



COFFEE BOARD  
BENGALURU



Ref: RES/CQD/2017-2018/ 806

December 28, 2017

To,

The Registrar,  
Geographical Indications Registry  
Intellectual Property Office Building  
Industrial Estate, G.S.T Road  
Guindy, Chennai – 600 032

**Sub: Filing of Geographical Indication Application for Araku Valley Arabica – Reg**

Respected Sir,

This is with regard to the matter under subject.

We hereby submit the GI application for the purpose of registering the Geographical Indications, “**Araku Valley Arabica**” Coffee with Geographical Indications Registry, at Chennai, under Class 30 under Schedule 4 as per Geographical Indication Rules, 2002.

In this regard, the details of documents enclosed herewith are mentioned below:

1. Three (3) sets of **Form GI – I** along with Annexures for the registration of Araku valley Arabica.
2. **Demand Draft** of Rs.5000/- (Rupees Five Thousand only) bearing No. 975664 dated 29.12.17 payable by Coffee Board in favour of “The Registrar of Geographical Indications” payable at Chennai.

Request you to accept the above mentioned documents relating to the said GI application and acknowledge the receipt of the same. In this regard, we shall be glad to provide any additional information and/or documents.



Thanking you

Yours Sincerely,  
*Dr.K.Basavaraj*

**Divisional Head, Coffee Quality**  
Divisional Head Coffee Quality  
प्रभागीय प्रधान, काफ़ी क्वालिटी  
Coffee Quality Division  
काफ़ी केंद्र/Coffee Board  
बेमलरु/Bengaluru

Application for Registration  
of  
Geographical Indication

# Araku valley Arabica

Applicant : COFFEE BOARD  
Address : No.1, Dr.B.R.Ambedkar Veedhi  
Bengaluru – 560001.  
Phone : 080 22262868, 080 22266991  
Email : [drcoffeeboard@nic.in](mailto:drcoffeeboard@nic.in)  
[dh.quality@indiacoffee.org](mailto:dh.quality@indiacoffee.org)  
[hdqccoffeeboard@gmail.com](mailto:hdqccoffeeboard@gmail.com)



Received Rs. 5000 in cash/  
Cheque/DD/MO on 1.1.2018  
vide entry no. 3401 in the  
register of valuables

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

(To be filled in triplicate along with the Statement of Case accompanied by five additional representation of the Geographical indication)

One representation to be fixed within the space and five others to be send separately  
FORM GI-1 (A)

Application for the registration of a geographical indication in

Part A of the Register

Section 11 (1), Rule 23(2)

Fee: Rs.5,000 ( See entry No.1A of the First Schedule)

Cashier

D.D.O

GI APPLICATION No.

607

Application is hereby made by **Coffee Board, Bengaluru** for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars : -

1. **Name of the Applicant:** COFFEE BOARD
2. **Address :** No.1, Dr.B.R. Ambedkar Veedhi  
Bengaluru – 560001.
3. **Type of goods:** (The fourth schedule) (Class 30) – Coffee 40.
4. **Specification:**

Araku Valley Arabica can be described as coffee from the Hilly tracks of Visakhapatnam district of Andhra Pradesh and Odisha region at an elevation of 900-1100 Mt MSL. The major type of Coffee grown in the state of Andhra Pradesh and Odisha is Arabica Coffee and grown under the men made forest to a larger extent and known for Arabica Coffee zone.

The botanical name of Arabica Coffee is *Coffea Arabica*.

*Coffea arabica* is a species of Coffea originally indigenous to the forests of the southwestern highlands of Ethiopia. It is also known as the "coffee shrub of Arabia", "mountain coffee", or "arabica coffee".

Botanical description/Scientific Classification of Arabica Coffee:

**Arabica Coffee**

Kingdom: Plantae  
Order: Gentianales  
Family: Rubiaceae  
Subfamily: Ixoroideae  
Genus: Coffea  
Species: *Coffea arabica*

**Etymology:**

The word "coffee" entered the English language in 1582 via the Dutch *koffie*, borrowed from the Turkish *kahve*, in turn borrowed from the Arabic *qahwah*

**6. Name of the geographical indication – ARAKU VALLEY ARABICA**



## 7. Description of the goods :

### Description of the Arabica Coffee plant

The plant produce profuse branches and the matured leaves are dark green in colour while the young leaves are eligible either green or bronze. The flower buds are produced in clusters in the axils of leaves at each node. Initiation of flower buds and subsequent growth takes place in the months of September to March in South India. At about 8 to 10 days after the showers the blossom occurs. Arabica is self-fertile and hence the fertilized ovary grows into a fruit and ripens into dark berries.

## 8. Geographical area of production and map :

**Araku Valley Coffee** is grown in the hilly terrains of Agency Mandals Viz., Paderu, Pedabayalu, Munchingput, G.Madugula, Hukumpeta, Araku, Dumbriguda, Ananthagiri, G.K.Veedhi and Chintapalli mandals. Koraput region of Odisha has slowly emerged into being one of the coffee producing hubs in the country. Koraput, Nandapur, similiguda, Pottangi, Dasmanthpur, Lamtaput, Laxmipur block/Mandal of Koraput District in Odisha are included. In addition to Koraput district of Odisha, coffee also grown in some part of Kandhamal, Rayagada, Keunjor, Gajapati & Kalahandi Districts. Since the terroir like soil, temperature are similar these regions are also included in the Geographical indication for Araku Valley Arabica.

*B e -*



**Geographical map for Araku Valley Arabica GI – Coffee growing regions are shaded in green  
(Non Traditional Areas)**

Elevation: 900-1100 m MSL

Rainfall: 1000-1200 mm

Main coffee type: Arabica

Total area under coffee: 20,000 ha

Average production: 3,100 MT

Main varieties: S.795, Sln.4, Sln.5, Cauvery

Main intercrops: Pepper, Mango, Jackfruit, Vegetables

### **9. Proof of origin (Historical information):**

Historical evidence of the first sprouting of coffee in Andhra Pradesh is as far as 1863. As per the Madras District Gazetteers – Vizagapatnam written by W.Francis 1907, “The Raja of Vizianagaram has a Coffee estate at Anantagiri, on the way up to Galikonda from the plains, and close by the stands the bungalow which Mr.H.G.Turner, Collector from 1881 to 1889, built when he was constructing the Anantagiri ghat up to this part of the plateau.”

Further he states about the location of Araku valley that “thirty miles north-east of the Minamalur track is the Anantagiri (or Galikonda) ghat. This is so called from the village of Anantagiri near the top, at which the Raja of Vizianagaram has a **coffee-plantation,**

and from the great Galikonda hill which overlooks it. When the Jeypore estate was first entered, in 1863, and it became necessary to construct a road from its capital to the plains, the original idea was to follow a line running from Vizagapatam, through Srungavarapukota to Kasipuram (41 miles); thence four miles to Kottur at the foot of the hills; up this Anantagiri ghat, ascending through Rayavalasa and Anantagiri; over the watershed of Galikonda, four or five miles up an easy gradient; down to Janamguda on the feet plateau and thence on vid the **Araku Valley**, Padwa, Handiput and Sogaru to Jeypore by the ghat starting down from Petta. Later, the anantagiri was abandoned.

The idea of completing it was revived in 1885 by Mr.H.G.Turner, the then Agent, who was much impressed by the capabilities of the Araku and Padwa country, the produce of which had no outlet. As per the imperial Gazetteer of India, it states that during 1900s at Anantagiri (about 2,800) feet is a coffee plantation managed by the Vizianagaram estate and a bungalow in Srungavarappukota Tahsil in Vizagapatam District, Madras. The hills are as a rule well wooded, the lower slopes being 'reserved' by the Vizianagram estate, but the higher ranges are usually open rolling savannahs. By the year 1920, coffee plantations were sprinkled accorss Ananthagiri, Araku and Chintapalli areas of Visakapatnam district. It was not until 1950s coffee was viewed with serious intent. Coffee Board conducted a Techno-Feasibility Survey in the early fifties to identify areas suitable for Coffee cultivation in the states of Andhra pradesh, Orissa and Madhya Pradesh. Based on the recommendations, coffee plantations were started at each of these states by agencies with the main objective to wean tribals away from *Podu*/shifting cultivation, engage tribal farmers by providing gainful employment, diversify sources of income through cultivation of coffee based intercrops like pepper.

As per the gazetteer of Koraput, Coffee was introduced in Koraput in 1930 by late Maharaja Bikram Dev Barma of Jeypore. Though still not popular as an agricultural produce, it was taken up as a tool for soil conservation to avoid siltation in Machkund basin in 1958.

Soil Conservation Department of State Government followed the said experience and attempted to take up the crop in a big scale as a soil conservation measure in Machkund basin to obviate silting in Jalaput reservoir way back in 1958.They took of the advantage of the then jungle growth and used it for shade and grew coffee in considerable trait of Machkund area. Encouraged by the results, Soil Conservation department went for subsequent expansion in other areas suitable for coffee till 1989-90. Later, coffee plantation was introduced as a programme under Additional Central Assistance (Revised

Long Term Action Plan - RLTA) for undivided Koraput district to help the small marginal tribal farmers and landless people of BPL categories to become coffee growers. In the years between 1960 and 1978, the AP Forest department collectively raised coffee plantations over an area of 1296 ha as an “Under Crop” in the forest areas. In 1976, ITDA introduced coffee as a development initiative for tribal groups. Under the ITDA program, tribal people were encouraged to grow coffee in existing *podu* land, to which they were given *pattas* or “right to use”. The area under coffee cultivation, which was barely 700 ha between 1975 and 1985 has increased dramatically over the decade and in 2002, the area covered 18,466 ha of which an area of 14,140 ha. Is under tribal sector.

### **10. Method of production**

The area around Vishakapatnam district in Andhrapradesh and Koraput district in Orissa is recognized to have the basic physical and climatic conditions that are required for coffee cultivation. The hilly region has an elevation ranging from 3000 to 5300 feet, receives adequate rains from South- West and North-East monsoons distributed throughout the major part of the year. The average rainfall is 1250 to 1500 mm, with relative humidity between 68 to 92 percent. Soils are sandy clay loams with optimum pH levels of 6.0 to 6.5. The terrain in the region is medium to steep slopes.

The tribal of the region are growing coffee in the organic was though they were unaware of the concept of organic coffee.

#### **Native mode of cultivation**

The region anciently practicing burn and shifting (Podu) cultivation mostly by the primitive tribal group of Dandakaranya forest in eastern Ghats of India. To check the age-old practices of Podu cultivation, Coffee was best thought by Mr. Brodie by passion during 1898 and Govt of Andhra Pradesh by policy during late sixties. Coffee was grown in the State of Andhra Pradesh in the year 1898 by Mr. Bordie, a Britisher, in Pumuleru Valley of East Godavari and also in Sircilla of Karimnagar district. Coffee had another entry in to Andhra Pradesh in 1920 introduced by the Jamindars /Revenue Officers and progressive tribal growers and coffee cultivation slowly spread to Anantagiri, Minumuluru and Chintapalli area of Visakhapatnam. At present context the Coffee grown in the 11 mandals of the agency area of Visakhapatnam district. Coffee was first introduced in the State of Odisha by the then Maharaja of Jeypore at Bicholkota near Jeypore. In the year 1958 Soil Conservation department under Govt. of Odisha took up coffee in large tract of Machkund catchment area to check soil erosion.

The main objective was to take advantage of Agro climatic condition and existing shade plants, raised in hilly slopes. During late 90 s few private entrepreneurs has ventured into the coffee cultivation and became role model for other aspirants, subsequently the Govt. of Odisha inclined towards expanding coffee in tribal sector utilizing the fund from the different schemes like ITDA, DRDA, NABARD, RLTAP, NREGS as it realised that coffee is the best fit to provide effective and sustainable livelihood.

### Soil

The coffee soils in Araku valley belong to the red lateritic soil groups. They differ in texture from sandy loam to clayey loam with colour varying from light grey to deep red. The soils are usually rich in organic matter and acidic to neutral in reaction (pH). The total soluble salts are well below the sensitivity limits. They are well supplied with potassium but are generally low in available phosphorus. They are also poor in calcium and magnesium. They respond well to liming, manuring and others oil management practices

### Shade

The approved methods of coffee cultivation in Araku valley is planting under shade . The shade pattern in the Araku valley region is under predominantly mono shade. In the initial year the grower has to plant the shade plants following with mixed shade pattern (60% mono shade and 40% mixed shade) to maintain the ideal shade for coffee. After establishment of shade, the grower takes up Coffee depending upon the cultural practices. The thick shade is maintained in the entire region to combat the prolonged drought period from November to May and related pest and disease infestation. The forest type can be classified as “dry deciduous” The ever green tree species viz. *Spondias mangifera*(Wild Mango), *Syzigium Cumini*(Jambolona), *Artocarpus Integrifolia* (Jack), *Ficus* species , *Dalbergia sissoo* (Rose wood) , *Bursera serrata*, *Albizia odoritissima*, *Schhelichera oleosa*, *Toona ciliate* etc are seen along with deciduous tree species such as *Terminalia tomentosa*, *Terminalia arjuna*, *Terminalia bellarica*, *Terminalia chebula*, *Terminalia catappa*, *Gmelina arboria*, *Grewiat iliefolia* in the Eastern Ghats where Coffee is cultivated. In addition to the above men made grown tree species, *Gravillea robusta* (Silver oak), *Acrocarpus raxinifolios* and *Maesopsis emini* were also planted in the Coffee estates where the natural shade cover is found to be thin. The mixed shade canopy formed with the combination varied lush green native tree species contribute to a deposition of abundant organic matter and minerals in the soil to produce quality Coffee. To give immediate shade in the NTA, the growers generally plants the quick shade species viz.

*Indigofera tasmania* , Glaricidia, Crotolaria etc

### **Planting from nursery**

After receiving the seed coffee from the Coffee Board, Primary nursery followed by raising of secondary nursery practices are followed and after attending a 5 pair of leaves in the polybag, the seedlings transfers to the planting site for taking of planting in the main field. In the above practices different implementing agency ie. ITDA in AP/Implementing Agency of Odisha extends financial support besides ground level technical support. In general, the nursery works starts by January whereas planting of poly bag seedlings in the main field starts by August and ends before October.

### **Weeding**

Weeding is an important operation in coffee and during initial establishment in particular and the growers of this region are very familiar to this practice and do very efficiently. As the average holding of the estates is less than 2 ha ,the works gets completed by most family members. However few private entrepreneurs of the coffee largely confined to Odisha engage labourers for this job. In general it practice to be carefully attended to, but where from the nature of the soil or of the lay of the land there is danger of loss of surface soil from heavy rain; no-hoe weeding is allowed during the monsoon; but only hand weeding or cutting with grass-knives and, after the monsoon, a breaking up of the soil, to turn the weeds down. Easy roads are laid out to bring every part of the estate within ready access and at the same time to be the means of an effectual drainage.

With the end of the first year's operations, the planter very likely build for himself a simple cottage on a convenient spot that commands a fine view and some Bungalows were most beautifully situated. With the third year, the estate came into flower and bearing. In March or April the snowy white of the blossoms, in their copiousness but slightly relieved by the dark green foliage, delights the eyes with its morning freshness and purity and glory the jessamine-like flowers fill the air with an agreeable aroma.

### **Description of native plant**

A three year old tree is 4 feet high of a pyramidical shape with alternately opposite branches (primaries) of which the topmost are 8 inches and the lowest 3 feet long, which is subdivided by secondaries and tertiaries. The flowers are in appearance like jessamines on short stalks, in clusters round the branches and last but 2 days. The tree approximately

had 20 pairs of branches, and 3 inches from the stem the clusters of flowers begin; the lowest branch contains 22, the middle 8 and the uppermost 2 clusters with an average of 12 blossoms each, These do not all set and produce mature berries, but give an idea of the fertility of the shrub. Gentle showers or heavy mists at this time greatly enhance the fecundity of the blossoming, hence the importance of spring rains.

The leaves are oblong, lanceolate, dark green and glossy on the upper, paler on the lower side and form a striking contrast with the snowy flowers or red berries. After a fertile blossoming the ovaries, if favoured by a few showers, swell rapidly and the green berries resemble olives.

In October they become hard, turn yellow and, when mature, red. They now resemble cherries. A sweet aromatic succulent pulp encloses 2 beans, which are surrounded by a parchment like skin, which, when dry, easily drops off.

A thin silky skin called the "silver-skin" is the last coating of the bean which, if of good quality, is long, of a bluish green colour and of a peculiar aroma. In some cherries there is but one bean developed which fills up the whole space. It is round and called Peaberry, and fancy assigns to it a higher price in the market than to ordinary coffee.

### **Pulping**

These parathion of the fresh pulp from the beans is effected on the estate by a machine called "pulper," after which the parchment coffee is washed and slightly fermented to remove all-saccharine and gummy matter, carefully dried. After dry the grower sale their coffee in the open market and some growers they sales to the Curing works.

### **Manuring**

Considering that every crop takes a certain amount of nourishment out of the soil, it is clear, that something in the shape of manure must be given to it in return, and it is generally acknowledged that according to the chemical analysis of the coffee bean, the Odisha soil wants phosphate and lime, carbonate of magnesia and potash as the principle ingredient soft it requisite manure, and a mixture of super phosphate and manure, lime and ashes may be the nearest approach to it. Where as in Andhra Pradesh the inorganic manure is restricted and some growers are apply organic manure and bio fertilizers or else by default the leaf litter fallen under the tree take care of Coffee plantations. But the manuring should be done to supplement to the nutrient to the Coffee plants by organic method or inorganic method.

### **Pruning**

Of almost equal importance with manuring is the pruning of the trees, where by the extravagant elaboration of the vegetative growth is checked and the fertility of the soil economised. Pruning plays a major role to maintain the bush. Where as in NTA the bush management practice is limited. Very rare growers they will do the pruning operations. Most of the growers are not familiar with pruning activities. By default organic coffee plantation and pruning operation not attended by the growers of this region which shows that still they can improve their production and quality by attending the above said operations..

### **11. Uniqueness :**

The coffee produce of Araku by the tribals follows an organic approach in which they emphasis management practices involving substantial use of organic manures, green manuring, organic pest management practices etc. More over the use of artificial fertilizers and synthetic pesticides are not practiced because they don't have access to the same. Biological Pest management of crops is undertaken that help to avoid resorting to chemical pesticides.

Training programmes which are being organized from time to time through Coffee Board officials to create awareness among the tribal farmers about improved agronomical practices including the usage of Organic/Bio-Fertilizers in coffee plantations and also the post-harvest practices of coffee production. These practices here yielded natural organic coffee from Araku.

The cup profiles of Araku Valley coffee are medium body, medium to sharp acidity with citrus flavor in an invitingly complex combination of intense aroma with a spicy tinge like no other.

A cafe-store called "Araku: was opened in Paris and Araku Coffee has found a place on the shelves of Paris's iconic, upmarket grocery store La Grande Épicerie. This initiative is being led by the Naandi Foundation who began working with the tribal farmers of Araku Valley in Andhra's Visakhapatnam district in 2000. Over the years, its coffee project has expanded from 1,000 acres in the beginning to over 20,000 acres. In 2008, the foundation established Araku Originals, a social enterprise, to market the coffee around the world, drawing buyers from Japan, South Korea, Switzzlerland, and France, among others.

**12. Inspection Body :**

Coffee Board, Ministry of Commerce and Industry, Government of India with its headquarters in Bangalore has a well-regulated inspection mechanism in place and is the Inspecting Authority which inspects all the curing works (factories) in the country. No coffee is allowed to be cured elsewhere other than in a licensed curing works and the Board is the sole authority to issue and grant such licenses to operate curing establishments. The Coffee Curing works are required to establish documentation and maintain a quality system as a means to ensure that the final product processed is as per the requirements of Indian Coffee Board Standards.

**Other:**

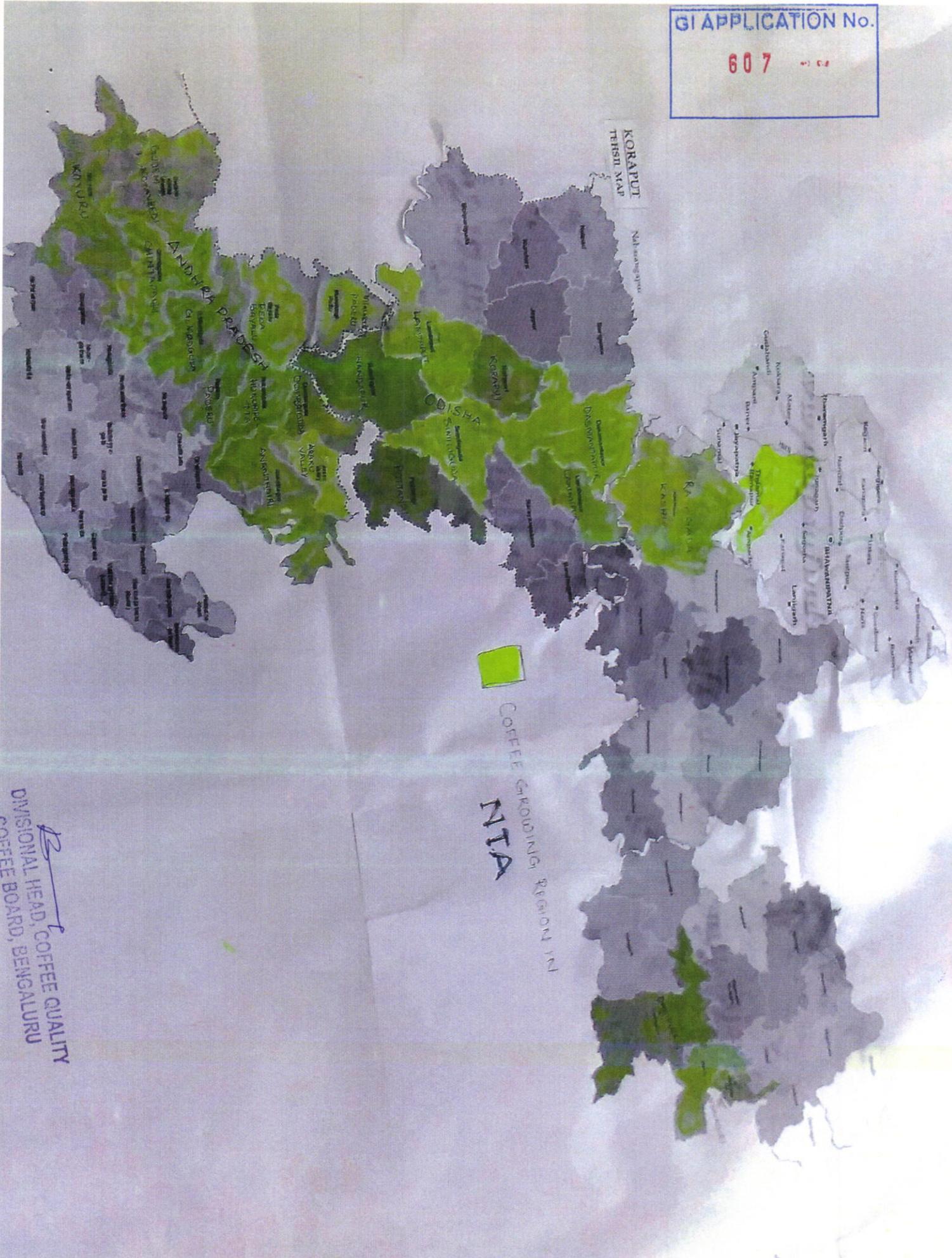
- Along with the Statement of Case in **Class 30 (Schedule 4)** in respect of <sup>c</sup> **Coffee** in the name(s) of <sup>d</sup> **ARAKU VALLEY ARABICA** whose address is **Coffee Board, Ministry of Commerce and Industry, No.1.Dr.B.R.Ambedkar Veedhi, Bengaluru – 560 001** who claims to represent the interest of the producers of the said goods to which the geographical indication relates and which is in continuous use since in respect of the said goods.
- The Application shall include such other particulars called for in rule 32(1) in the Statement of Case.
- All communications relating to this application may be sent to the following address in India.

**Coffee Board,  
Ministry of Commerce and Industry,  
No.1, Dr.B.R.Ambedkar Veedhi,  
Bengaluru – 560 001.  
Phone : 080 22262868, 080 22266991  
Email : [hdqccoffeeboard@gmail.com](mailto:hdqccoffeeboard@gmail.com)**

  
**DR. K. BASAVARAJ SIGNATURE  
NAME OF THE SIGNATORY**

**Divisional Head Coffee Quality  
प्रभागीय प्रधान, काफ़ी क्वालिटी  
Coffee Quality Division  
काफ़ी केन्द्र/Coffee Board  
बैंगलुरु/Bengaluru**

GI APPLICATION No.  
607



*B*  
DIVISIONAL HEAD, COFFEE QUALITY  
COFFEE BOARD, BENGALURU

GI APPLICATION No.

607

भारतीय स्टेट बैंक  
State Bank of India  
Issuing Branch: DR AMBEDKAR VEEDHI  
कोड नं. / CODE No: 40022  
टेल नं. / TEL No: 090-22868029

FOR PAYEE ONLY

मांगद्वारपत्र

DEMAND DRAFT

Key: NOFGES  
Sr. No: 143348

2 9 1 2 2 0 1  
D D M M Y Y Y

मांगे जानेपर THE REGISTRAR, GEOGRAPHICAL INDICATIONS\*\*\*\*\*

ON DEMAND PAY

या उनके आदेश पर

रुपये RUPEES Five Thousand Only

OR ORDER

अदा करें ₹ 5000.00

IOI 000482975664

Key: NOFGES

Sr. No: 143348

AMOUNT BELOW 5001(544)

मूल्य प्राप्त / VALUE RECEIVED

भारतीय स्टेट बैंक

STATE BANK OF INDIA

अदाकर्ता शाखा / DRAWEE BRANCH: CCPC, CHENNAI

कोड नं. / CODE No: 10395

प्राधिकृत हस्ताक्षरकर्ता  
AUTHORISED SIGNATORY

शाखा प्रबंधक  
BRANCH MANAGER

कम्प्यूटर द्वारा मुद्रित होने पर ही वैध  
VALID ONLY IF COMPUTER PRINTED

केवल 3 महीने के लिए वैध  
VALID FOR 3 MONTHS ONLY

₹ 1,50,000/- एवं अधिक के लिखत दो अधिकारियों द्वारा हस्ताक्षरित होने पर ही वैध है।  
INSTRUMENTS FOR ₹ 1,50,000/- & ABOVE ARE NOT VALID UNLESS SIGNED BY TWO OFFICERS

⑈975664⑈ 000002000⑈ 000482⑈ 16



सत्यमेव जयते

# Geographical indications Registry

Intellectual Property Building,  
G.S.T. Road, Guindy, Chennai - 600 032

Phone: 044-22502091 & 92 Fax : 044-22502090

E-mail: gir-ipo@nic.in



INTELLECTUAL  
PROPERTY INDIA

## Receipt

CBR NO :3401

Date : 01/01/2018

TO

Generated by  
:RATHIMEENA

COFFEE BOARD,  
NO. 1, DR.B.R.AMBEDKAR VEEDHI,  
BENGALURU,  
KARNATAKA,  
560001,  
INDIA

### C B R Details :

Application No	Form No	Class	No of Class	Name of GI	Goods Type	Amount Calculated
607	GI-1A	30	1	Araku Valley Arabica	Agriculture	5000

### Payment Details :

Payment Mode	Cheque/DD /PostalNO	Bank Name	Cheque/DD/Postal Date	Amount Calculated	Amount Paid
DD	975664	State Bank of India	29/12/2017	5000	5000

Total Calculated Amount in words : Rupees Five Thousand only

Total Received Amount in words : Rupees Five Thousand only

\*\*\* This is electronically generated receipt,hence no signature required \*\*\*