

COFFEE TABLE BOOK RKVY PROJECT

Success story of Geographical Indication registration Done under RKVY Scheme in Maharashtra

1. **Title:** Geographical Indication (GI) of Horticulture Crops from Maharashtra
2. **Category:** Horticulture

Maharashtra is endowed with different agro climatic conditions. The state has 8 Agro Climatic Zones with different type of soil and climate. Maharashtra has always taken an initiative in adopting new technologies in Horticulture. During the recent past the state has emerged as one of the horticulture states. The export of grapes, mango, flowers and vegetables have shown increasing trend. This shows impressive achievements of state in the horticultural development.

During the recent past the state has emerged as one of the horticulture states. The export of grapes, mango, flowers and vegetables has shown increasing trend. This shows the impressive achievements of state in the horticultural development. With such achievements the thrust of farmers for newer technology and crops is ever increasing.

3. Challenges:

Geographical Indication is an intellectual Property Right granted to the community which is involved in creation of unique product within that particular region. Such product is identified and associated with that specific region or place. Such projects registered under Geographical

Indication are recognized worldwide with their place of origin and have proved to be great help to Farmers, in terms of business opportunities, employment creation, economic development and increase in export. The GI registration also helps to curb the duplicity of those unique products. The GI registration will also help to prevent and protect these unique products from misuse, abuse and infringements.

Geographical Indication is one of the prerequisite condition for entering into, selling the products into WTO member country i.e. for export. It is necessary to guard intellectual assets of our nation in this era of globalization. Under this component the following crops are proposed for Geographical Indication registration in Maharashtra

Department of Horticulture under the banner of Department of Agriculture of Government of Maharashtra is established to help the rural community to achieve higher productivity in agriculture along with Profitability and Market access of the farming community in Maharashtra. This goal will be achieved by providing farmers with technical knowledge, market intelligence and market networks to support diversification and intensification of agriculture production aimed at responding to market demand.

4. Initiative:








With this unique strategy, DOH has undertaken initiative for Jalna Sweet Orange, Marathwada Kesar mango, Ratnagiri Alphonso Mango, Vengurla Cashew, Sangli Turmeric, Solapur Pomegranate, Sangli Raisins, Jalgaon Banana, Jalgaon Brinjals, Purandar Fig, Lasalgaon Onion, Gholvad Chikoo and Beed Custard Apple in Jalna, Marathwada (division), Ratnagiri,





Sindhudurg, Sangli, Solapur, Jalgaon, Pune, Nasik, Thane and Beed districts respectively to get these products registered as a Geographical Indications.

Department of Horticulture extended its support to ‘Jalna Jilha Phale & Mosambi Bagayatdar Sangh’ which is registered organization of Jalna Sweet Orange growing farmers, ‘Mango Growers Association, Aurangabad’ which is registered organization of Marathwada Kesar Mango growing farmers, ‘Kelshi Parisar Amba Utpadak Sahakari Sangha Maryadit’ which is registered organization of Ratnagiri Alphonso Mango growing farmers, ‘Kokan Kaju Samuh’ which is registered organization of Vengurla Cashew growing farmers, ‘Sangli Turmeric Cluster Pvt. Ltd, Sangli, Sangli’ which is registered organization of Sangli Turmeric farmers, ‘Akhil Maharashtra Dalimb Utpadak Sanshodhan Sangh, Pune’ which is registered organization of Solapur Pomegranate farmers, ‘Maharashtra Rajya Draksh Bagaitdar Sangh, Sangli’ which is registered organization of Sangli Raisins farmers, ‘Nisargraja Krushi Vidnyan Kendra’ which is registered organization of Jalgaon Banana , ‘Navnirmiti Shetkari mandal’ which is registered organization of Jalgaon Bharit Brinjal, ‘Akhil Maharashtra Anjir Utpadak Sanshodhan Sangh, Pune’ which is registered organization of Purandar Fig growing farmers, ‘Baliraja Shetkari Sangh’ which is registered organization of Laslgaon Onion growing farmers, ‘Maharashtra Rajya Chikoo Utpadak Sangh’ which is registered organization of Gholvad Chikoo growing farmers, ‘Balaghat Sitaphal Sangh, Talegaon’ which is registered organization of custard apple growing farmers.

Key Results:

Current status of GI is follows out of 13 for 11 crops GI are sanctioned and other 2 crops are published in Journal

Sr. No.	Crops selected for GI registration	Application No.	Name of Growers association	Logo
1	Lasalgaon Onion	491	'Baliraja Shetkari Sangh' Nasik	
2	Vengurla Cashewnut	489	'Kokan Kaju Samuh'	
3	Purandar Fig	500	Akhil Maharashtra Anjir Utpadak Sanshodhan Sangh, Pune	
4	Bharit Brinjal from Jalgaon	501	'Navnirmiti Shetkari mandal' of Jalgaon	
5	Beed Custard apple	494	Balaghat Sitaphal Sangh, Talegaon'Beed	
6	Sangli raisins	490	Maharashtra Rajya Draksh Bagaitdar Sangh, Sangli'	
7	Jalna Sweet orange	495	Jalna Jilha Phale & Mosambi Bagayatdar Sangh'	

8	Solapur Pomegranate	502	Akhil Maharashtra Dalimb Utpadak Sanshodhan Sangh, Pune	
➤ 9	Ratnagiri Alphanso Mango	497	'Kelshi Parisar Amba Utpadak Sahakari Sangha Maryadit , Ratnagiri	Under Process
10	Gholvad Sapota	493	Maharashtra Rajya Chikoo Utpadak Sangh'Dhanu, Thane	
11	Sangli turmeric	496	'Sangli Turmeric Cluster Pvt. Ltd, Sangli,, Sangli	Under process
12	Marathwada Kesar Mango	499	Mango Growers Association, Aurangabad'	
13	Jalgaon Banana	498	Navnirmiti Shetkari mandal'Jalgaon	

Impact:

- Improvement in Quality Status of Products
- Support for Creating Brand Image
- To Fulfill the Prerequisite condition to enter into WTO member countries member for Export
- Support for Domestic market protection
- Premium price to the Farmers

- Benefit for Economic significance and development to the farmers and their community

Lesson learned:

Lot of efforts are required for collection of technical and scientific information from various organization and department to comply the requirement of Registry Office Geographical Indication .

Supporting quotes and Images:



Geographical Indication Awareness programme organized for Registered GI Product at Vemnicom Pune



Geographical Registration Status for fruit and vegetables in Maharashtra





**Geographical Indication for
Horticulture Crops**
Total GI issued -290
Agriculture & Horticulture -70
From Maharashtra -24
**Mahaarshtra is No.1 in India for
Agriculture GI**



Additional Information :

Contact person

Shri Govind Hande

Technical Officer (Export)

Offcie of the Director Horticulture

Commissionerate of Agriculture, Maharashtra State, Pune

Mobile no. 9423575956

Email govindhande@gmail.com

Copy of Registration Certificate issued by GI for fruit and vegetables

प्ररूप O-2 FORM O-2
 बौद्धिक सम्पदा भारत INTELLECTUAL PROPERTY INDIA

भारत सरकार
 GOVERNMENT OF INDIA

भौगोलिक उपदर्शन रजिस्ट्री
 Geographical Indication Registry

वस्तुओं का भौगोलिक उपदर्शन (रजिस्ट्रीकरण तथा संरक्षण) अधिनियम, 1999
 Geographical Indication of goods (Registration and Protection) Act, 1999

धारा 16 (1) के अन्तर्गत भौगोलिक उपदर्शन अथवा धारा 17 (3) (ई) के अन्तर्गत प्राधिकृत उपयोगकर्ता को रजिस्ट्रीकरण का प्रमाणपत्र
 Certificate of Registration of Geographical Indication under section 16 (1) or of authorised user under section 17(3)(e)

भौगोलिक उपदर्शन संख्या: **489** CERTIFICATE NO. 257

प्राधिकृत उपयोगकर्ता संख्या / Authorised user No.: दिनांक / Date: **22.07.2014**

प्रमाणित किया जाता है कि भौगोलिक उपदर्शन (जिसकी समाकृति इसके साथ उपबद्ध है) / प्राधिकृत उपयोगकर्ता के नाम से वर्ण में संख्या के अन्तर्गत दिनांक को के लिए रजिस्टर में रजिस्ट्रीकृत किया गया है।

Certified that the Geographical Indication (of which a representation is annexed hereto)/ authorised user has been registered in the register in the name of **Kokan Kaju Samuh, Gopuri Aashram, Vagde, Tehsil: Kankavli District: Sindhudurg - 416 602, Maharashtra, India**

in class 31 under no. 489 as of the date **22.07.2014**
 in respect of **"VENGURLA CASHEW"** Falling in Class - 31 - in respect of - Cashew

आज दिनांक / Sealed at my direction this 31st day of **March** 20 16 at **Chennai**. को येन्वई में मेरे निदेश पर मुद्रांकित किया गया।

रजिस्ट्रार, भौगोलिक उपदर्शन
 Registrar of Geographical Indication.

प्ररूप O-2 FORM O-2
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Certified that the Geographical Indication (of which a representation is annexed hereto)/ authorised user has been registered in the register in the name of **Balraja Shetkari Gat, Kotamgaon Road, Lasalgaon, Taluka: Niphad, District: Nashik - 422 306, Maharashtra, India**

in class 31 under no. 491 as of the date **22.07.2014**
 in respect of **"LASALGAON ONION"** Falling in Class - 31 - in respect of - Onion

आज दिनांक / Sealed at my direction this 31st day of **March** 20 16 at **Chennai**. को येन्वई में मेरे निदेश पर मुद्रांकित किया गया।

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 Registrar of Geographical Indication.

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 Geographical Indication of goods (Registration and Protection) Act, 1999

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in class 31 under no. 489 as of the date **22.07.2014**
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आज दिनांक / Sealed at my direction this 31st day of **March** 20 16 at **Chennai**. को येन्वई में मेरे निदेश पर मुद्रांकित किया गया।

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भौगोलिक उपदर्शन संख्या: **494** CERTIFICATE NO. 265

प्राधिकृत उपयोगकर्ता संख्या / Authorised user No.: दिनांक / Date: **26.08.2014**

प्रमाणित किया जाता है कि भौगोलिक उपदर्शन (जिसकी समाकृति इसके साथ उपबद्ध है) / प्राधिकृत उपयोगकर्ता के नाम से वर्ण में संख्या के अन्तर्गत दिनांक को के लिए रजिस्टर में रजिस्ट्रीकृत किया गया है।

Certified that the Geographical Indication (of which a representation is annexed hereto)/ authorised user has been registered in the register in the name of **Balaghat Sitaphal Sangh, Talegaon, Taluka: Dharur, District: Beed - 431124, Maharashtra, India.**

in class 31 under no. 494 as of the date **26.08.2014**
 in respect of **"Beed Custard Apple"** Falling in Class - 31 - in respect of - Custard Apple

आज दिनांक / Sealed at my direction this 31st day of **May** 20 16 at **Chennai**. को येन्वई में मेरे निदेश पर मुद्रांकित किया गया।

रजिस्ट्रार, भौगोलिक उपदर्शन
 Registrar of Geographical Indication.

प्रारूप O-2 FORM O-2
भौतिक सम्पदा भारत INTELLECTUAL PROPERTY INDIA
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 Geographical Indication of goods (Registration and Protection) Act, 1999

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 Certificate of Registration of Geographical Indication under section 16 (1) or of authorised user under section 17(3)(b)

भौगोलिक उपदर्शन संख्या: **495** CERTIFICATE NO. 266
 Geographical Indication No.: 495

प्राधिकृत उपयोगकर्ता संख्या: **26.08.2014**
 Authorised user No.: 26.08.2014

प्रमाणित किया जाता है कि भौगोलिक उपदर्शन (जिसकी समकृति इसके साथ उपबद्ध है) / प्राधिकृत उपयोगकर्ता

के नाम से वर्ण में संख्या के अन्तर्गत दिनांक को

के लिए रजिस्टर में रजिस्ट्रीकृत किया गया है।
 Certified that the Geographical Indication (of which a representation is annexed hereto) / authorised user has been registered in the register in the name of **Jalna Jitha Phale & Mosambi Bagayatdar Sangh, C/o. Pragat Shetkari Kendra, Subhash Road, Mama Chowk, Jalna District: Jalna - 431 203, Maharashtra, India.**

in class 31 under no. 495 as of the date 26.08.2014
 in respect of "Jalna Sweet Orange" Falling in Class - 31 - in respect of - Orange

आज दिनांक 31st माह 20 को चेन्नई में मेरे निदेश पर मुद्रांकित किया गया।
 Sealed at my direction this 31st day of May 2016 at Chennai.

रजिस्ट्रार, भौगोलिक उपदर्शन
 Registrar of Geographical Indication.

प्रारूप O-2 FORM O-2
भौतिक सम्पदा भारत INTELLECTUAL PROPERTY INDIA
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 Geographical Indication of goods (Registration and Protection) Act, 1999

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 Certificate of Registration of Geographical Indication under section 16 (1) or of authorised user under section 17(3)(b)

भौगोलिक उपदर्शन संख्या: **500** CERTIFICATE NO. 269
 Geographical Indication No.: 500

प्राधिकृत उपयोगकर्ता संख्या: **30.09.2014**
 Authorised user No.: 30.09.2014

प्रमाणित किया जाता है कि भौगोलिक उपदर्शन (जिसकी समकृति इसके साथ उपबद्ध है) / प्राधिकृत उपयोगकर्ता

के नाम से वर्ण में संख्या के अन्तर्गत दिनांक को

के लिए रजिस्टर में रजिस्ट्रीकृत किया गया है।
 Certified that the Geographical Indication (of which a representation is annexed hereto) / authorised user has been registered in the register in the name of **Akhil Maharashtra Anjir Utpadak Sanshodhan Sangh, 50 A, Hadapsar Industrial Estate, Hadapsar, Pune, Maharashtra, India, 411013**

in class 31 under no. 500 as of the date 30.09.2014
 in respect of "Parandhar Fig" Falling in Class - 31 - in respect of - Fig

आज दिनांक 30th माह 20 को चेन्नई में मेरे निदेश पर मुद्रांकित किया गया।
 Sealed at my direction this 30th day of June 2016 at Chennai.

रजिस्ट्रार, भौगोलिक उपदर्शन
 Registrar of Geographical Indication.

प्रारूप O-2 FORM O-2
भौतिक सम्पदा भारत INTELLECTUAL PROPERTY INDIA
भारत सरकार GOVERNMENT OF INDIA
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भौगोलिक उपदर्शन संख्या: **501** CERTIFICATE NO. 270
 Geographical Indication No.: 501

प्राधिकृत उपयोगकर्ता संख्या: **30.09.2014**
 Authorised user No.: 30.09.2014

प्रमाणित किया जाता है कि भौगोलिक उपदर्शन (जिसकी समकृति इसके साथ उपबद्ध है) / प्राधिकृत उपयोगकर्ता

के नाम से वर्ण में संख्या के अन्तर्गत दिनांक को

के लिए रजिस्टर में रजिस्ट्रीकृत किया गया है।
 Certified that the Geographical Indication (of which a representation is annexed hereto) / authorised user has been registered in the register in the name of **Navinrishi Shetkari Mandal, At Asoda, Jalgaon, Taluk: Asoda, Jalgaon, Maharashtra, India, 425101**

in class 31 under no. 501 as of the date 30.09.2014
 in respect of "Jalgaon Bharit Brinjaj" Falling in Class - 31 - in respect of - Brinjaj

आज दिनांक 30th माह 20 को चेन्नई में मेरे निदेश पर मुद्रांकित किया गया।
 Sealed at my direction this 30th day of June 2016 at Chennai.

रजिस्ट्रार, भौगोलिक उपदर्शन
 Registrar of Geographical Indication.

प्रारूप O-2 FORM O-2
भौतिक सम्पदा भारत INTELLECTUAL PROPERTY INDIA
भारत सरकार GOVERNMENT OF INDIA
भौगोलिक उपदर्शन रजिस्ट्री Geographical Indication Registry
 वस्तुओं का भौगोलिक उपदर्शन (रजिस्ट्रीकरण तथा संरक्षण) अधिनियम, 1999
 Geographical Indication of goods (Registration and Protection) Act, 1999

घात 16 (1) के अन्तर्गत भौगोलिक उपदर्शन अथवा घात 17 (3) (b) के अन्तर्गत प्राधिकृत उपयोग के रजिस्ट्रीकरण का प्रमाणपत्र
 Certificate of Registration of Geographical Indication under section 16 (1) or of authorised user under section 17(3)(b)

भौगोलिक उपदर्शन संख्या: **502** CERTIFICATE NO. 271
 Geographical Indication No.: 502

प्राधिकृत उपयोगकर्ता संख्या: **30.09.2014**
 Authorised user No.: 30.09.2014

प्रमाणित किया जाता है कि भौगोलिक उपदर्शन (जिसकी समकृति इसके साथ उपबद्ध है) / प्राधिकृत उपयोगकर्ता

के नाम से वर्ण में संख्या के अन्तर्गत दिनांक को

के लिए रजिस्टर में रजिस्ट्रीकृत किया गया है।
 Certified that the Geographical Indication (of which a representation is annexed hereto) / authorised user has been registered in the register in the name of **Akhil Maharashtra Dalimb Utpadak Sanshodhan Sangh, E-15, Nisarg, Market Yard, Gultekad, Pune, Maharashtra, India, 411037**

in class 31 under no. 502 as of the date 30.09.2014
 in respect of "Solapur Pomegranate" Falling in Class - 31 - in respect of - Pomegranate

आज दिनांक 30th माह 20 को चेन्नई में मेरे निदेश पर मुद्रांकित किया गया।
 Sealed at my direction this 30th day of June 2016 at Chennai.

रजिस्ट्रार, भौगोलिक उपदर्शन
 Registrar of Geographical Indication.

10. Check list:

No	Question to Consider	Yes	No
1	Is the story interesting to the target audience of the project/Activity report?	Yes	
2	Does the story explain what new insights the project brings? What is the main lesson learned from this story? Does the story describe the key insight on what works and what doesn't and something that future projects could built on?	Yes	
3	Does the story describe the outcomes the project produces and the people who are benefiting? What changes- in skill, knowledge, attitude practice, or policy-has the project brought about and who is benefiting from this changes?	Yes	
4	Does the story make a compelling point that people will remember? Does the story show how the project makes the difference to improving livelihood and lessening poverty?	Yes	
5	Does the story provide an interesting fact that people will remember? For e.g. How yield increased? How many hectares of land could become more productive from this innovation or technology?	Yes	
6	Does the story explain what kind of impact this innovation or technology could have if scald up?	Yes	
7	Does the story show which partners contributed and how?	Yes	
8	Does the story include quotes from stack holders or beneficiaries?	Yes	
9	Have I provided links to other media (Journal, Article, Website news, newsletter, blogs, and annual reports of other programme/project) that also feature this story?	Yes	
10	Have I provided the contact details of people who can provide more information?	Yes	

Reference:

**Geographical Indication Registry
Guna Complex, Annexe-1, First Floor
No. 443, Anna Salai, Teynampet,
Chennai 600 018**

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