

**THE GEOGRAPHICAL INDICATION OF GOODS
(REGISTRATION AND PROTECTION) ACT, 1999**

(To be filed in triplicate along with the Statement of case accompanied by five additional representations of the Geographical indication)
One representation to be fixed within the space and five others to be send separately)

FORM GI-1

Application for registration of a geographical indication in Part A of the Register

Section 11(1), Rule 23(2)

1. Application is hereby made by PALAKKADAN MATTA FARMERS PRODUCER COMPANY LIMITED for registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars: -

A. Name of the Applicant

PALAKKADAN MATTA FARMERS PRODUCER COMPANY LIMITED

B. Address

PALAKKADAN MATTA FARMERS PRODUCER COMPANY LIMITED
Karukamanikalam, Chittur College, P.O., Palakkad - 678104, Kerala, India

C. List of association of persons/producers/organization/authority

BOARD OF DIRECTORS AND SHARE HOLDERS OF PALAKKADAN MATTA FARMERS PRODUCER COMPANY LIMITED

D. Type of goods

Rice variety in class 30



E. Specification

Rice Variety

F. Name of the Geographical Indication and particulars.

PALAKKADAN MATTA

It originates from the definite territory of Palakkad District (erstwhile Palghat District) in Kerala State. The rice has a special quality based upon the unique agro-climatic condition of the said geographical indication. The Applicants are a registered Company of the producers and traders of the said rice variety named "PALAKKADAN MATTA". The said geographical indication identifies and indicates the manufactured goods originating in the in the Palakkad (Palghat) District which is the "rice bowl" of Kerala State.

G. Description of the goods

The "PALAKKADAN MATTA RICE" is an indigenous cereal plant of Palakkad in Kerala. It is a coarse variety of rice with bold grains and red pericarp. The "Palakkadan Matta " is a unique cereal having high content of nutrients and is indispensable for those who do hard physical work.

H. Geographical area of production and map

The "Palakkadan Matta " has its origin in Palghat District which is the "rice bowl" in the state of Kerala. The map of the geographical area is produced.



I. Proof of origin (Historical Records)

The "Palakkadan Matta" Rice is very popular from early days because of the richness of rice, its unique taste and use in preparations of rice-snacks like "Murukku". The "Palakkadan Mattayari Kanji" is also famous for its rich nutrient qualities. The PALAKKADAN MATTA is referred to in the work "Rice in Kerala" authored by P.C. Sahadevan and published by the Government of Kerala in the year 1966. The unique rice is mentioned in Tamil Classics like Thirukkural. During the ancient times Palghat District was part of Tamil Nadu. Rice in the days of Chera/Chola Kingdoms was considered as a royal food. The commoners were happy with 'Chama' (an inferior variety of rice). One adventurous farmer chanced upon this unique rice variety in the king's farm and carried it away in a 'MATTA' meaning "Areca Leaf". The rice variety fell into the public domain and was sown by the farmer and soon became a regular rice crop in Palakkad. The rice is popularly referred to as "Matta" and exclusively cultivated in Palakkad and is now known as the PALAKKADAN MATTA RICE. Some of the old and popular varieties of Palakkadan Matta are "Thavalakkannan", "Chenkazhama", "Aryan", "Thekkencheera", "Ilupappoochampan", "Chitteni", "Ravapandi", "Cheria Aryan", "Valia Champan", "Chuvanna Modan" and the newer varieties like "Kunjukunju" and "Jyothi". In page 65 of the 2nd Volume of "KRISHISASTRAM", a book authored by Mr. J.V. Akkarappatti (a Retired Agricultural Officer) in 1957, there is a special reference to the PALAKKADAN MATTA RICE.



J. Uniqueness

The "Palakkadan Matta is an indigenous cereal of Kerala. The rice is aromatic, coarse, bold and red in colour. The rice has a very unique flavour and aroma. The coarse rice with red pericarp by itself ensures high content of nutrients. "Par-boiling" of the rice further ensures retention of nutritional value. The grain is grown in unique black cotton or regar soil, peculiar to Palakkad and derived from rocks rich in lime. These soils are heavy, containing 60-80% of clay and silt and possess low permeability and high water holding capacity. The tropical weather of Palakkad and easterly winds that blow through the Palakkad gap and the rivers that flow from the Western Ghats determine the unique taste and qualities of "Palakkadan Matta Rice". The bright sunshine helps improve the quality of the produce. The quality of water - "hard water" also enriches the taste of the grain.

Inspection Body

Core Consultative Group of the applicant comprising experts in traditional Matta farming will review and certify the standards and conformity to the authentic method of cultivating Palakkadan Matta.

Other

Along with the Statement of Case in Class 30 in respect of RICE in the name(s) of PALAKKADAN MATTA FARMERS PRODUCER COMPANY LIMITED whose address is Karukamanikalam, Chittur College, P.O., Palakkad - 678104, Kerala, India, who claim to represent the interest of the producers of the said goods to which the geographical indication relates and which is in continuous use in respect of the said goods.



Method of Production

The "Palakkadan Matta" is a speciality rice authentically cultivated in the District of Palakkad, erstwhile Palghat. The rice is aromatic, coarse, bold and red in colour. The rice has a unique taste and flavour. The coarse rice with red pericarp by itself ensures high content of nutrients. "Par-boiling" of the rice further ensures retention of its nutritional value. The grain is grown in unique black cotton or regar soil, peculiar to Palakkad and derived from rocks rich in lime. These soils are heavy, containing 60-80% of clay and silt and possess low permeability and high water holding capacity. Detailed soil analysis reports can be produced at a later stage of the application to prove the authenticity of the rice variety and its appellative status. The tropical weather of Palakkad and easterly winds that blow through the Palakkad gap and the rivers that flow from the Western Ghats determine the unique taste and qualities of "Matta Rice". The bright sunshine helps improve the quality of the produce. The quality of water - "hard water" also enriches the taste of the grain.

The farming activities starts with the land preparation on the auspicious day of VISHU (the 1st day of Meda Masom). The land is specially prepared with a religious ceremony leading upto a stage where, the seeds are sown after pooja and offering to Mother Earth. The entire activity is done in tune with nature. Direct sowing is mainly adopted for the first crop. The first crop is harvested by September-October during the harvest festival of ONAM. Simultaneously the preparatory activities for the second crop begins. Transplanting is usually done for the second crop since the availability of the water increases over the months. The second crop harvests are celebrated with a variety of local festivals including 'Kongan Pada', which is the war festival of Kerala.



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2. The Application shall include such other particulars called for in rule 32(1) in the Statement of Case.
– *Will be furnished at the next stage of hearing.*
3. All communication relating to this application may be sent to the following address in India:

Mr. SATISH MURTI
M/s. MURTI & MURTI, ADVOCATES
PATENT AND TRADEMARK ATTORNEYS
2ND FLOOR, BEETA PLAZA, KRISHNASWAMY ROAD
KOCHI – 682 035

On behalf of *Palakkadan
Matta Farmers Producer
Company Limited*



(P. NARAYANAN UNNY)