



GOA STATE COUNCIL OF SCIENCE & TECHNOLOGY

Department of Science, Technology & Environment
Govt. of Goa

Opposite Saligao Seminary, Saligao, Bardez, Goa - 403 511
Phone: (0832) 2407189, Telefax: 2407012
Email: ms-gscst.goa@nic.in

GI APPLICATION No.

618 . . .

Ref: 1/45/2018-19/GSCST/STE/PIC/ 136

Dated : 31 /07 / 2018

✓ To,
The Registrar,
Geographical Indication Registry (GI Registry)
Intellectual Property Office Building
Industrial Estate G.S.T Road
Guindy Chennai- 600032.

Sub:- Application for GI Registration of Khola-Chilli

Respected Sir,

With reference to the above cited subject, please find enclosed herewith the duly filed application for GI Registration of Khola-Chilli (Form GI-1) under class 30. Along with all relevant documents as follows:-

1. Statement of Case. (Annexure -I)
2. Affidavit from Association. (Annexure-II)
3. Memorandum of Association. (Annexure-III)
4. Sample Analysis Report. (Annexure-IV)
5. Certified copy of Map of Taluka Canacona.-Goa.(Annexure- V)
6. DD No. 193998. Dated: 03 /07/2018 issued by Indian Overseas Bank, Panaji for Rs. 5000/-.

Please feel free to call to this office on any clarification particular to the above subject matter on mobile no:-9834553931, 9168704400 or email id:-ms-gscst.goa@nic.in.

Thank you & With Warm Regards.



Yours Faithfully

(Shri Deepak Parab)
Member Secretary, GSCST

Copy to:- Director/ Jt. Secretary S&T, Govt of Goa.
Mr. Ratnakar P. Velip, Canacona for favour of information please.

GI APPLICATION No.
618 ..



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

Received Rs 5000 in cash/
Cheque/DD/CCD on 6.8.2018
vide entry no. 3514 in the
Register of valuables
Cashier ✓ DDO

(To be filled in the 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 geographical indication in Part A of the register Section 11 (1) , rule 23(2) Fee: Rs 5,000(see entry No.1 A of the first schedule)	✓
B	Application for the registration of a geographical indication in Part B of the Register from a convention country- Section 11(1), 84(1), Rule 23(3) Fee: Rs 5,000(see entry No.1 A of the first schedule)	

1. Application is hereby made by (a) The Khola/Canacona Chilli Cultivator's Group Association and (b) Department of Science & Technology Govt. Of Goa for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars:

- **Name of the Applicant:** The Khola/Canacona Chilli Cultivator's Group Association (TKCCGA) and the Department of Science & Technology (DST), Government of Goa.

- **Address:1.**The Khola/Canacona Chilli Cultivator's Group Association, H.No. 356(2) Soliem, Khola (Cola)Canacona Goa-403702.

Address: 2.Department of Science & Technology Govt. of Goa, 1st Floor, Pandit Deendayal Upadhyay Bhavan, Behind Pundalik Devasthan, Near Sanjay School, Porvorim, Bardez-Goa-403521.

- **List of association persons/producers/organization/authority:**
Memorandum of Association along with the list of members is enclosed herewith.

- **Types of goods:**Chillies being spices falling in class - 30

- **Specification:** Khola/Canacona chilli (herein after referred as Khola) is the famous variety of spice-chilli which is grown in Khola village and surrounding areas of Canacona Taluka. The Khola Chillies are attractive red (brilliant red) in colour. It is being added to various food preparations and recipes. Khola chillies are medium pungent in taste. Khola/Canacona chillies have been cultivated in Khola (Cola) village during Kharif season from years and entire village community is involved in their conservation. They follow unique pattern and traditional practice that has been followed from years.

- **Physical and Chemical Composition of Khola Chilli:-**(Report enclosed).

Sr. No	Quality Characteristics	Name of the method of the test used	Results	Prescribed Standards as per Regulation No.2:9:3:2 of Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011.
1.	Appearance & odour	Visual Examination /Organoleptic	Satisfactory	Shall be dry free from dirt and flavouring matter
2.	Insect & Fungus infestation and rodent contamination	---do---	Absent	Shall be free from insect, infestation and rodent contamination.
3.	Added synthetic Colour	FSSAI Manual	Not detected	Shall be free from extraneous colouring matter
4.	Moisture	---do---	5.17% by wt.	Not more than 11.0% by wt.
5.	Non-Volatile Ether extract (on dry basis)	---do---	14.95% by wt.	Not less than 12%(on dry basis)
6.	Total Ash(on dry basis)	---do---	6.40% by wt.	Not more than 8.0% by wt.
7.	Ash Insoluble in dil HCL(on dry basis)	---do---	0.05% by wt.	Not more than 1.3% by wt.
8.	Crude Fibre	---do---	23.0% by wt.	Not more than 30.0% by wt.

- **Name of the Geographical Indication [and particulars]:**

KHOLA CHILLI



The original name of the Canacona region seems to have been *Advat*, which in Prakrit- means "a (region connected by) remote route" (*ad* or *aad*= remote or secluded; *vat*=road or route"). This etymological root can be easily explained by its relative isolation from centers of early population. *Advat* was later changed to *Kadkona* due to the influence of the Kannada language. According to the *Gazetteer of the Kanara District*(1991)' *Kada-kona* refers to the wild Indian bison or *gaur* (*Bosgaurus*). This is very significant because the whole area had an abundant forest populated by large hers of wild bisons. Another version refers to the Kannada word *kanor kanu*, which means a jungle and *Icon*, which means a lake. Therefore, a jungle with a lake in it is *Kankon*.

According to the Marathi Bhasha Udgam VaVikas(Marathi Language - Its Origin and Development), the word Kankon is the transformation of the word Kanvapuram. A local historian, S. S. Desai (1992), supports this derivation pointing out the existence of a site, namely, Kanvashramin the forest close to the present location of the Mallikarjun temple at Shristhal in Canacona. The views regarding Kanvapuram and Tarpanachinadi(river of gratification) as expressed by S. S. Desai in his book, ShreeMallikarjun Devasthan chalthas(History of the Shree Malliarjun Temple, 1992), appear to be rooted in Puranic mythology.

Further, S. S. Desai states that the Canacona Taluka came into vogue about 100-150 years ago." However, during the Vijyanagara and Sonda kingdoms this Taluka was known as Siveshwar or Shiveshwar Mahal. According to S. S. Desai, the Shiveshwar mahal and Kankon, encompassing the area upto the Kali river in the south, were two separate regions that were combined together and the name Kankon prevailed.' From the observations made by S. S. Desai it appears that the northern part of the present Taluka was known as Advat or Kankon whereas the southern area was called Shiveshwar.

The title of Mallikarjun deity has been recorded in the documents as Advat-SimhasanadhishwarMahapatiKankon(The Great Lord of Advat-Kankon). Later, with the onset of Sanskritisation the name Kankon, came to be accepted. In Sanskrit kanan means a jungle and kunda means lake. The Kankon region is abundant in both jungles and lakes. With the influence of the Portuguese language, Kankon came to be spelt as **CANACONA**, which continues till date.

- Description of Goods:-

Khola chilli is a famous variety of chilli mainly grown in Khola. It is cultivated for self consumption by farmers in the Canacona Taluka and commands a premium rate of over Rs.500 per kilo in the Goan market. Locals are cultivating this local chilli variety in almost every household as well as on the slopes of mountains and in open plains. This Chilli is characterized by attractive red in colour with long in length and having medium pungent taste and thus is widely used in making papad.

The farmers also grow Raagi(Nachani) and Tur in these area along with local vegetables such as Red Amaranthus, raddish, Okra, Cucumbers, Ridge Gourd, Snake Gouds and Pumpkins etc. Besides this, the farmers also cultivates tuber crops, locally knows as Katekananga, Zadkananga, Suran (Elephant foot yam), Colocasiaetc and local vegetables. With this agro commercial background, the village has been recognized as a famous Agro-Based village of Canacona Taluka.

- Geographical area of production and map:-

Goa is located on the west coast of India facing the Arabian Sea and lies between 14° 19" North latitude and 73° 38" East Longitude with a total geographical area of 3,61,113 hectares (Refer Figure - 1).Goa has a warm and humid climate, with temperature varying between 20°Cand 32° C, because of the proximity to the sea. On an average, it receives an annualrainfall ranging between 2500 to 4000 mm (Desai 2001: 5).

As such, Canacona Taluka is located on the western seaboard of India(Refer Figure 2.1 a)as the southernmost Taluka of Goa(Refer Figure 2.1,b,c) with an area of 351.1 sq.kms, which is 9.48% of the total area of the state of Goa. The region is isolated by geographical features, namely, the Sahyadri Mountains and the Arabian Sea. The north and northeast is bounded by the Sahyadri ranges separating Quepem and Sanquem Talukas from Canacona. To the east, southeast and south lies the North Kanara district of the Karnataka State, whereas the west and southwest is bounded by the Arabian Sea.

The climate of the Taluka changed during the Pleistocene epoch from very humid to less humid with relatively less rainfall. Today the climate is equable and moist throughout the year though it is of the tropical maritime and monsoon type. The Taluka enjoys regular but relatively in sufficient rainfall during the southwest monsoons, mainly from June to September.

The average rainfall recorded in 1999 was 2879 mm.¹⁰ and the temperature ranged from 22 ° c to 33 ° c throughout the year. Due to its proximity to the Arabian Sea,the atmosphere is generally humid, with a further rise in it during the monsoon season.Even during the summer, the relative humidity is generally above 60%. The averagerainfall for the last 30 years recorded in the Taluka is given in Table 2.2.

Table 2.2

Average Rainfall in Canacona during last 30 years

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
Rainfall In mm	Nil	Nil	Nil	10	71	913	938	546	288	180	44	6	2934

Source: Goa Observatory, Altinho, Panaji

- Proof of Origin [Historical Records]:-

Pandurang R. Phaladesai author in his book "A Cultural History of the Canacona Taluka of Goa" published in the year 2001 mentioned about Khola-Chilli. (Attached documentary evidence). There are many publications of Khola Chilli in the newspapers and on the internet. Khola is a small Village in Canacona Taluka in South Goa District of Goa State, India. It is located 25 km towards South from District head quarters Margao. 14 km from Canacona. 57 km from State capital Panaji. Khola Local Language is Konkani. And total Village population is 5,382. The bright red, pungent Khola Chilli produced in the Taluka came to be named after the village since the villagers were first to produce chillies which is used to make the tasty goan papads.

It is not exactly cleared when chilli cultivation began in Khola area. According to folk tales, chillies were being cultivated in this area about 100-150 years ago, especially in Khola. Since over years Khola Chilli has been famous for Red chilli in all Goan Markets.

Khola/Canacona Chilli Cultivators Group, Canacona, South Goa was awarded with the prestigious Plant Genome Savior Community Award by Govt. of India through PPV&FRA under the provision of section 45 of PPV&FR Act, 2001, for their efforts in conserving the local Khola variety of the spice crop through traditional way. The awards were conferred by Sri. Radha Mohan Singh, Hon'ble Union Minister for Agriculture & Farmers' Welfare, Govt. of India, New Delhi on 21st December, 2016 at B.P. Pal Auditorium, Pusa, New Delhi. The Group was honored for their contribution in conservation & preservation of local Khola-Chilli hurt generations. ICAR Cell facilitated the application process to the PPV & FR Authority, New Delhi on behalf of the Farmers.

- Methods of Production:-

The Khola Chillies are locally grown in the Kamat i.e. in Kharif season and are rain fed in hilly terrain. Chilly cultivation in Kumeri i.e. 'Kamat' in Kharif season involves shifting the place of cultivation every year.

Earlier, Plots in the forests on slopes are used to cleared every few years as the old uncultivated plots are kept fallow. All the chilli production from Khola to Cotigao in Canacona is the same local variety. The name differs as sometimes it's called Khola chillies or Canacona chillies.

Land Preparation starts during the month of May, followed by nursery bed preparation. The chilli seeds are broadcasted in the field for making of the nursery beds. Watering is done regularly till it attains seedlings stage. Transplanting of the chilly seedlings from the nursery beds starts after the onset of the monsoon. Planting of Khola chillies in Hilly terrains, in the village is done during the month of June.

The crop is ready for harvest in about 3 to 4 months. Harvesting is done around the end of the September -October month. The chillies are plucked by hand in the ripe or nearly ripe stages along with the fruit stalks at regular intervals. The chillies are then spread out in thin layers and dried in direct sunlight and the same is than marketed in the local markets.

- **Uniqueness:**-A hot commodity in the Goan spice market, Canacona/Khola chillies are famous for their taste as well as colour. The famous restaurants and papad makers preferring the Khola chilli because of colour and taste. Khola /Canacona chilli cultivators follow a unique pattern and traditional practice that has been followed from years. These particular Khola chillies are cultivated all along the slopes of the mountains, hilly terrains as well as on rocky plains of the village.

Khola-Chillies have the highest colour value and stand deep red in colour on maturity. Khola chillies are not too pungent. It is stated that these chillies alone have the best qualities which are not seen in any other type of chillies grown in the State of Goa and this contributes to the uniqueness of Khola-chilli.

- Inspection Body:-

In order to deal with the G.I related issues, the following inspection body has been constituted.

1. The Director, Department of Science, Technology (DST), Govt of Goa.
2. Representative of the Khola/ Canacona Chilli Cultivator Association.
3. The Director, Directorate of Agriculture, Govt of Goa, Krishi Bhavan, Miramar.
4. The Director, Food and Drugs Administration, Govt of Goa, Panaji.
5. The Director, ICAR, Old Goa.

Other:-

The Khola/Canacona chilli production provides source of income to local village people. Due to huge demand in market for Khola chillies. The farmers of the region have organised themselves into Chilli Cultivator Groups that are actively involved in production & conservation of traditional local variety of Chilli. The groups use cow dung, leaf moulds and earthworms of both local and exotic species to make vermi-composting for their fields. Making of papad with Khola Chilli powder is also a household activity in the village.

Along with the Statement of Case in class 30 in respect of (c) Khola Chilli in the name(s) of The Khola/ Canacona Chilli Cultivator's Group Association and Department of Science & Technology, Govt. of Goa whose address is H.No. 356(2) Soliem, Cola Canacona Goa-403702 and Department of Science & Technology Govt. Of Goa, 1st Floor, Pandit Deendayal Upadhyay Bhavan, Behind Pundalik Devasthan, Near Sanjay School, Porvorim, Bardez-Goa-403521 respectively, 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 ancient times in respect of the said goods.

2. The Application shall include such other particulars called for in rule 32(1) in the Statement of Case.
3. All Communications relating to this application may be sent to the following address in India:-
Member Secretary, Goa State Council for Science & Technology, Opposite Saligao Seminary, Saligao, Bardez, Goa - 403511. Phone: (0832) 2407189, Telefax: 2407012 Email: ms-gscst.goa@nic.in
4. In the case of application from a convention country the following particulars shall also be furnished.
 - (a) Designation of the country of origin of the Geographical Indication.
 - (b) Evidence as to the existing protection of the Geographical Indication in its country of origin, such as the title and the date of the relevant legislative or administrative provisions, the judicial decisions or the date and number of the registration, and copies, of such documentation.

NAME OF THE SIGNATORY (IN BLOCK LETTERS)

1. **MR.RATNAKAR P.VELIP:** President, The Khola/ Canacona Chilli Cultivator's Group Association,H.No. 356(2) Soliem, Cola Canacona Goa-403702.

Rulip 30/07/18

Signature

With Date and official Stamp/Seal



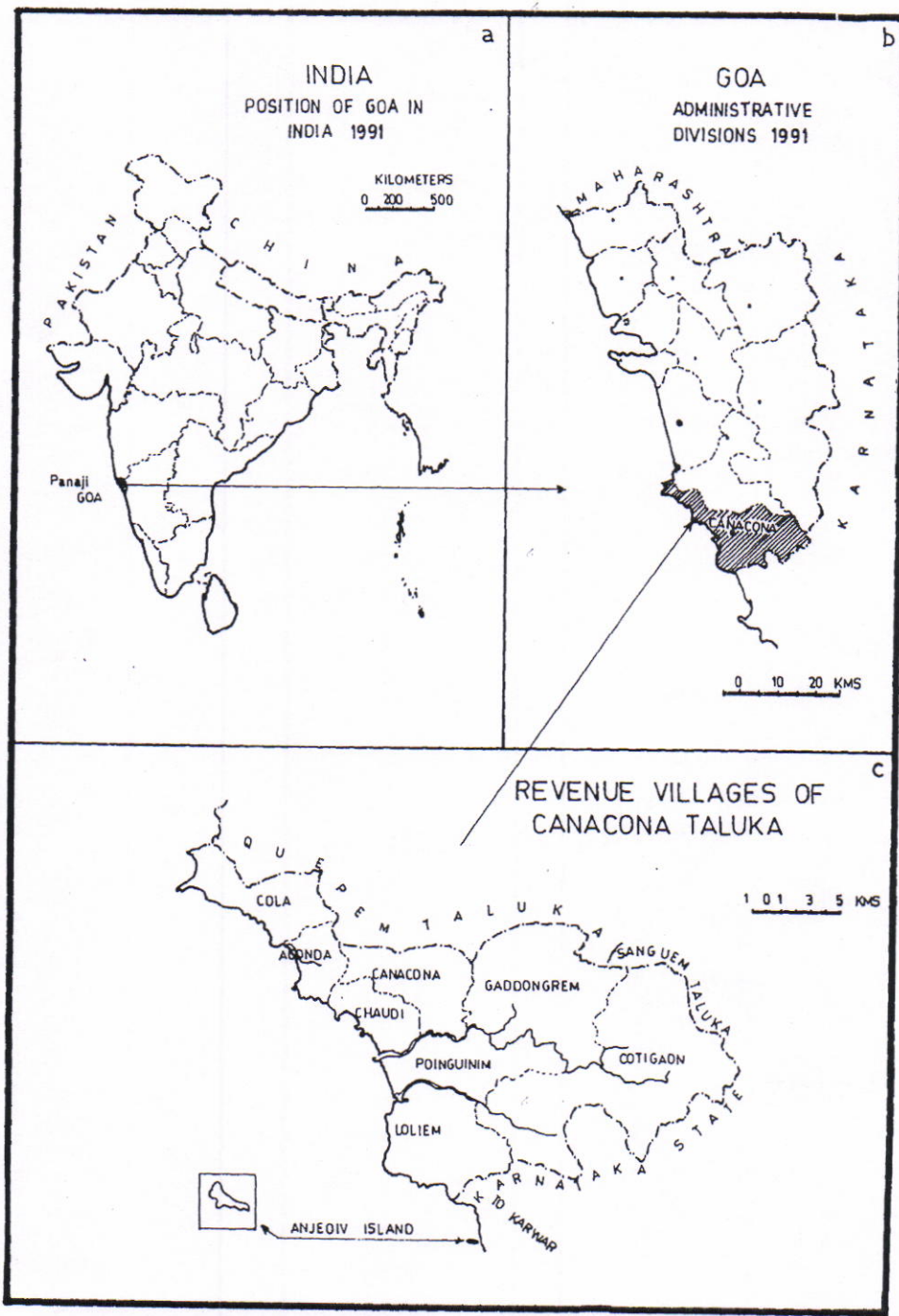
2. **MR. LEVINSON J. MARTINS:** Director, Ex-Officio Jt. Secretary Department of Science & Technology Govt. Of Goa, 1st Floor, Pandit Deendayal Upadhyay Bhavan, Behind Pundalik Devasthan, Near Sanjay School, Porvorim, Bardez-Goa-403521.

[Signature] 30/07/18

Signature

With Date and official Stamp/Seal

Director/Ex-officio Jt. Secy.
Department of Science and Technology
Government of Goa
Porvorim-Goa



SOURCE : DISTRICT CENSUS HANDBOOK 1991 CENSUS OF INDIA. FIG. 2-1

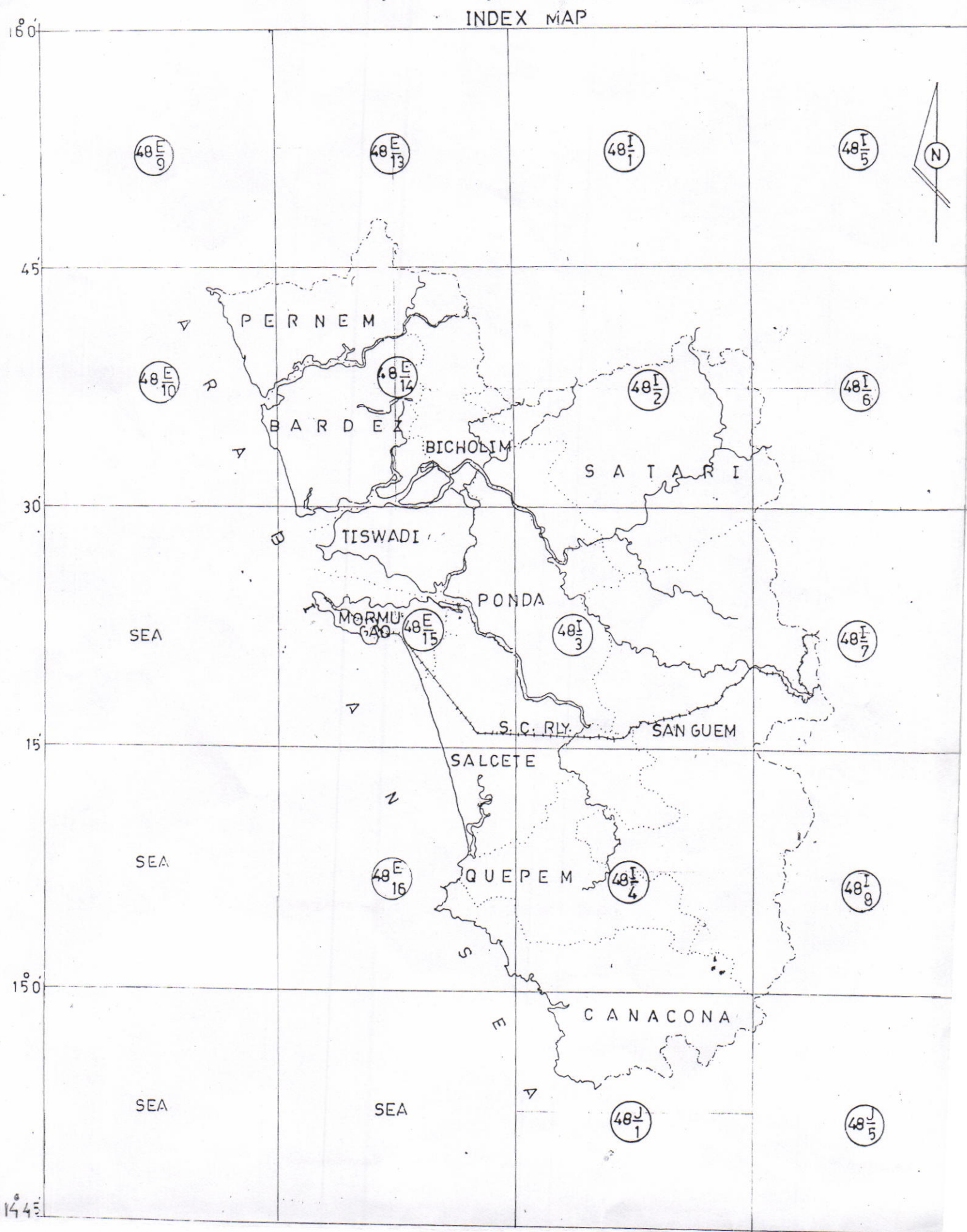


Figure 1: Map of Goa.

Source: Generated from survey of India (SOI),
toposheets on 1:54,250 scale issued by S.O.I.

10/10/2020



Figure 1: Map of India.
Source: Generated from Survey of India (SOI).
Toposheets on 1:50,000 scale issued by SOI.

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सत्यमेव जयते

Geographical indications Registry

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C B R Details :

Application No	Form No	Class	No of Class	Name of GI	Goods Type	Amount Calculated
618	GI-1A	30	1	Khola Chilli	Agriculture	5000

Payment Details :

Payment Mode	Cheque/DD /PostalNO	Bank Name	Cheque/DD/Postal Date	Amount Calculated	Amount Paid
DD	193998	Indian Overseas Bank	03/07/2018	5000	5000

Total Calculated Amount in words : Rupees Five Thousand only

Total Received Amount in words : Rupees Five Thousand only

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