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G.I-APPLICATION NUMBER

Application is submitted by the Chairman, Ganjam Kewda Development Trust for registration in part of A of the register of **Ganjam Kewda Rooh** (Absolute oil) under application No----- in respect of Kewda flower falling in class 31 is hereby advertised as accepted under sub-section (1) of the section of Geographical Indications of Goods (Registration and Protection) Act 1999.

- Applicant** : Chairman, Ganjam Kewda Development Trust
- Address** : **Ganjam Kewda Development Trust**
C/O Reddy House, Hillpatna
Berhampur, Ganjam, Odisha, Pin-760 005
Cell : - 09437119999
- Geographical Indication** : **Ganjam Kewda Rooh (Absolute Oil)**
- Class** : **3**
- Goods** : **Kewda Oil**
- a. Name of the Applicant** : **Chairman, Ganjam Kewda Development Trust (GKDT)**
- b. Address** : **Ganjam Kewda Development Trust**
C/O Reddy House, Hillpatna
Berhampur, Ganjam, Odisha, Pin-760 005
Cell : - 09437119999
- c. List of association of persons Producers/organisations/authority:** To be provided on request
- d. Type of Goods:** **Essential Oil product obtaining from kewda flowers lies in class -3**
- e. Specification** The essential oil of kewda is obtained by hydro distillation process. The oil is commercially known as Kewda Rooh or absolute. The oil obtained from kewda flowers is highly volatile in nature. The process for manufacturing of the oil is by the age old Deg-Bhabka traditional hydro-distillation technology method. The

absolute oil yields in the range of 30-40 grams per thousand flowers depending upon the quality of the flowers. The fragrant kewda rooh (absolute oil) contains the major constituents like Phenyl, Ethyl, Methyl, Ether (PEME) and Tarpine-4 ol. The quality parameters of Kewda Rooh could be analysed by Gas Chromatography.

f. Name of the Geographical indication : Ganjam Kewda Rooh

g. Description of Goods :

Kewda oil is prepared by distillation of the ripe spadices with water. Oil of kewda on commercial scale is used in India as a good perfume material. Kewda attar is one of the most popular perfumes used in India since ancient times. It blends well with almost all types of fancy perfumes are used for scented cosmetics, lotions soaps, hair oils, tobacco and agarbatti. Kewda oil and water are used for flavouring various food, sweets, soft drinks, syrups and pharmaceutical products. The physico-chemical parameters of the oil are determined on the basis of Gas Chromatography. The major constituent of the kewda oil are Phenyl, Ethyl, Methyl, Ether (PEME) and several other minor constituents also found in the oil.

h. Geographical area of Production and Map as shown in Annexure- I

Kewda shrub naturally grows in several parts of the country along the coast and by the river and canal side. However, luxuriant growth is concentrated along the coastal belt of Ganjam district. Keluapalli and Agraram mandis (region) covering four blocks, namely Ganjam, Chhatrapur, Rangailunda, and Chikiti blocks in Ganjam district of south Orissa is famous for kewda cultivation in India.

The distillation units of kewda rooh are mainly concentrated in the villages of Keluapalli, Tulu, Indrakhi, Markandi, Loudigam, Kirtipur, Pannapalli, Mendharajpur of Keluapalli mandis. Haradanga and Biswantapur of Bhairavi Kewada mandis under Rangeilunda block and Agraram, Chamakhandi, Kanabana, Uppalapati, Basanpatti and Kalipalli of Agraram mandis under Chhatrapur block is famous for kewda distillation in Ganjam district. Ganjam Kewda Rooh (Absolute Oil) is famous for its unique fragrance in India.

Places of Ganjam Kewda Distillation Units

1. Chhatrapur Block, 2. Rangeilunda Block, 3. Chikiti Block, 4. Ganjam Block



Geographical extend of the Ganjam Kewda growing areas :

Latitude – 19.4° to 20.7° North Latitude ,

Longitude- 84.5° to 85.5° East Longitude.

i. Proof of Origin/Brief history :

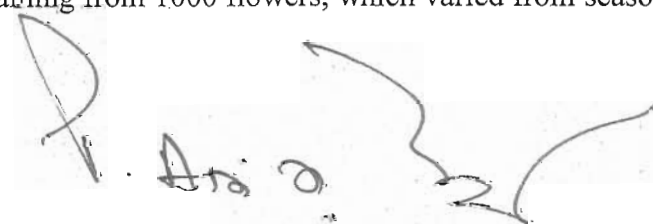
Kewda botanically known as Pandanus Fascicularis Lam, commonly known *kia* in Oriya and screw pine in English grows naturally in the coastal belt of Ganjam district in Orissa. It was mainly used for decorating the hair by the women and offering to the almighty. Mr. Hazzi Mohammad of Kannauj discovered kewda flower at Agraham village of Chhatrapur block in Ganjam district. Later Mohammad Alli ,Azgar Alli, Devi Prasad Sundarlal and Abdul Suman of Kannauj and Kanpur started their respective units at Agrarham, Keluapalli, Pannapalli and Indrakhi. Being influenced by this trade Shri Balaji Sahoo started the local kewda distillation unit at Keluapalli at Rangeilunda block. Subsequently Sri Gangadhar Nayak and P Simadri Reddy established their units at Keluapalli and Tulu respectively in the year 1955 and 1965. Presently 140 distillation units are operating in the district for obtaining kewad oil.

The Kewda Distillery Association(KDA) was formed in the year 1992 with a purpose of developing and cooperating among the distillation units operating in Keluapalli Mandi. The physico-chemicals parameters of the oil are determined on the basis of Gas Chromatography. The major constituent of the kewda oil are Phenyl, Ethyl, Methyl, Ether(PEME) and several other minor constituents also found in the oil.

In the year 2000, the Technical Support Centre for Kewda (TSCK) industry was established under Millennium Development Programme at Berhampur with the support of Fragrance and Flavour Development Centre, Kannauj, UP under the ministry of MSME, Govt. of India for analysing the quality parameters of the kewda oil and for providing training facilities for quality up gradation in distillation process for obtaining better quality oil.

j. Method of Production :

The essential oil from kewda flower is obtained by hydro distillation and the oil is commercially known as Rooh of kewda or Absolute. The extraction of kewda oil is done in large quantity by using the fresh kewda flower for obtaining rooh by traditional distillation method by using Deg-Bhabka. The technique involves repeated distillation of flowers is used for getting the more recovering of the oil. About 30-40 grams of oil is obtaining from 1000 flowers, which varied from season to season, location



to location, time of collection of flower and the quality of the flowers. About 70 percent of the Kewda oil is being produced during the peak season only. The Peak season falls in the month of July to September. About 4 crores of flowers were processed during the year 2009-2010 in 140 distillation units operating in the district. The distillation units are mostly concentrated in Keluapalli and Agraham Mandi. The Kewda Distillery Association works for the development and management of the kewda distillation units under Keluapalli mandi in Ganjam district.

k. Uniqueness:

The unique characteristics of the kewda oil is its high fragrance. The high volatile oil (essential oil) contains in this oil is influenced by the sandy soil and the climatic condition of the region. The environmental and ecological surrounding of the area helps for favourable growth of the plant in this regions which is responsible for the fragrance of the flower. If this plant is grown elsewhere it is losing the particular characteristics of fragrance. Ganjam Kewda is famous for its unique characteristics of high fragrance. Therefore it is mainly used for extraction of essential oil called Ganjam Kewda Rooh . It is mostly used in the fragrance and flavouring purpose. It is also used by the chewing tobacco and pharmaceutical industries. Ganjam Kewda Rooh is unique in the country due to its demand for its fragrance and flavouring both in the national and international markets.

The unique characteristic of Ganjam Kewda Rooh are due to the combination of inherent genetic constitution of the flower and geographical area where it is grown. The fragrant kewda oil contains not less than 44 components in it. However the major constituents are PEME and Terpinen -4- ol. The quality parameters are determined by the Gas Chromatography process.

Inspection Body

The applicant is taking step to setup a suitable and effective body.



CHAIRMAN
GANJAM KEWDA DEVELOPMENT TRUST
BERHAMPUR, GANJAM, ODISHA