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DATE: 24/12/2014

To

Assistant Registrar,

Geographical Indications Registry

Intellectual Property Office Building,

G.S.T. Road, Guindy,

Chennai – 600 032, India

**REPLY TO EXAMINATION REPORT AFTER CONSULTATIVE GROUP MEETING**

**SUB: “Srivilliputtur Palkova” G.I. Application No. 403**

**Ref: Our reply to FCR (CGMeeting) by Email dated 19/08/2014**

Sir / Madam,

This is with reference to the examination report of application of Geographical Indication for “Srivilliputtur Palkova, G.I. Application No. 403”.

We hereby enclose the reply to the Examination Report which was made available after the Consultative Group Meeting held at New Delhi in June 2014.

**Following is the detailed reply to respective questions as sought in the Examination Report**

  
23/12/2014





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1. Documentary evidence relating to legal status of the Applicant to be provided such as Memorandum and Articles of Association, Bye-laws, Registration certificates etc.,

ANSWER

The Memorandum of Association of the applicant society, Q-106 Srivilliputtur Milk Producers Co-Operative Society, Srivilliputtur has been enclosed as Annexure D along with the reply to the Formality Check Report. The Memorandum of association is a clear indication towards the legal status of the Applicant.

2. To logo of GI “Srivilliputtur Palkova” to be amended and graphically represented for better identification and Protection of GI Rights

ANSWER

*The logo shall be submitted shortly (under the process of designing)*

3. The Physico – chemical characteristics of “Srivilliputtur Palkova” along with Appearance and colour, Odour and Flavour, Texture & Consistency, further Information relating to fat, titratable acidity; total solids; total ash; coliform and yeast and mould counts of the product supported by lab test Report, to be provided and specification & description of the GI Product to be clearly redrafted;

ANSWER

Palkova is essentially a milk product and as such contains the following nutrients.

1. Fat - 6.2 per cent
2. Moisture- 21.10 per cent



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3. Protein-19.2
4. lactose-25.5
5. Ash-3.8
6. Iron (ppm)-103

Vitamins : Milk is a very rich source of vitamins . 250 gm of milk meets approximately 44% of your body's daily requirement of vitamins. The amount of vitamin A is 478IU, vitamin D is 127IU, vitamin K is 0.2 mcg, riboflavin is 0.5 mg, niacin is 0.2 mg, folate is 12.2mcg, vitamin B6 is 0.1 mg, vitamin B12 is 1.1 mcg, betadine is 1.5 mg, pantothenic acid is 0.9 mg and that of choline is 43.2 mg. Minerals : 250 gm of milk has 290 mg of calcium , 6.3 mcg of fluoride, 0.1 mg of iron, 8.1 mcg of selenium, 26.8 mg of magnesium, 1.0 mg of zinc, 232mg of phosphorus, 107mg of sodium and 366 mg of potassium.

The total quantity of milk produced in the Virudhunagar district is 132.25 (in Tonnes)

Specification:

The Palkova (meaning 'Paal': Milk and 'Kova': Khoa) which is famous in India for its innumerable variety of sweet dishes and desserts. Every region has its own claim to fame and the State of Tamil Nadu is no exception. One of the area of Tamilnadu named as Srivilliputtur Palkova produces the sweet dishes which are matchless. The best quality of Palkova is produced in the town of Srivilliputtu which has unmatched quality, is one of those sweets that every resident of Tamil Nadu can identify while the best quality of Khoa can be made everywhere. Srivilliputtur Milk Peda is one of the traditional milk products in Virudhunagar district and it is highly popular among the local public and at state level because of its superior flavour, taste, quality, sweetness and the use of traditional technology. These famous products are produced by Srivilliputtur Co-





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operative Milk Producers' Society which is an age-old institution for around 60 years specialized in making these products. Apart from the society, a number of large and small scale private dairy organizations as well as individual entrepreneurs are also producing and marketing Palkova, thus transforming the whole enterprise into a cottage industry. As opposed to others, the Srivilliputtur Palkova has a fine grained texture, which is a mark of its high quality. This special taste of the Srivilliputtur Palkova is because of the rich quality of milk produced in the Srivilliputtur Area. The product has the same price across the state which is set by the government. This is because the Government recognizes the Applicant Milk Cooperative Society as a primary producer and distributor of Palkova.

Description:

Palkova is a sweet which is made out of milk and sugar. The Srivilliputtur Palkova is light yellow to brown in colour. It is a semi-solid and has a smooth texture. While 'Khoa' is a generic sweet and can be made either with Cow's or Buffalo's milk, Srivilliputtur Palkova is made using milk from only cows and that too only those cows reared in and around the Srivilliputtur area. The mark of a good Palkova is that it should not show any signs of leakage of water or of excessive free fat around the granules. A slight tinge of brown shows the harmonization of milk. It should have a sweet taste and free pleasant flavour. Palkova is sold in butter sheet packets with market weights of 100, 200, 250 and 500 grams.

4. Details relating to linkage or relationship between the Geographical area / environment (climate, soil and water) on the GI product "Srivilliputtur Palkova" to be provided

ANSWER

Details relating to linkage or relationship between the Geographical area / environment



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(climate, soil and water) on the GI product “Srivilliputtur Palkova” is provided. The Palkova is manufactured in the municipality of Srivilliputtur, in Virudhunagar District. Apart from the applicant society, a number of large and small scale private dairy organizations as well as individual entrepreneurs are also producing and marketing palkova throughout the city.

The area of the Srivilliputtur Municipality 5.71g sq.kms.

Location: 9030'58'N 77037' 49'8.

Srivilliputhur is a semi-urban town and a municipality in Virudhunagar district in the Indianstate of Tamil Nadu. It is on the Virudhunagar-Shenkottai line of the Southem Railway, about 74 km south of Madurai and connected by road and rail with Madurai, Sivakasi, Tenkasi & Shenkottai, Thirunelveli and Sattur.

5. The information relating to the impact of the soil and agro-climatic conditions alongwith the fodder and feed of the cow on the milk in the GI area to be provided, with the seasonal variation of quantity of milk during monsoon period and dry months may also be indicated

ANSWER

The information relating to the impact of the soil and agro-climatic conditions along with the fodder and feed of the cow on the milk in the GI area is provided, with the seasonal variation of quantity of milk during monsoon period and dry months is also be indicated

The climatic conditions of Srivilliputtur promote growth of a variety of crops, which are later used as fodder for the livestock. The fodder intake of cows at Srivilliputtur and their rich grazing habit gives a very special, unique and a high quality flavor to the milk and this is reflected in the Palkova.It is naturally sweet and therefore only less amount of





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sugar is added to prepare the delicious Palkova. The uniqueness of the Srivilliputtur Palkova comes from the Milk produced in Srivilliputtur.

The temperature ranges from a maximum of 39 °C to a minimum of 24.5 °C. Like the rest of the state, April to June are the hottest months and December to January are the coldest. Srivilliputtur receives scanty rainfall with an average of 811 mm (31.9 in) annually, which is lesser than the state average of 1,008 mm (39.7 in). The South west monsoon, with an onset in June and lasting up to August, brings scanty rainfall. Bulk of the rainfall is received during the North East monsoon in the months of October, November and December. The Soil of the region is mostly Red Loam and Black soil in a ratio of 40:60, which is suitable for growing a variety of crops.

6. The uniqueness of the GI product “Srivilliputtur Palkova” to be furnished, alongwith comparative analysis report with other Roses to be provided.

ANSWER

The uniqueness of the GI product “Srivilliputtur Palkova” is furnished, alongwith comparative analysis report with other Roses to be provided.

The uniqueness of the Srivilliputtur Palkova comes from the Milk produced in Srivilliputtur. The climatic conditions of Srivilliputtur promote growth of a variety of crops, which are later used as fodder for the livestock. The fodder intake of cows at Srivilliputtur and their rich grazing habit gives a very special, unique and a high quality flavor to the milk and this is reflected in the Palkova. It is naturally sweet and therefore only less amount of sugar is added to prepare the delicious Palkova. Palkova that is made in Srivilliputtur tends to retain its taste and its sweetness won't recede for two weeks. Another important factor which makes Srivilliputtur Palkova special is the way it is cooked. No gas or electricity stoves are used. Instead, ancient firewood burners/stoves



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are still used which is one important reason for retaining the ancient taste of Srivilliputtur Palkova

7. The general Hygienic practices of manufacture of “Srivilliputtur Palkova” adopted by the producers in the GI Area to be provided which should be in compliance with the relevant provisions of State and Central Acts.

ANSWER

The general Hygienic practices of manufacture of “Srivilliputtur Palkova” adopted by the producers in the GI Area is provided which is in compliance with the relevant provisions of State and Central Acts.

All employees involved in the production process are required to wear hair caps, masks and gloves in order to ensure high sanitation standards. Milk is delivered in two consignments, one in the morning and one in the evening. This way, the milk is necessarily consumed before it can get spoilt.

8. The demarcation of GI Area: Clarity is required on the area of production of “Srivilliputtur Palkova”, if any area of production has been included / excluded, reasons for the same should be provided with supporting documents.

ANSWER

*The Map will be submitted shortly.*





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9. To provide two copies (One original & One certified preferably in A4 or A3 size) of the map of the territory, region or locality demarcating Geographical area of production in which the goods relating to the Geographical Indication are being produced or manufactured issued from a competent statutory authority giving details of the longitude and latitude of the production area.

ANSWER

*The Copies will be submitted shortly.*

10. Documentary evidence (such as gazetteers, published books & records) relating to proof of origin (historical proof) of product along with usage of Name of GI - “Srivilliputtur Palkova” to be provided. If any data or information has been cited from any Article or Book or a manuscript, the reference alongwith the photocopy of the same to provided

ANSWER

*The copies of the documents are under process and will be provided shortly.*

11. An internal Watchdog mechanism to be setup by the producers along with the Applicant mainly to maintain the quality and regulating the use of Geographical Indications.

ANSWER

The applicant Srivilliputtur Milk Producers Co-Operative Society, Srivilliputtur, undertakes to create internal watchdog mechanism along with District Industries Centre, Intellectual Property Rights Association, the local artisan body and other related sectors.





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12. To provide details of the inspection structure, to regulate the use of the GI in the territory to which it relates. The Inspection Structure should be strengthened with an independent neutral agency to maintain the quality after post registration of GI which should be capable of regulating the use of Geographical Indications in respect of the goods for which the application is made in the definite territory.

ANSWER

The applicant undertakes to set up an inspection body with a minimum of seven members from several sectors and departments in order to inspect, assess and attest the quality of the product. The members of this body will comprise of one representative each of the Q-106, Srivilliputtur Milk Producers Co-Operative Society, Srivilliputtur, Veterinary College and Research Institute, Tirunelveli, Tamil Nadu Veterinary and Animal Sciences University, District Industries Centre, Intellectual Property Rights Association, the local artisan body and other related sectors.

13. The Applicant to file a notarized affidavit in original stating how the applicant claims to represent and safeguard/protect the interest of producers of Srivilliputtur Palkova; Approximate Annual Turnover. The date, month & year of execution of the affidavit should be mentioned.

ANSWER

*The notarized affidavit will be submitted shortly.*

As per the statutory norms, we have submitted the Answers to various questions asked in the Examination Report after the Consultative group Meeting. Apart from the above mentioned answers, lab reports and additional documents for evidence are yet to be submitted. It is brought



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to the notice of the registry that the GI Application filed is native good and to identify the documents in form of recorded evidence requires more time since many of the features stated in the application might not be in form of a recorded evidence. In this regard the searching is in progress and the said documents along with the lab reports and other additional information which are not submitted herein will be submitted to the registry shortly. It is most respectfully requested to the registry to kindly accept the reply submitted thereafter along with the lab reports and other documents.

Thanking You

P. Sanjai Gandhi

Addl. Govt. Pleader & IP Attorney

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