	0.05% Max
8.	Sedimentation value of fat free sample	16.0

5. NAME OF THE GEOGRAPHICAL INDICATION

“Ratlami Sev”



6. DESCRIPTION OF GOODS

Ratlami Sev is the famous savoury snack prepared by using split Bengal gram (chickpea) flour, cloves and peppers, originating from Ratlam, a town in the western state of Madhya Pradesh in India. Ratlami Sev is quite popular right throughout the country because of its unique spicy taste. It is light yellow in colour. This snack is known to have originated in Ratlam and over the years has become a must served item with the regular food in the states of Madhya Pradesh, Gujarat, Delhi, and Maharashtra. Ratlami Sev has essentially been a cottage industry in Ratlam and provides employment to thousands of people of the region. Recently, it has faced competition from several Indian snack companies, which have used the name Sev, accompanied with smart packaging of the product for easy handling and longer

shelf life. Ratlami Sev is widely adored for its delicious taste, aroma, nutritional value and fibrous content. Made of gram flour and pepper, the taste has become famous over the years and Ratlami Sev is now exported to foreign countries including Americas and Gulf.

Nutritional Information

Typical Values	Per 100 gm
Energy value	609.16 Kilo Calories
Carbohydrate	31.61g
Protein	13.76g
Total fat	47.52g
Saturated fat	10.58 g
Monounsaturated fat	12.62 g
Polyunsaturated fat	18.04 g
Sodium	590 mg
Dietary fibre	0

7. GEOGRAPHICAL AREA OF PRODUCTION AND MAP

The district of Ratlam was created in June 1948 and was reorganized in January 1949. It covers the area of the former princely state of Ratlam, Jaora, Sailana, Piploda, Ringnod, Tehsil of Dewas, parts of Mandsaur, Tehsil of Gwalior State, a few villages of Dhar and Chief Commissioner's provinces of Pant Piploda. Ratlam is one of the most important districts of Madhya Pradesh, situated in the North West part of the state.

District & State	Latitude	Longitude
Ratlam, Madhya Pradesh	74 31' East to 75 41' East	23 05' North to 23 52' North

Total area of Ratlam district is 4861 km² which is 1.11% of total area of Madhya Pradesh. It is bound by Mandsaur district in North, Jhabua and Dhar on the South, Ujjain on the East, Chittorgarh and Banswara district of Rajasthan on the West and Shajapur district of Madhya Pradesh and Jhalawar district of Rajasthan on the North.

Area	4861 km ²
Altitude	607 m
Rainfall	940 mm annually

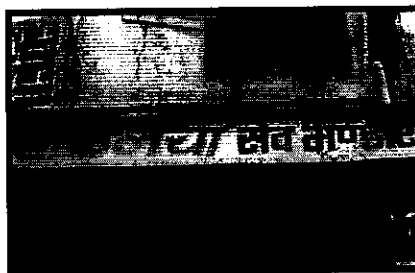
8. PROOF OF ORIGIN (Historical records)

The origin of Ratlami Sev dates back to more than 136 years. The Mughal emperors, who happened to cross the Malwa region in the late 19th century, wished to prepare “Sevaiyan”, the wheat vermicelli. However, since they could not procure wheat locally, they made use of the available gram flour and ordered the local tribals (*Bhils*) to prepare vermicelli from it. The name given to the vermicelli thus prepared was “Bhildi Sev”. This Bhildi Sev was the predecessor of the present day crisp delicacy called Ratlami Sev.

The Sakhlecha family of Ratlam was one of the first commercial Sev manufacturers. They had begun to make and sell Ratlami Sev in the early 1900s. Mrs. Lalubai Sakhlecha, aged 100 years is a living testimony of their trade. Her husband Late Mr. Shantilal Sakhlecha along with her father-in-law Late Mr. Kesarmal Sakhlecha established the first shop to sell Ratlami Sev.



Mrs. Lalubai Sakhlecha



First “Ratlami Sev” shop in Ratlam

9. METHOD OF PRODUCTION

Ratlami Sev is manufactured by using the following traditional formula:

Ingredients

Gram flour	-	85.0%	
Cloves	}	-	
Black pepper			2.0-3.0%
Cumin seeds			
Asafoetida			
Dried chillies (bhuri mirch)	-	4.0-5.0%	
Ground nut Oil	-	20.0-30.0%	
Salt	-	4.0-5.0%	

Gram Pulse (Chana Dal) -

Gram pulse (Chana Dal) shall consist of split seed of *Cicer arietinum*. It shall be sound, clean, wholesome and free from unwholesome substances. It shall also conform to the following standards –

1. Moisture not more than 8.0% by weight
2. Foreign matter not more than 0.5% by weight
3. Damaged grain not more than 0.4% by weight
4. Aflatoxin not to be present

Ground Nut Oil –

Ground Nut Oil used for frying Ratlami Sev is expressed from clean and sound groundnuts (*Arachis hypogaea*). It shall be clear, free from rancidity, suspended or other foreign matter, separated water, added colouring or flavouring substances or mineral oil. It shall conform to the following standards –

1. Butyro-refractometer reading at 40° Celsius – 54.8° Celsius
2. % Moisture – 0.11% max
3. % Free fatty acid – 0.46% max
4. Acid value – 0.92
5. Peroxide value – 3.06
6. BTT – 40.5° Celsius

Spices and Condiments – The various spices and condiments used in Ratlami Sev must conform to the following standards.

Cloves

Common name – *Syzygium aromaticum*

% Moisture – 6.50% max

Extraneous matter – 0.28% max

Insect damage matter – 0.30% max

Dried chillies (Bhuri mirch)

Common name – *Capsicum annum*

% Moisture – 9.67% max

Extraneous matter – 0.96% max

Insect damage matter – 2.94% max

Black pepper

Common name – *Piper nigrum*

% Moisture – 9.97% max
Extraneous matter – 0.20% max
Insect damage matter – 0.32% max

Cumin seeds (Jeera)

Common name – *Cuminum cyminum*
% Moisture – 5.17% max
Extraneous matter – 0.20% max
Insect damage matter – 0.12% max

Asafoetida (Hing)

Common name – *Ferula asafoetida*
% Moisture – 6.98% max

Salt (Desi namak)

Moisture – not more than 5.80% by weight of the undried sample
Sodium chloride (NaCl) – not less than 97.5% by weight on dry basis

Detailed procedure for preparation of Ratlami Sev –

- Gram flour (1 kg) is sifted through a sieve to break up its clumps
- To the sifted gram flour are added, 15-20 g of oil and 20-30 g of spices (freshly ground cloves, black pepper, cumin seeds, asafoetida crystals and dried chillies). These are mixed together by rubbing with hands.
- Dough is then freshly prepared by adding water to the mixture in small quantities. Nearly 300 ml of water is used to knead 1 kg of gram flour mixture. The dough cannot be kept for more than 5 minutes and must be prepared freshly before frying to ensure the unique crispiness of the Ratlami Sev
- This dough is then strained through a metallic sieve called “Jhara”, directly over the frying utensil containing around 3 litres of oil at a temperature of 170-180 degrees celsius. Traditionally oil was heated by burning coal. Coal ambers were arranged in such a manner that ensured continuity of the flame. However, these days Ratlami Sev are fried in oil heated by LPG gas flame.
- The Ratlami Sev are fried for about 2-3 minutes in the hot oil. They are strained out using the “Jhara”, once the bubbling reduces and the Sev begin to float on the surface of the oil.
- The fried Ratlami Sev are then brought down to room temperature by spreading them out on sheets of paper and cooling them using fans. Time taken for cooling differs according to the time of the year or the ambient temperature. The table below exemplifies this point.

Ambient Temperature	Time taken for cooling Ratlami Sev
<30 degrees celsius	15 minutes
30-45 degrees celsius	30 minutes
>40 degree celsius	45 minutes to 1 hour

- Once the Ratlami Sev attain room temperature, they are packaged into polypropylene bags (PP and Flexo) and sealed. It must be noted that these are not vacuum packed and do not contain any preservatives. Once packed, the Ratlami Sev retain their freshness, crispyness and flavour up to 45 days. Once unpacked, they need to be consumed immediately or stored in air-tight containers.

10. UNIQUENESS

The characteristic crispiness and distinctive taste of the Ratlami Sev can be attributed to various factors relating to the geographical features of Ratlam district.

Climate of Ratlam

The city of Ratlam lies 1,575 feet (480 meters) above sea level. Ratlam has humid subtropical climate. Three distinct seasons are observed: summer, monsoon and winter. Summers start in mid-March and can be extremely hot from April through June. Highs can reach 112 °F (44 °C), although the humidity is extremely low. The average rain fall is 37 inches (937 mm). Winters start in mid-November and are dry, cool and sunny. Temperatures average about 39–46 °F (4–8 °C), but can fall close to freezing on some nights. Ratlam gets moderate rainfall of 35 to 38 inches (890 to 970 mm) from July through September, due to the southwest monsoon.

Soil

The area in and around Ratlam district is covered with fertile black soil which is derived from the Deccan trap and is locally known as the regur or black cotton soil. The texture of this soil varies from loam to clay. The black soil is rich in mineral deposits like lime, augite, calcic plagioclases, olivine and ferro-magnesium.

The black soil is used for cultivation of the Chana dal, which is used in the preparation of Gram flour used in Ratlami Sev.

Specifications of Chana Dal

Chana Dal is obtained when baby chickpeas are split, husked and polished. It is a popular legume in India as it is high in protein and fibre, has great taste and has low glycemic index, making it beneficial for diabetics. It is grown in the black soil of Malwa region of Madhya Pradesh, which comprises of Dewas, Dhar, Indore, Jhabua, Mandsaur, Neemuch, Rajgarh, Ratlam, Shajapur, Ujjain and parts of Guna and Sehore.

These areas produce four varieties of Chana Dal namely – Katewala Chana, Desi Chana, Dollar Chana and Italian Chana. Amongst these varieties, the Katewala Chana is considered the best and is used for preparing the Gram flour (besan) that is used in Ratlami Sev.

Chana Dal is a rabi crop. It is sown in the months of November and December and harvested in the months of March and April. The crop requires moderate irrigation and grows to a height of 20-50 cm. The average temperature requirement for its growth is 25 to 30 degrees Celsius.

Water

The water used for preparing the dough to make Ratlami Sev is obtained from the Dholawad Dam of Ratlam, which collects water from the Mahi river (Jhamar tributary). This water is supplied locally by the Municipal Corporation of Ratlam. The hardness of this water was found to be 122.76 mg/ml of calcium carbonate, and 175.61 mg/ml of chloride. Alternatively, the ground water supply (from borewell) was also used. The hardness of bore well water was found to be 372.24 mg/ml of calcium carbonate and 178.67 mg/ml of chloride.

These characteristic high hardness and salinity of the water of Ratlam render the Ratlami Sev crisp and tasty. The water is safe for drinking purposes and human health.

11. INSPECTION AND QUALITY CONTROL

The Ratlami Sev Evam Namkeen Mandal, Ratlam has representatives from several producing centres across the district. The implementation and assurance of the quality of Ratlami Sev and its genuineness would be monitored by the District level committee formed by the organization.

It is proposed that Inspection Committee shall comprise of –

- 1) Two members of Ratlam Sev Evam Namkeen Mandal
- 2) One member from an Agriculture University in Ratlam
- 3) One member from Central Food Technological Research Institute (CFTRI), Mysore
- 4) One member from Non Governmental Organization
- 5) One member from District Industry Centre, Government of Madhya Pradesh, Ratlam

12. SOME RELEVANT GENERAL INFORMATION

Ratlami Sev has great demand in the domestic and international markets. It is exported to countries like Singapore, USA, China and UK. Ratlami Sev is a well known name in the world because of its spicy taste and unique flavour.

The history, present popularity and method of production have been clearly elucidated in a book published by Centre for Entrepreneurship Development of Madhya Pradesh

(CEDMAP), Bhopal along with Nagar Palik Nigam, Ratlam. The book is published in Hindi and is titled "Ratlami Sev – Nirman, Packaging tatha Marketing".

Ratlami Sev has been manufactured in Ratlam for over 100 years. The Sakhlecha family, who was one of the first manufacturers of Ratlami Sev in Ratlam, have been felicitated on numerous platforms, and covered by local Hindi newspapers. One such article had been published in Nai Duniya date June 28, 2012.

All communication relating to this application may be sent to the following address –

Intellectual Property Facilitation Centre,
Confederation of Indian Industry,
402, Sapphire Twins,
Scheme No. 54,
16, A.B. Road.
Indore – 452010
M.P.

In the case of an application from a convention country the following additional particulars shall also be furnished.

Designation of country of origin of the geographical indication - NOT APPLICABLE

Evidence as to the existing protection of the geographical indication in its country of origin, such as the title and the date of the relevant legislative or administrative provision, the judicial decision or the date and no of the registration and copies, of such documentation - NOT APPLICABLE

Dated this 7th day of August, 2013



SIGNATURE OF THE APPLICANT

NAME OF THE APPLICANT

SHAILENDRA
GANDHI
अध्यक्ष
रतलामी सेव एवं नक्षकीन मण्डल
रतलाम (म.प्र.)