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18th July, 2018

To,
The Registrar of Geographical Indications,
Geographical Indications Registry,
Chennai.

Dear Sir,

Re. GI Application No.231 for registration of, "Erode Turmeric" in class 30, as a Geographical Indication, in the name of Erode Manjal Vanigarkal Matrum Kidangu Urimaiyalargal Sangam, Erode.

Pursuant to the hearing on 4th July, 2018, we are filing herewith the;

1. Amended GI Application in Form GI-1(in triplicate)
2. Amended Statement of Case, and
3. Amended GI Logo.
4. Special postal cover issued by Postal Department, and
5. Test Report date 26.06.2018 showing Curcumin Content and other Parameters.

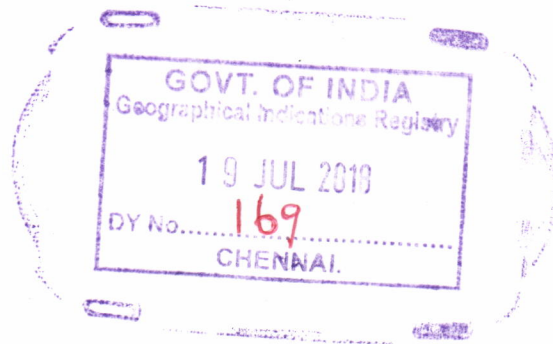
We kindly request the Learned Registrar to take the same on record and to proceed further with the registration.

Thanking you,

Yours sincerely,


GK Muthukumaar.

Encl: a/a



FORM GI - 1**THE GEOGRAPHICAL INDICATIONS OF GOODS
(REGISTRATION AND PROTECTION) ACT, 1999**

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

Section 11 (1), rule 23 (2)

Fee Rs. 5,000/- (as per entry no. 1- A of the First Schedule)

1. Application is hereby made by 'Erode Manjal Vanigarkal Matrum Kidangu Urimaiyalargal Sangam', a society registered under the T. N. Societies Registration Act, 1975, and bearing registration no.70 of 1971, for the registration in Part A of the register of the accompanying geographical indication furnishing the following particulars;

NAME AND ADDRESS OF APPLICANT:

'Erode Manjal Vanigarkal Matrum Kidangu Urimaiyalargal Sangam,
No.85, Manjal valagam, Erode, Pin. 638 107,
Erode District, Tamilnadu, India.

**A) LIST OF ASSOCIATION OF PERSONS/ PRODUCERS/
ORGANISATION/ AUTHORITY :**

As furnished.

B) CLASS AND TYPE OF GOODS:

Class 30- Turmeric being a spice falling under class 30.

C) SPECIFICATION:

As furnished in the statement of case.

D) NAME OF THE GEOGRAPHICAL INDICATION:

Known in Tamil language as, **“ERODE MANJAL”** and

Known in English as, **“ERODE TURMERIC”**

(In the Application and the Statement of Case and all other references wherever the term “Erode Turmeric” is used, it means, includes and refers to “Erode Manjal” and the term “Erode Manjal” and vice versa. The terms are not repeated for purpose of maintaining brevity).

E) DESCRIPTION OF GOODS:

Erode Turmeric comes under the genus *Curcuma Longa* Linn and belongs to family Zingiberaceae. The traditional cultivars of India are known by the name of the locality where they are grown. The turmeric traditionally grown in Erode is called Erode Turmeric and the cultivar is called Erode Local i.e. Chinna nadan. In Tamil language ‘chinna’ means small and ‘nadan’ means localized, meaning local cultivar with small rhizomes. Erode Turmeric is the rhizomes, both finger and bulb obtained from the Erode Local cultivar consisting of mainly china nadan types predominantly grown in Erode District of Tamil nadu.

The mean length of fingers of Erode Turmeric is about 4.15 cms and the mean circumference is about 3.03cms. The mean bulb length of mother rhizomes is about 4.54cms, and the mean circumference about 6.54cms.

Erode Turmeric has got characteristic aroma and flavor which enabled its fame in the national and international market mainly because of its suitability for use in manufacture of curry power.

There are three grades of Erode Turmeric which come under the category “for varieties other than Alleppey Variety” as per Agmark Grade specifications both for bulbs and fingers. They are special, good and fair.

The mother rhizomes used for planting as seed materials will be shriveled after 8-10 months. While harvesting, they are collected separately, just dried and sold in the market as “Panankali”. The yield of panankali from Erode Local cultivar will be in the region of 25-50 kg per acre. The Erode Panankali has higher curcumin content and hence used for extraction of curcumin/ turmeric oleoresin.

The characters of Erode Turmeric Grown in the Erode area of production is;

S. No.	Quality Parameters	Characteristics of Erode Turmeric
1	Fresh Rhizome Yield	15 to 40 per ha

2	Curcumin content	2.5 to 4.5 %
3	Colour	Golden Yellow
4	Resistance to Pest	Upto 100 days after boiling

F) GEOGRAPHICAL AREA OF PRODUCTION AND MAP:

The area of production of Erode Turmeric is;

- i. the entire Erode District lying within latitude 10°36' and 11°58' N, and longitude 76°49' and 77°58', and
- ii. Annur and Thondamuthur (near Perur) taluks of Coimbatore District lying within 10°10' to 11°30' North Latitude and 76°40' and 77°30' East Longitude.

The prominent areas of cultivation of Erode Turmeric in Erode District are Kodumudi, Sivagiri, Havani, Gobichettipalayam, Anthiyur, Chennampatti, Sathyamangalam and Talavady. Coimbatore District is adjacent to Erode District. The map of Erode and Coimbatore Districts are enclosed herewith.

Erode Turmeric requires hot and moist climate. The temperature ranges from 20°C to 37.9°C. The annual rainfall ranges from 600-800mm. It is mostly grown under irrigated conditions as the annual rainfall received is low. Kalingarayan canal and LBP (Lower Bhavani Project) canal are the major sources of irrigation besides tanks and wells. Erode turmeric thrives best on loamy soils or alluvial soils. Mostly red loamy soils are present. Soil

must be loose, friable and fertile. Heavy clay soils and stony soils are not suitable for development of rhizomes.

H) PROOF OF ORIGIN:

The earliest reference about turmeric can be seen in Atharvaveda (Ca. 6000 Yr. B.P.) in which turmeric is prescribed to charm away jaundice.

Ancient Indian medical pharmacopoeia, Ayurveda, Extensively mention about the historical turmeric being an exceptionally effective herb for stomach disorders and food poisoning. According to Ayurveda and Siddha, in Rasa it is Kat (pungent) and Thikta (bitter) and in Veerya (potency) it is hot. It is Ruksha (acute) and is used to cure wounds, diabetes, anaemia, blood impurities, infection by worms and chronic cold.

During the sangam ear i.e. 2000 BC of ancient Tamils, the peasants grew turmeric plants in front of their houses.

There are evidences that turmeric is one of the commodities traded during the Chera, Chola and Pandian Kingdoms in Tamil History. In India, turmeric assumed greater importance in the religious and socio-cultural traditions even now because turmeric

it is considered as an auspicious, holy and prosperity bringing item.

Turmeric is known to be one of the oldest spices that have been used in India since time immemorial. That is why it is avowed that turmeric belongs to India indigenously and also referred to as Indian saffron.

Turmeric is probably native of South East Asia having its centre of origin in India. Originating in India, turmeric has reached China by 700 AD, East Africa by 800 AD and West Africa by 1200 AD and also had come popular all through the world.

Initially it was cultivated as a dye, then with time ancient population started using for its cosmetic and beautification purposes and eventually as a medicine. It is also known that Arab traders had carried with them turmeric to Europe in the 13th Century. Marco Polo, while on his several legendary voyages to India via the Silk route, was so impressed by turmeric that he had mentioned it as a vegetable that possesses properties of saffron, but actually is not saffron. It is extensively cultivated in India followed by Bangladesh, China, Myanmar, Combodia, Malaysia, Indonesia and Philippines.

Erode was a Taluk under the Coimbatore District till 1979. The Gazetteer of South India [1901-1906], under the sub-head commerce for the Coimbatore District, says this: "The chief exports are cereals and pulses, chillies, turmeric, spices, cotton,

oilseeds, tobacco, ghee, sandalwood, plantains, jaggery, brass and copper vessels, cattle and leather". It is also mentioned in the Gazetteer that the exports and imports are mainly to and from the neighboring districts.

As per the Posselts's Textile Journal [February 1917], it is mentioned that Erode is one of the districts in the Madras Presidency where turmeric is chiefly cultivated. It is also mentioned that total exports of turmeric to the United States from all ports in the Madras Presidency for the six months ended June 30, 1916 were, 1,745,924 Ib., valued at \$ 108,733.

It is reported that Turmeric is cultivated on fairly large areas on the both sides of Bhavani River and Kalingarayan Canal. There are two important varieties – Chinna Nadan and Perum Nadan. Of these Chinna Nadan is more popular, better liked and grown more largely because of vigorous growth and its sweet smell. The other variety Perum Nadan does not possess these good points and sells at lower rate than Chinna Nadan. Perum Nadan, may therefore be expected to become almost extinct. [Source: Turmeric – Cultivation of Turmeric in the Bhavani and Erode Taluks by C.S Rajaratnam. The Journal of the Madras Agricultural Students Union, Vol.XI-1923].

It is reported that Turmeric is cultivated in garden lands as well as wet lands to the extent of about 3000 acres in Coimbatore District and the important taluks growing turmeric are Bhavani,

Gobichettipalayam and Erode. [Source: Turmeric Survey by S.Lakshmanan. The Madras Agricultural Journal, Vol.XXXV, August 1949 No.8]

The traditional cultivars of turmeric in India are known by the name of locality where they are grown. The turmeric traditionally grown in Erode area is called Erode Turmeric and the cultivar is Erode local [Chinna Nadan]. In Tamil 'Chinna' means small and 'nadan' means localized .ie the local cultivar with small rhizomes.

Recognizing the potential of Erode Turmeric, Tamil Nadu Agriculture University has started Research work on Turmeric at Faculty of Horticulture, Coimbatore as well as its Agricultural Research Station at Bhavani Sagar in Erode district and released three improved varieties of Erode Turmeric viz., Co.1, BSR-1 and BSR-2.

At present, Turmeric is grown as important commercial spice crop in the Erode and bordering areas in Coimbatore district and thousands and thousands of small and marginal farmers are involved in its cultivation. Erode is one of the major markets for turmeric in India.

D) METHOD OF PRODUCTION:

Production Process:

Turmeric is mostly grown as pure crop. It is also grown as intercrop in Coconut plantations. Erode Turmeric is mostly grown as pure crop. The land is ploughed well three to four times by bringing it to fine tilth.. Ridges and furrow system is generally adopted for planting.

Selection and Sowing:

Crop rotation is adopted for turmeric cultivation. Both fingers and bulbs are used as planting material. Generally Finger rhizomes are used as planting materials than bulbs. The seed rhizomes are planted at a depth of 4cm. June – July is the planting season. In some areas in Bhavani and Gobi, early planting during April – May is also done. Mother rhizomes are collected from the disease free healthy and good yielding plants from the previous crop during harvesting season and stored in the traditional way till planting. The seed rate varies from 800 to 1000kg per acre. The germination will commence in 30 days.

Inter-Cropping :

Short durations crops viz onion, maize, pulses, vegetables etc. are grown as intercrop in turmeric. Chilli is grown as border crop. *Sesbania aegytiaca* (locally known as Semmanchedi – Chithagathi in Tamil) is grown as intercrop in Kodumudi / Sivagiri areas of Erode district. It is a leguminous plant fixing atmospheric nitrogen into the soil and thereby improves the soil fertility. Besides providing shade, the leaves are used as fodder material for cattle and the sticks after harvest will provide additional

income as it is preferred for Pandal making. The sticks are also used as fuel for boiling turmeric rhizomes.

Manuring :

Organic manures viz. Farm Yard Manure or Compost is added before the last ploughing as basal application. Neem cake is applied as a soil amendment and also to control the nematode problem. Fertilizers are also applied as basal before planting. Top dressing of the fertilizers are done during 30,60,90,120 and 150 days after planting. Bio-fertilizers are also applied to improve the soil fertility.

Irrigation:

First irrigation is given immediately after planting. Then irrigation is given at 07-10 days interval depending upon the soil moisture condition. Efforts are made to prevent water logging particularly during rainy season by taking drainage channels.

Pre-emergence weedicide is applied immediately after planting to prevent weed growth. Then manual weeding is done 3-4 times depending upon the weed growth and earthing up is done. Intercrop cultivation reduces weed growth.

Thrips, stem borer, scales and nematode are the major pests affecting turmeric. If the infestation is severe, one or two rounds of insecticide applications are done to manage the pest problem.

Rhizome rot and leaf spots are the major diseases infecting turmeric. Use of disease free rhizomes, pre-treatment of rhizome with bio-control agents or chemicals and providing adequate drainage and adopting crop rotation will take care of the rhizome rot problem. If the disease incidence is severe, drenching with bio-control agents or fungicides is done. In the case of severe incidence of leaf spot diseases, one or two rounds of fungicidal application is done.

Plants will be ready for harvest in eight to nine months after planting. The signs of maturity of rhizomes are: (1) Central Shoots fail to come up. (2) Lower leaves turn yellow. Irrigation is stopped 15 days before harvest and the plants are cut at 15cm above ground level.

Harvesting :

Harvesting is done manually by digging and excavating the rhizomes. The average yield of fresh rhizomes will be 30 to 32 Tonnes per hectare. The harvesting season commences from the end of January and extends upto March. Seed materials are selected and kept separately before processing.

Processing of turmeric

Immediately after harvest the rhizomes are kept in heap for 2-3 days. Then the fingers and bulbs are separated. Processing in turmeric consists of four stages viz. boiling, drying, polishing and coloring.

Boiling: Traditionally the rhizomes are boiled in copper or galvanized iron or earthen vessels with water just enough to soak them. Boiling is stopped when forth comes out and white fumes appear jiggling out a typical odour. The boiling lasts for 45-60 minutes till the rhizomes are soft. When white fumes are seen or when a broom stick passes into rhizomes by mere pressure, then it is taken that the boiling is completed. Then the pan is immediately removed and emptied on the thrashing floor.

The stage at which the boiling is stopped largely influences the colour and aroma of the final product. Over cooking spoils the colour of the final product while under cooking renders the dried product brittle and becomes susceptible to pest attack. The fingers and bulbs are boiled separately. Boiling has to be done within 2-3 days after harvest. Boiling destroys the vitality of fresh rhizomes, obviates the raw odour and yields uniformly coloured product and reduces the drying time. Boiling is done to gelatinize the starch and thereby facilitates uniform drying.

The Tamil Nadu Agriculture University has come out with an improved boiling equipment using steam technology suitable for small and medium farmers. In this method, quality product is obtained; drying time is reduced besides savings in labour and water. Medium and Large scale steam boiling units suitable designed by the farmers/ local lathe are also available for boiling turmeric in the Erode district.

Drying: The boiled rhizomes are allowed to cool gradually and spread out in 5-7cm thick layer on the clean surfaces viz., polythene sheets, drying yard etc. for sun drying. A thinner layer is not desirable as the color of the dried product may be adversely affected. During night time, the material should be heaped and covered to prevent dew fall on the rhizomes. It may take 10-15 days for completely drying. When the dried finger breaks cleanly with metallic sound, it is sufficiently dry and the moisture content is below 10%. Improperly dried rhizomes is susceptible for microbial growth and infestation by storage pests.

Polishing: Polishing is done before marketing the dried produce. Dried turmeric has rough appearance and dull colour outside surface with scales and root bits. Unpolished turmeric will fetch a lower price in the market. The appearance is improved by smoothening and polishing the outer surface by manual or mechanical rubbing. Earlier manual polishing was practiced by rubbing the rhizomes on hard surface. Now Erode Turmeric is polished using mechanical polishers. Mechanical polishing is carried out in polishing drums having a capacity ranging from 2 bags to 10 bags at a time. The drum is mounted on a central axis, the sides of which are made of expanded metal mesh. When the drum filled with turmeric is rotated, polishing is done by abrasion of the surface against the mesh as well as by mutual rubbing against each other as they roll inside them. Polishing will be done 30-45minutes. Polishing is done during bright sunny days from

10.30am to 5pm or 6pm to facilitate better polishing. For export polishing. For export purposes, sometimes double polishing is done.

Colouring: The colour of the turmeric rhizomes have market appeal. In order to improve the surface colour, turmeric powder is added to the polishing drum in the last 10minutes of polishing. No chemical is added to improve the colour.

The curing percentage of Erode Turmeric is around 19-20%

Storage: For short time storage ie upto 3-4months, dried turmeric is packed in gunny bags and stored in the storage room of the farm which is cool and dry protected from light. Dunnage is provided to the bags to prevent moisture ingress from the floor. The bags are kept 45-50cm away from the side wall and roof to prevent moisture ingress. The store rooms are protected from entry of birds, insects, rodents etc If turmeric is stored for long time, there are chances for storage pest infestation. Hence for long period storage, the turmeric bags are stored in the Regulated Market Godowns or in the warehouses of state/ central warehousing corporations. Here, the timely fumigation practices are undertaken with the approved chemical by the approved agencies. The institutions collect nominal charges from the growers for storage of turmeric. Before marketing the dried rhizomes are polished and then marketed immediately.

Packing : After removing foreign matter, the dried turmeric is packed in gunny bags.

J) UNIQUENESS:

The uniqueness of Erode Turmeric is based on all the three parameters specified in the GI Act, 1999. That is uniqueness is based on ;

- a. Reputation, in the national and international markets where it is sold,
- b. Quality, and
- c. Other characteristics.

The Erode Turmeric has a characteristic aroma and flavor making it suitable for manufacture of turmeric powder as well as various curry powders. The traditional cultivar coupled with the peculiar agroclimatic conditions prevailing in Erode and the adjoining areas of production makes the Erode Turmeric unique. One of the unique attributes is the Soil, mainly red sandy soil and gravel or moderately red loam and occasionally black loam tracts. That apart, the flavor and rich appearance (Brilliant Orange) of the turmeric and the said curcumin content, are the unique factors which lead to the speciality of Erode Turmeric.

Erode turmeric thrives best on loamy soils or alluvial soils. Mostly red loamy soils are present. Soil must be loose, friable and fertile. Heavy clay soils and stony soils are not suitable for development of rhizomes.

It is one of the important constituent variety of Erode Turmeric which has got preference in the domestic and international markets. The planting season is June-July and the harvesting season is January to March. The Erode Turmeric rhizomes are distinguishable from other varieties in the market based on its size, appearance, colour and slightly bent fingers.

Erode Turmeric is grown in Erode district and bordering areas of Erode districts. Erode local is the cultivar which is very much suitable for the geographical conditions prevailing in Erode district with an average yield of 30-32 tonnes (fresh turmeric) per ha. Even after introduction of new high yielding varieties from other regions, Erode local is the ruling variety occupying 60%-70% of the area grown under turmeric in Erode and bordering areas of Coimbatore districts because of its superiority in colour, aroma, yield and disease tolerance attributes.

Erode turmeric is cultivated, processed and marketed mostly in Erode district and its bordering areas in Coimbatore District. Erode is the major market for Erode Turmeric.

Therefore only those turmeric obtained from the Erode local cultivars or improved varieties of Erode local which have all the above attributes, satisfy the technical combinations as those mentioned above and are grown in and around Erode districts can be categorized as Erode Turmeric.

Erode Turmeric is the product derivative of the geographical conditions, traditional cultivar, indigenous knowledge, skill and zeal from the resources of the Erode.

Considering its uniqueness, preference in the domestic/ export market as well as to protect the producers interests, there is felt need to protect this precious variety of turmeric by registering it under Geographical Indications. Erode is synonymous with the turmeric and vice versa.

Therefore some of the unique aspects of Erode Turmeric are;

S. No.	Parameters	Uniqueness
1	Soil	red sandy soil and gravel or moderately red loam and occasionally black loam tracts with pH between 4.5 to 7.5.
2	Curcumin content	2.5 to 4.5 %
3	Colour	Brilliant Orange
4	Resistance to Pest	Upto 100 days after boiling
5	Curing percentage	19 – 20 %

The further uniqueness of the GI is as detailed in the Amended Statement of Case.

K) UTILITY VALUE

Turmeric has multifaceted utility right from food to natural colour to pharmaceuticals to medicinal to cosmetics to beauty and body care sectors. Turmeric is used as an auspicious item in the religious ceremonies and customs of India. It is of great use in the food, cosmetic and pharma industry.

Turmeric is used as an important spice used extensively in Indian Cuisine. It adds aroma and color to the food items. It is an essential ingredient in curries as well as curry powders adding colour and flavor. It is also used as a preservative in Indian Pickles. At present it is mainly used as a natural food colorant. It is used in baked products, dairy products, snacks, sweets etc., It is also used as colouring matter in Pharmacy.

Turmeric has been widely used in medicine. Traditional healers of India used it as a remedy for many illnesses. It is astringent, carminative, diuretic and stimulant. The antiseptic properties of turmeric are well known to the Indians. It is used to cure wounds, diabetes, anaemia, blood impurities, infection by worms and chronic cold. Turmeric is used for curing skin diseases.

Turmeric has proven antioxidative, anti-inflammatory, anticarcinogenic, antimutagenic, antimicrobial, antiviral properties

In Ayurveda, turmeric is commonly administered internally as a stomachic, tonic and blood purifier and topically prevention and treatment of skin diseases.

Curcumin extracted from turmeric possesses excellent antioxidant properties. Curcumin lowers serum cholesterol level. Curcumin affects Alzheimer's disease.

In cosmetics, it is used as an antibacterial, anti-inflammatory natural dye in shampoos, body lotions, soaps etc. Application of turmeric on the face is good to remove unwanted hairs besides imparting loveliness and complexions.

In beauty and body care, turmeric is good for pigmentation. Makes the skin translucent, glowing and maintains the pH factor. It has got cooling and soothing effect tightens the breast muscle. It possesses the property of purifying the blood.

The nutritional, pharmaceutical, cosmoceutical and medicinal properties of turmeric are being validated now by many R&D Institutions.

Dye extracted from turmeric is used for dyeing wool, silk and cotton.

L) HUMAN SKILL :

The human element lies in human labour and skill in selection of rhizomes for sowing, cultivation practices, harvesting, processing for market, storage/ on a need be bases/ and also marketing at the right time, as the market is prone to fluctuations.

Cultivation, harvesting and processing for market are labour intensive which also require skilled labour. Further, processing for market, in particular boiling and polishing require a very high degree of human skill and experience. This is what brings colour to the Turmeric, which is the ultimate price deciding factor. That apart, human skill is required during irrigation based on dryness of soil and water requirement, applying fertilizers and manures during the correct growth period. Drying also requires skill and experience, as insufficiently dried Turmeric will result in microbial growth and pest infestation; while over drying will reduce the colour, which in turn reduces the prize of Turmeric in the market. Best quality, marketable Erode Turmeric is produced in the Erode Area as a result of the skill and experience of farmers acquired through several generation of cultivation.

M) Major Marketing Centres.

Erode is one of the largest market for turmeric in India. Erode Regulated Market, Erode Agricultural Producers Marketing Co-op Society, Gobi Agricultural Producers Marketing Co-op. Society and Open market are the major daily turmeric markets in Erode. Coimbatore Regulated Market is also a marketing centre for Erode Turmeric in Coimbatore district. More than 200 turmeric mandies are involved in the trade of turmeric. Erode Turmeric occupies about 70-75% of the turmeric grown in Erode and Coimbatore Districts. It is estimated that the area under Erode Turmeric production is about 7700 ha with an anticipated production of 39,000 tonnes during 2008-09.

ESTIMATED AREA AND PRODUCTION OF ERODE TURMERIC			
Year	Area (Hects)	Production (Tonnes)	Yield (Kgs/ Hect)
1999-00	13,019	74,660	5734.86
2000-01	13,229	68,658	5190.13
2001-02	8,758	46,880	5352.54
2002-03	5,312	25,481	4797.18
2003-04	5,354	28,358	5296.94
2004-05	6,893	49,109	7124.61
2005-06	7,648	55,776	7293.36
2006-07	8,406	62,928	7486.43
2007-08	6,852	46,935	6849.52
2008-09 (P)	7,700	39,000	5064.94

(P) Provisional

N) CONCLUSION :

Erode Turmeric is a popular variety among farmers, traders and exporters of turmeric because of its intrinsic qualities mentioned above. In the year 2008-09, it was observed that the price of Erode Turmeric in the Erode Market had reached a record price of Rs.56 per kg. The reason attributed for this rise is said to be the rise in demand and fall in production. Hence it is imperative to protect and promote the cultivation of Erode Turmeric and in turn its producers. Erode Turmeric is the unique and internationally accepted variety among the Indian producers. Hence all quality requirements of the importing countries have to be met and also to ensure that the Erode Turmeric reaching the international and domestic markets is genuine.

One important prerequisite to promote export is to meet the stringent quality requirements of importing or buying countries for which such protection is inevitable especially to a GI like Erode Turmeric which is the most sought after turmeric internationally.

All communication relating to this application may be sent to the following address in India;

**GMS LAW ASSOCIATES,
ADVCOATES,
‘ERODE HOUSE’, NEW No.66, THIRD MAIN ROAD,
GANDHI NAGAR, ADAYAR,
CHENNAI 600 020.**

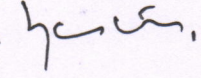
In the case of an application from a convention country the following additional particulars shall also be furnished.

NOT APPLICABLE

Dated at Erode on this the day of July, 2018.

SIGNATURE OF APPLICANT/ AGENT

For Erode Manjal Vanigarkal Matram
Kidangu Urimaiyalargal Sangam,

M. 

Secretary

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

GI Application Number 231 of 2011 for registration of Erode Turmeric in Class 30 in the name of

STATEMENT OF CASE

Proof of Origin

The cultivation of "Erode Turmeric" can be traced back to the Vedic period and the Sangam era of ancient Tamils. Turmeric was also traded during the reign of the Chera, Chola & Pandya Kings. Turmeric is a native of South East Asia, having centre of Origin in India. Over a period of time the age and climatic conditions prevailing in Erode and the neighbouring regions being vulnerable for turmeric cultivations led to production of very good quality turmeric in this area. In view of which Erode became a commercial centre for turmeric trade.

It is said that the Arab traders in the 13th Century had carried with them "Turmeric" from India as part of their trade. The Gazetteer of South India (1901- 1906) pertaining to Coimbatore District mentions "Erode Turmeric" as one of the products of export to the neighbouring districts. Further Posselts Textile Journal [February 1917] mentions Erode as one of the District in the Madras Presidency where Turmeric is chiefly cultivated.

Presently "Erode Turmeric" is cultivated in the entire District of Erode, Annur and Tondamuthur Taluks of Coimbatore District and Kangayam Taluk of Tiruppur District. The latitude and longitude details are as detailed in the GI Application.

Interest of Producers

The Applicant is a society incorporated under the Societies Registrations Act, 1860. It represents the interest of the Agriculturists who cultivate Erode Turmeric and the Traders who deal in the Trade and Export of Erode Turmeric in the following ways:

1. To cure all the defects in terms of business and promotion of business relating to export of Erode Turmeric, agent commissioning, and business relating thereto, resolve issues relating to such business and to advise on Turmeric production and trade.
2. Procure newspapers and magazine and to establish libraries for the agriculturists and traders related to the Turmeric production and trade.
3. To promote and develop the knowledge and skill relating of the members of the Applisociety, to help the needy on such through news papers magazines and campaigns on this.
4. To help the needy among the general public and do welfare to the peoples thereto to the extend society can involve in such welfare related activities.

5. Based upon the activities of the society, the secretary of the society is the appropriate person/authority and has right and power to order and execute any work or acts related to the society.

Involvement of Human Element:

Cultivation and Marketing of Erode Turmeric involves a great amount of human labour, skill, effort and experience.

Human Labour:

Right from ploughing to sowing of crops, manuring, irrigation, harvesting, and processing, all these activities involve a lot of human labour. The GI Application on the method of production may be relied upon in this regard. The content therein are not repeated herein so as to maintain brevity and to avoid repetition.

Human Skill

Human skill is involved in ably ploughing the land 3-4 times so as to bring the land to a fine tilth. Ridges and Farrow system is generally adopted for planting. Proper ploughing is essential, for only then the land would be properly prepared, enabling proper germination, formation of tumours/ rhizomes during the growth period and in effective harvesting without damaging the rhizomes.

Similarly experience is required in applying manure, fertilizers, insecticide and pesticide at the appropriate time during the cultivating period. This has a direct impact on the growth and formation of rhizomes. Irrigation at proper intervals depending on the moisture content of the soil and rain also largely influence the growth and formation of rhizomes. Too little water adversely effects growth of the turmeric and too much of water leads to water logging and creates rhizome rot. Harvesting requires certain amount of skill and experience in manually digging and excavating the rhizome without damaging the same.

The processing of harvested Turmeric requires a very high degree of skill and experience especially during boiling, polishing and colouring. Boiling to the right degree largely influences the colour and aroma of the marketed product. Over boiling spoils the colour of the final product and under boiling renders it brittle, also enhancing susceptibility to pest attack. So skill and experience is requires to boil the Turmeric to the correct degree.

Dry Turmeric which is rough in appearance has a dull color in its outer surface. This fetches only a low price in the market. So value is added by improving its appearance. This is done by smoothing and polishing the outer surface by manual and mechanical rubbing. The entire process requires high skill and experience so as to obtain the right finish.

Further to improve the surface colour, turmeric powder is added to the polishing drum during the last 10 min of polishing. The quality of turmeric powder added depends on the quantity of rhizomes to be polished. So choosing the right amount of turmeric powder based on the quality of polishing and the duration of polishing requires high degree of skill and experience.

Uniqueness:

Uniqueness of Erode Turmeric is based on reputation, quality & other characteristics.

a. Reputation:

Reputation is based on production and marketing of "Erode Turmeric" within India and in other countries. The production of "Erode Turmeric" from the year 1999- 2010 is as detailed in the GI Application.

Erode is one of the largest markets for turmeric in India. Erode regulated market, Erode Agricultural Products Marketing and Co-operative Society and Gobi Agricultural Products Marketing and Co-operative Society and the open markets are the major daily markets in and around Erode involved in turmeric trade. More than 200 Turmeric Mandis are involved in the trade of "Erode Turmeric". The production of Erode Turmeric during the year 2007- 2008 is 46,935 tonnes.

The area under turmeric cultivation during the year 2009 – 2010 rose to 9500 hectares of land as against 500 to 600 hectares during the previous year. This is because of the high price that Erode Turmeric fetches in the market. The high price is due to the great demand for the product in the national and international market.

The price per quintal of Turmeric was around 16,000/- during the previous year.

b. Quality

Therefore some of the unique aspects of Erode Turmeric are;

S. No.	Parameters	Uniqueness
1	Soil	red sandy soil and gravel or moderately red loam and occasionally black loam tracts with pH between 4.5 to 7.5.
2	Curcumin content	2.5 to 4.5 %
3	Colour	Brilliant Orange

4	Resistance to Pest	Upto 100 days after boiling
5	Curing percentage	19 – 20 %

c. Other Characteristics:

Uniqueness based on the other characteristics is due to the following climatic factors:

S.No	Particulars	Parameters
1	Soil Soil PH	Mainly red sandy soil and gravel, moderately red loam and occasionally black loam tracts. 4.5 – 7.5
2	Temperature	20 degree to 30 degree centigrade
3	Rainfall (annually)	800 to 1500mm
4	Humidity	Dry Tropical weather

Inspection and quality control:

The Applicant is currently in the process of setting up a full fledged inspection mechanism and hence under takes to do so at the earliest.

Dated at Chennai this the day of July, 2018.

SIGNATURE OF THE APPLICANT/AGENT

For Erode Manjal Vanigarkal Matrum
Kidangu Urimaiyalargal Sangam,

M. J. Srinivasan

Secretary



विशेष आवरण
Special Cover

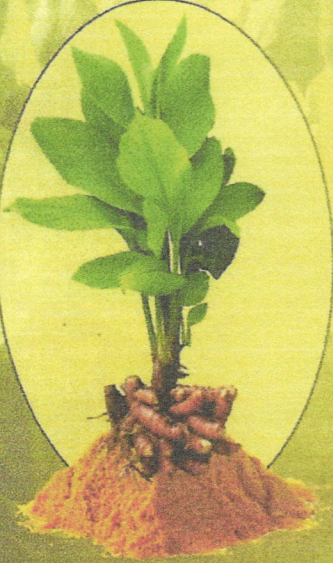
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एक कदम स्वच्छता की ओर



भारत का मसाला-हल्दी
Spice of India-Turmeric
चेन्नई Chennai 600 030
06.01.2017



भारत का मसाला-हल्दी
Spice of India- Turmeric
चेन्नई Chennai 600 030
06.01.17

Spice of India - Turmeric

Turmeric is the root of *Curcuma longa*, a leafy plant in the ginger family. The root, or rhizome, has a tough brown skin and bright orange flesh. Ground Turmeric comes from fingers, which extend from the root. It is boiled or steamed and then dried, and ground. Turmeric is a necessary ingredient of curry powder. It is used extensively in Indian and South East Asian cooking. It is also used in place of saffron to provide colour and flavour and is often called as the Indian Saffron. Turmeric is mildly aromatic and has scents of orange or ginger. It has a pungent, bitter flavour and has immense therapeutic properties. The extract of turmeric gives curcuma the natural dye for many applications in the food industry.

India is the world's primary producer of Turmeric and Erode is well known for its Turmeric produces and market. Erode Turmeric Merchants and Turmeric Godown Owners Association was established in the year 1954 and is functioning as a bridge between farmers and traders.

Courtesy: ஈரோடு மஞ்சள் வணிகர்கள் மற்றும் கிடங்கு உரிமையாளர்கள் சங்கம்



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TEST REPORT

REPORT NO:	ALT/12007/2018
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REPORT DATE:	26.06.2018
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Customer Name & Address	M/s. ERODE MANJAL VANIGARGAL MATRUM KIDANGU URIMAIYALARGAL SANGAM, 85 MANJAL VALAGAM NASIYANUR ROAD, ERODE - 638 107.		
Sample Details	TURMERIC FINGER		
Sample reference no:	ALT/JUN/18/F-21047	Sample Collected Date	---
Customer Reference	Verbal Work Order	Sample received on	22.06.2018
Sampling Procedure	---	Analysis started on	22.06.2018
Sample Collected By	Customer	Analysis completed on	26.06.2018

SL.NO	PARAMETERS	UNIT	RESULT
1.	Curcumin Content	%	2.59
2.	Ash	%	7.8
3.	Chromate	mg/kg	BDL [DL: 0.25]
4.	Lead	mg/kg	BDL [DL: 0.25]

BDL - Below Detection Limit; DL: Detected Limit;

Approved by:

J. Pan



Checked By:

[Signature]