

**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 Jasmine" as a geographical indication in class 31

STATEMENT OF CASE


1. The Department of Horticulture is a public sector organization under the Government of Karnataka promoting the extension and development of Horticulture in Karnataka.
2. Jasmine is the most common flower in Indian gardens which is said to be of Indian origin. The details of jasmine are described in the epic of Mahabharatha (around 500 B.C.) It is believed to be one of the oldest cultivated shrubs and is being cultivated since 300-400 A.B. Udupi jasmine is the variety of jasmine grown around Shankarapura of Udupi District, Coastal zone of Karnataka, India. Attached as an Annexure-I is a map of the region where Udupi jasmine is being cultivated in Karnataka.
3. This particular variety is being grown in Shankarapura surrounding villages of Udupi district. Owing to the proximity of all these villages to Udupi city, the name Udupi jasmine (Udupi mallige) is prevailing.
4. Flowers are fragrant and are mainly used for garlands. Buds have good keeping quality with shelf-life of about 3-4 days in bud stages. The flower are mainly marketed in coastal districts, Bombay and to some extent exported to Dubai and Saudi countries and has very good potential for

further strengthening the export. In the coastal market Udupi jasmine is commercially very important jasmine variety.

5. The unique characteristic of the flower is its fragrance. The volatile oil (essential oil) content and the unique flavour of this variety is influenced by laterite soil conditions of the region, heavy rainfall from southwest monsoon and the warm humid weather with high humidity prevailing in the region. If this particular crop is grown elsewhere, it will lead to the loss of the particular characteristic fragrance, which actually limits its cultivation in other places. Attached and marked an Annexure-II is a note on Botanical description and the method of production of Udupi jasmine.
6. Though there are over more than 8 varieties of jasmine grown in Karnataka. Udupi jasmine dominates all other jasmine varieties because of its unique characteristics such as moderate fragrance and buds have good keeping quality with shelf-life of 3-4 days in bud condition.
7. The unique characteristics of Udupi jasmine are due to the combinations of inherent genetic constitution of the variety and the geographical area where it is grown. The characteristics like moderate fragrance and good keeping quality of buds (shelf-life of 3-4 days in bud condition), cannot be replicated by growing the same variety in areas other than Udupi district.
8. The name Udupi jasmine therefore qualifies as a geographical indication for the aforesaid type of jasmine in the aforesaid region. The Department of Horticulture, Government of Karnataka is accordingly making this application for registering Udupi jasmine 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 jasmine as a geographical indication to ensure that it is sold under the name Udupi

jasmine. Since it is produced in the aforesaid region in Karnataka, India and having aforesaid special distinctive and naturally occurring unique characteristics.

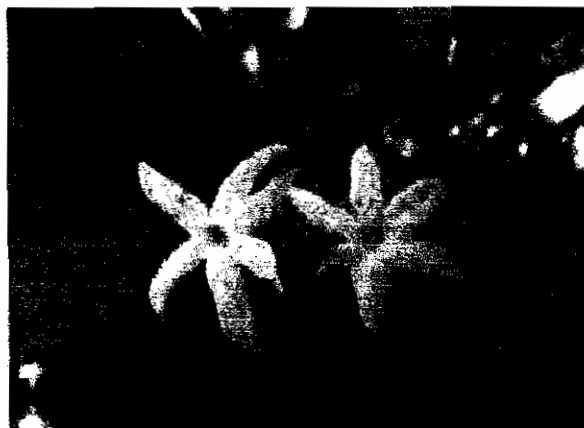
9. Such a registration would assist in enforcing the provision of the Geographical indications of Goods (Registration & Protection) Act 1999.


Director of Horticulture
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Annexure-II

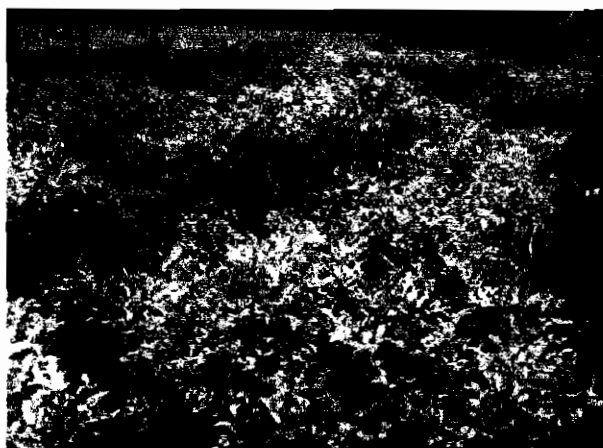
Botanical Description

Small bushy plant. Leaves light green with yellowish shade, 5-7 x 2.5-3.5 cm, nerves slightly raised beneath, acute at both ends, entire, ovate-lanceolate. Flowers in cymose inflorescence and borne in the axils of the leaves and also terminal. Calyx 6, petals 6-8, bracteate. Fruits small, 0.4-0.5 cm in diameter.



Production technology of Udupi mallige

It is a very popular variety in the region of Shankarapura and Udupi. More than thousand families are depending upon this crop for their livelihood. Most of the farmers/Udupi jasmine growers grow this crop in their home yard instead of separate land for this crop. Every home in the region has 0.5 to 1 acre of land in front of the house meant for jasmine growing.



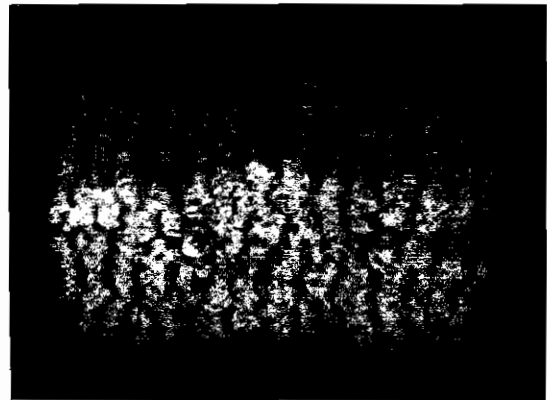
The laterite soil condition of the region, high humidity and heavy rainfall (more than 2500 to 3000 mm per annum) makes area suitable for growing Udupi jasmine.

It is semi-scandent and can be grown as bush. Propagation is mainly done by cuttings. The mature stem cuttings are selected and planted directly to the ground. Planting is done in the month of August-September.

The plant starts flowering from the second year of planting and good yield is obtained from third year and continuous up to 5-6 years.

FYM is applied for manure requirement. FYM is prepared with local wild forest species (*Memecylon* spp., *Syzygium caryophyllatum* and *Pongamia pinnta*). This unique method of preparing FYM with wild species give good growth to the species and also it has enriched soil and increase the water holding capacity of the soil.

Production: Around one quintal per day per acre and average market price is about Rs. 250 per Kg



Udupi mallige ready for marketing

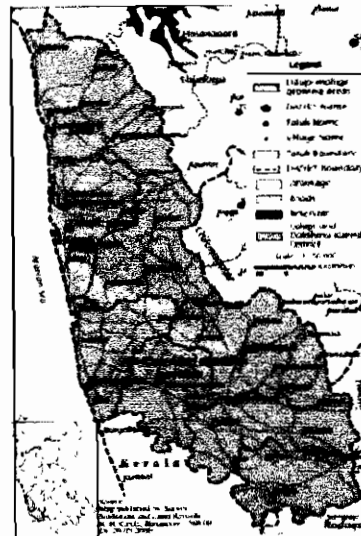
List of traders of Udupi Mallige

1. Vincent D'Souza, Shankarapura
2. Local Market, Udupi

Distribution

Udupi Mallige is mainly grown in the coastal regions of Udupi district and surrounding villages viz.,

1. Shankarapura
2. Belmannu
3. Modumbe
4. Panjimar
5. Undoor
6. Ennaje
7. Katpadi



Geographical extent of the Udupi Mallige growing areas

Longitude: $74^{\circ} 45' 18.14''$ E - $75^{\circ} 14' 42.63''$ E

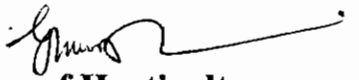
Latitude: $12^{\circ} 46' 10.57''$ N - $13^{\circ} 13' 26.32''$ N

Particulars of special human skill involved or the uniqueness of the geographical environment or other inherent characteristics associated with the crop

Flowers are fragrant; they are mainly used for garlands. Buds have good keeping quality and they stay fresh for about 3-4 days in bud condition. They have the good export potential and are mainly marketed in coastal districts and Bombay and some extent exported to Dubai and Saudi countries.

Farmers growing Udipi jasmine crop

Sl. No.	Farmer Name	Place of Cultivation	District
1.	Xavier	Shankarapura	Udupi
2.	Lathusia	Shankarapura	Udupi
3.	Yogendra	Shankarapura	Udupi
4.	Vincent D'souza	Shankarapura	Udupi
5.	Helen Noronha	Shankarapura	Udupi
6.	Margaret	Shankarapura	Udupi
7.	Vinitha	Shankarapura	Udupi
8.	Sushila	Shankarapura	Udupi


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