

**Statement of Case: - GI Application – ‘Bandar ( Machilipatnam) Laddu’**

**Applicant :- Brundavanapura Bandar Laddu Manufacturers Welfare Association**

(Registration No. of 103/2013 established under the Andhra Pradesh Societies Registration Act 35 of 2001)

**Address No. D.14-354, Edepalli, Machilipatnam, Krishna District, 521 001, Andhra Pradesh**

**Geographical Indication: - ‘Bandar (Machilipatnam) Laddu’**

**Class :- 30**

**Goods :- Sweetmeat preparations based on flour, processed in traditional manner**

**Specification:-**

**‘Bandar (Machilipatnam) Laddu’** is a very famous and traditional local delicacy of Machilipatnam in Krishna District of Andhra Pradesh. This port town is also known as ‘Bandar’ since olden times. The Machilipatnam town also known as ‘**Masula**’ or ‘**Masulipatnam**’ was part of the Madras Presidency under British India prior to Independence and became part of the state of Andhra Pradesh in 1956.

This sweetmeat preparation based on Bengal gram flour, jaggery syrup and ghee as its basic ingredients which has originated in this town more than 100 years ago approximately has become very popular in recent times and is much sought after not only by the local populace but also in other places of the state of Andhra Pradesh, all over India and also by the huge expatriate community of people from Andhra Pradesh settled all over the globe.

The origins of this sweet of ‘**Bandar ( Machilipatnam) Laddu**’ can be traced from the ‘Bondili’ community of Andhra Pradesh who live in good numbers in and around the town of Machilipatnam even today. The ‘Bondili’ people who migrated to Andhra Pradesh many centuries before from ‘**Bundelkhand**’ region of Uttar Pradesh were traditional sweetmeat makers and practised in traditional medicine. Though, the Bondilis have become homogeneous with the local people and populace, they can be still found maintaining their

identity by adhering to titles 'Singh' and 'Bondili' as suffix and prefix to their names even today.

Originated from the people of 'Bondili' community, the art of traditional making of '**Bandar (Machilipatnam) laddu**' has now been well learnt by the local people in the town of Machilipatnam in Krishna District of Andhra Pradesh and has earned a worldwide reputation for this unique sweet meat and many sweetmeat shops in the region compulsively make this preparation of '**Bandar (Machilipatnam) laddu**' yielding livelihood to many families in the region and also the suppliers of quality materials required for this preparation are benefitted thus maintaining the supply chain of this unique local food product of this region.

No wonder the popularity of the '**Bandar (Machilipatnam) laddu**' has gone higher by leaps and bounds as the manufacturers of this product have showcased the '**Bandar (Machilipatnam) laddu**' as '**Sampradaya Ruchulu**' ( traditional delicacy) in the World Telugu Conference held in Tirupati. (Please see annexure for reference)

Name of the Geographical Indication: - '**Bandar (Machilipatnam) Laddu**'

**Description of Goods :-**

'**Bandar (Machilipatnam) Laddu**' is a sweetmeat which is much sought after not only by the locals in 'Bandar' (Machilipatnam) town of Krishna district of Andhra Pradesh for its unique taste but also from neighbouring regions in Andhra Pradesh and other parts of the country. Of late, thanks to the good no. of expatriate population of Telugu speaking people all over the world, this sweetmeat is being sought over worldwide by them, thus the product is slowly earning a global identity.

Essentially, the '**Bandar (Machilipatnam) laddu**' is prepared with besan (bengal gram) flour, ( known as '**Chanaga Pindi**' in Telugu language) ghee and jaggery syrup. It must be noted that mostly for preparation of sweetmeats like laddu, one can find sugar & sugar syrup being the sweetening element elsewhere in India, but it can be observed that Jaggery, (known as bellam in Telugu language) being used for achieving the sweetness. In fact Jaggery is a more natural product of sugarcane than sugar and is being used as sweeter in India since ages. This is a unique hallmark of the sweetness quality of the '**Bandar (Machilipatnam) laddu**'.

**Geographical Area of Production :-** Bandar (Machilipatnam) City and adjoining towns of Pedana, Gudur, Polavaram & Nidumolu all lying in Krishna District of Andhra Pradesh

Please find the corresponding map ( from Survey of India) enclosed with the latitude and longitudinal co – ordinates indicating the region of production of '**Bandar ( Machilipatnam) laddu**'.

**Proof of Origin :-**

It is believed that the Bondili community people, basically of the warrior clan migrated to various parts of South India during the Sepoy mutiny ( first war of Indian Independence) in the year 1857 from Bundelkhand region of Uttar Pradesh. The Bondili community people are well known for their trade and profession of making sweetmeats in the traditional manner in large scale as well as traditional medicines. These people later also mastered agriculture thanks to the land grants of British.

The '**Bondili**' community people in Machilipatnam ( Bandar) region have specialized the of tradition of making of '**Bandar (Machilipatnam) laddu**' . Later on other people have inherited the tradition of making this sweetmeat from 'Bondilis'. Way back in the beginning of the last century, it was a common sight to see the people from 'Bondili' community spread across the regions of Bandar ( Machilipatnam), and adjoining regions / areas like Kolluru, Tendi, Nuzveedu, Guntur, Avanigadda etc preparing the delicacy of 'Bandar (Machilipatnam) laddu' in good quantities and taking them in pushcarts to various prominent places in Bandar (Machilipatnam) town especially near Minerva Talkies and no wonder due to the excellent taste these laddus got sold in no time. This has been the personal statement of Mr. Satyanarayan Singh, a retired revenue official (MRO / Tehsildar) of Andhra Pradesh Government, who belongs to the 'Bondili' community. Mr. Satyanarayan Singh, further adds that the 'Bondilis' add 'Bondili' and 'Singh' as prefixes and suffixes even today for establishing their individual identity. Occasionally, they use titles such as Bodili, Kshatriya, Tagore, Tiwari, Lala etc. An approximate estimate, the present day population of the community in the Bandar ( Machilipatnam) region would be around one lakh.

Also, one can find attached the extract of the recommendation of Andhra Pradesh State Backward Classes Commission recommending 'backward class' status to the 'Bondili Community' on the basis that the 'Bondili' community have got sweetmeat making as their traditional profession amongst others.

Further attached are proofs from 'News paper ( internet edition) 'The Hindu' which states that a group of 'Bandar (Machilipatnam) Laddu' manufacturers who have been allowed to sell this famous sweetmeat at the World Telugu Conference held in 2012, in Tirupati as part of 'Sampradaya Ruchulu' ( which is the Telugu word for 'Traditional delicacy')

More than proofs by evidence, the mere mention of 'Bandar (Machilipatnam) laddu' captures the attention of millions of Telugu speaking community spread across the globe and no wonder it is being sought after by many people of Telugu origin settled in countries over the globe.

Method of Preparation of '**Bandar ( Machilipatnam) laddu**' :-

**Ingredients** :-

**A) Basic Ingredients** :- The main ingredients for preparing '**Bandar ( Machilipatnam) laddu**' are Besan flour ( Bengal gram flour or Chanaga pindi in English as well as Telugu) , Ghee ( clarified butter) and Jaggery ( Gud or Bellam in Hindustani and Telugu).

**B) Other Ingredients** :- Cashew nuts ( kaju or jeedi pappu in Hindustani and Telugu respectively) Almonds ( Badam) and other dry fruits including raisins, if required to suit to the taste, and Cardamom ( Elaichi in Hindustani and Yelakkai in Telugu).

**Method of Production** :-

**Preparation of Besan 'Chaklis' (strands)** :-

The Besan flour which is obtained by grinding and pulverising of quality bengal gram is procured and cleaned and seived and pure water is added to it and mixed well in hand to obtain a dough. Care should be taken that the dough is smooth and uniform without any lumps.

Pure ghee is poured in a big pan ( **Kadai**) and is heated well. The besan flour dough prepared earlier is taken and kept in a ladle which is perforated, and the flour is extruded, by pressing hard the dough which is on the ladle. Thus, the 'chaklis' (strands) are obtained in thickness based upon the dimension of the perforations in the ladle and they are allowed to fall on the hot, molten ghee and deep fried. Once the chaklies ( strands) of the besan flour turn into golden yellow colour, they are removed from the kadai and the excess ghee is drained and the strands ( chaklis) are allowed to cool.

### **Preparation of Jaggery Syrup :-**

In a separate pan ( kadai) the Jaggery lumps are crushed and water is added to this mixture and a syrup is prepared and it is heated. The Jaggery which is normally containing impurities like sand particles, mud sediments etc, are to be removed. This is done by adding clean milk to the boiling syrup which would adhere to the impurities to it. The impurities are removed by using a cloth as a stainer and thus pure and clear jaggery syrup ( paagu in telugu) is obtained.

### **Mixing of the Besan flour 'chaklis' ( strands) after pounding with jaggery syrup :-**

The besan flour strands which have been already prepared are now pound hard physically using stone mortar and long wooden pestle ( 'rollu' and 'rokali' in Telugu language) ( physically to achieve a coarse powdery composition. It must be noted that this is the traditional process which gives the uniqueness for '*Bandar ( Machilipatnam) laddu*'. This finely powdered besan chaklies ( strands) are now mixed with the hot jaggery syrup. Now this mixture is allowed to cool for nearly 5 hours. Periodically this mixture is pounded to ensure the texture of the '*Bandar ( Machilipatnam) laddu*'. To this mixture, cashew nuts and raisins which are deep fried in ghee are added. Also, Cardamom powder is added to enhance the aroma.

### **Making of the final product '*Bandar ( Machilipatnam) laddu*' by rolling out balls**

The mixture thus obtained is rolled into balls ( laddus) of uniform diameter. For achieving this, ghee is smeared in the hands for lubricating and the flour & jaggery mixture is taken in equal quantities and rolled into spherical laddus. Thus the final product of delicious '*Bandar ( Machilipatnam) laddu*' is achieved. This laddu can be topped with a cashew nut by embedding it for decorative purposes.

### **Packaging and sales and distribution :-**

The '*Bandar ( Machilipatnam) laddu*' thus produced are meticulously packaged in attractive boxes in required quantities and reach various sales outlets. With good making practices and adherence to hygienic methods, the '*Bandar ( Machilipatnam) laddu*' can have enhanced shelf life periods suiting for consumption by connoisseurs overseas.

### **Uniqueness :-**

The special characteristic of '**Bandar ( Machilipatnam) laddu**' can be attributed to a host of factors like choice of pure ingredients viz., bengal gram, jaggery ( especially from Anakapalle) and pure ghee. Also, the specialized human skills of meticulous preparation of 'chaklis' by carefully extruding them in ladles and frying it in ghee for stipulated time and most importantly the hand pounding of the jaggery syrup and besan flour mixture to achieve a homogeneous material for making the '**Bandar ( Machilipatnam) laddu**'. This has been the art perfected by the skills gained by the local sweet makers of Machilipatnam.

No wonder, this sweetmeat has captured the hearts of millions of Telugu speaking community in the country and abroad and also, the product is seeking wider markets among various people in India as well as abroad.

As a fitting gesture, the Government of Andhra Pradesh has honoured '**Bandar ( Machilipatnam) laddu**' by making it available in the World Telugu Conference, held at Tirupati in the year 2013 as '**Sampradaya Ruchulu**' (traditional delicacy)

#### **Inspection Body :-**

To achieve good standards in all stages for quality '**Bandar ( Machilipatnam) laddu**' , without compromising to the traditional and authentic way of making it, the Brundhavanapura Bandar Laddu Manufacturers Welfare Association is determined to have a strong Inspection body.

It would comprise of members from

- A) The Brundhavanapura bandar laddu manufacturers welfare association
- B) Institutes like Central Food Technological Research Institute (CFTRI) and
- C) State Food monitoring cells.

#### **Other Characteristics:-**

As already explained, the '**Bandar ( Machilipatnam) laddu**' which was a local sweetmeat delicacy in Bandar ( Machilipatnam) town of Andhra Pradesh, has now a very wide demand, thanks to the expatriate Telugu speaking population who have settled worldwide. Also, due to its taste the product is gaining acceptance among people irrespective of language, region, religion and caste.

Keeping in view of all these factors, the manufacturers of this traditional sweet meat delicacy of '**Bandar ( Machilipatnam) laddu**' have taken all necessary steps to keep the well laid out procedures for making of this product including procurement of high quality ingredients as well as maintaining the traditional, authentic manufacturing practices which are essential factors for maintaining the lip smacking taste of '**Bandar ( Machilipatnam) laddu**'