

# Need and Development of Geographical Indicator (GI) Tag for Jaggery of Muzaffarnagar

Project Report  
Submitted by

Dr. Vivek Kumar Tyagi  
Assistant Professor  
Shri Ram College  
Muzaffarnagar

funded by


Gulshan Polyols Ltd.  
Muzaffarnagar



**Shri Ram College  
Muzaffarnagar**

**CERTIFIED**

  
Principal  
Shri Ram College  
Muzaffarnagar

  
Co-ordinator  
IQAC, Shri Ram College,  
Muzaffarnagar.

35/1

Registered Office:  
9th Km, Jansath Road,  
Muzaffarnagar - 251001  
Ph.: 0131-3201231  
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Ref: GPZ/19/7/T/77

Date: 12/07/2019

To,

Dr S C Kulshreshtha  
Chairman  
Shri Ram Charitable Trust  
Muzaffarnagar

Dear Sir,

On request of the District Administration, Muzaffarnagar and subsequent discussions taken place, we are herewith sanctioning an amount of Rs. 2 lacs for "Gud Mahotsava". You are requested to allot this amount to any project or activity related to the event.

The amount is transferred through RTGS to your account at PNB, Industrial Area, Muzaffarnagar. Please acknowledge the receipt of the amount.

Thanking you,

Yours faithfully  
For M/s Gulshan Polyols Ltd.

(Anil Singh)  
General Manager (F)

**CERTIFIED**

Co-ordinator  
IQAC, Shri Ram College,  
Muzaffarnagar

Principal  
Shri Ram College  
Muzaffarnagar



35/2

# श्रीराम चैरिटेबल ट्रस्ट Shri Ram Charitable Trust

1298, सरकुलर रोड, मुजफ्फरनगर - 251001 (भारत)  
1298, Circular Road, Muzaffarnagar - 251001 (INDIA)

SRCT/ MZN/ 2019-20/432

Dated: 15.07.2019

Dr. Aditya Gautam  
Principal,  
Shri Ram College,  
Muzaffarnagar

Dear Sir,

We received a sum of Rs. 2 lacs from M/s Gulshan Polyols Ltd. This amount may be allotted to following projects:-

1. Need and Development of Geographical Indicator (GI) Tag for Jaggery of Muzaffarnagar, Principal Investigator Dr Vivek Kumar Tyagi, Department of Business Administration, Shri Ram College, Muzaffarnagar, Rs. 1,00,000/-.
2. Advanced Technique of Preparing Jaggery without Contamination, Principal Investigator Dr Sourabh Jain, Department of Biosciences, Shri Ram College, Muzaffarnagar, Rs. 1,00,000/-.

You are requested to expedite the research work.

Thanking you,

Yours faithfully

(Dr S C Kulshreshtha)  
Chairman

Copy to:

Controller of Finance, Shri Ram Charitable Trust to release the funds on the request of the Principal.

**CERTIFIED**

Principal  
Shri Ram College  
Muzaffarnagar

(Dr S C Kulshreshtha)  
Chairman

Co-ordinator  
ICAC, Shri Ram College,  
Muzaffarnagar

Phone No.: +91-131-3295148, 2620899, 2620565, 2620451 Fax: +91-131-2620890

**Utilization Certificate**

S.N.	Detail of sanction of Fund with Project name and Duration	Amount
1.	60-Day project on Need and Development of Geographical Indicator (GI) Tag for Jaggery of Muzaffarnagar , Date of Sanction of Fund- 12-07-2019 as per Sanction Letter	100000.00
	<b>TOTAL</b>	<b>100000.00</b>

It is Certified that out of Rs. 100000.00 (Rs. One Lakh Only) of grants sanctioned by **M/s Gulshan Polyols Limited** during the year 2019-20 in favor of **Shri Ram College, Muzaffarnagar**, a sum of Rs. 100000.00 has been utilized for the purpose of the project for which it was sanctioned and that the balance of Rs. **Nil** remaining unutilized at the end of the year has been surrendered. The Extra amount (If any) is met out by Shri Ram College.

2. Certified that we have satisfied our self that the conditions on which the grant was sanctioned have been duly fulfilled/are being fulfilled and that we have exercised the following checks to see that the money was actually utilized for the purpose for which it was sanctioned.

**Kinds of checks exercise-**

- 1 Checking of cash book
- 2 Checking of payment vouchers.
- 3 Checking of expenses bills.

For Shri Ram College

*[Signature]*  
Secretary

Place: Muzaffarnagar

Date- 02-11-2019

For Goel Rakesh & Co.  
Chartered Accountants



Rakesh Kumar Goel  
Proprietor

M. No. 071858

FRN : 003374C

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*[Signature]*  
Principal  
Shri Ram College  
Muzaffarnagar

*[Signature]*  
Co-ordinator  
IQAC, Shri Ram College,  
Muzaffarnagar

## Need and Development of Geographical Indicator (GI) Tag for Jaggery of Muzaffarnagar

G.I. Tag is a type of seal which is provided for any product. After getting this seal, that product gets importance all over the world. At the same time, that area collectively gets the monopoly of its production. But there are conditions for this. Production of the object or processing must be in the same area, where is to be tagged.

There is a big difference between a GI tag and a Trade Mark. A Trade Mark tells the difference between two manufacturers, while a GI tag expresses its unique identity to that product.

### Kerala state "Marayur molasses" GI Tag ( Geographical signs / Geographical Indication tag ) found :


Marayoor is a place in the state of Kerala. In this village the tribals of Mathuwa caste prepare ' Marayur Jaggery '. This jaggery is used in religious ceremonies in the temples of Kerala. Recently 5 Marc 2019 g Marayur molasses . I . Tag found. This will not only increase the acceptance of this jaggery in the global market but will also enable the Marayoor jaggery manufacturers to get increased prices.

### G . I . Muzaffarnagar Benefit from Tag :


GI Tag (Geographical Indication) will form part of the rich culture and collective intellectual heritage of Muzaffarnagar. The GI tag of ' Muzaffarnagar Jaggery ' assures the quality. The GI tag of ' Muzaffarnagar Jaggery ' indicates that this jaggery-product comes from Muzaffarnagar. The community / community association and registered users will get the benefit of the right. The GI tag of ' Muzaffarnagar Jaggery ' will play an important role in expanding the scope of the market. This will also boost exports and tourism and more importantly it will indirectly lead to sustainable development. GI After getting the tag, its unauthorized use by others will stop. It will boost the economic prosperity of the producers of jaggery-products produced in the Muzaffarnagar geographical area. This will boost employment in rural areas of Muzaffarnagar as well as provide protection to poor farmers and workers. This will also benefit the lowest level people , whereas in most other initiatives, the benefits are not available at the grass root level. GI Tag Muzaffarnagar can restore a hope by promoting jaggery. With this, the development of both sugarcane-cultivator and agriculture is possible. GI The tag will ensure production of quality jaggery. The prices of local jaggery will increase in the domestic market as well as in the international market. In this way exports will also increase.

**This law is . I . Act:** G . I . The Act is also known as the Geographical Indication of Goods Registration and Production Act, 1999 . WTO India ( w . T . O . Being ) a member of Geographical Indication of Goods Registration and Protection Act of 1999 was enacted. It came into force with effect from 15 September 2003 . W this Act . T . O . Enacted to comply with the ' Trade Related Intellectual Property Rights ' Agreement. The Act is administered by the Controller General of Patent Designs and Trademarks . This is done through the office located in Chennai . I . Provides tags.

**G . I . Tags step in India :** first Darjeeling tea in India in 2004 in g . I . Tag given. Subsequently, after a number of applications it went live on the basis of standards . I . Tags are being provided. Many such applications were not ranked in the Geographical Indication List for not meeting the standard. Geographical Indication is registered for a period of 10 years only. After that it needs to be renewed, otherwise it lapses. G . I . The application fee for the tag is Rs 5000. First Darjeeling Indian tea micro g . I . Tag was provided. These were followed by production from outside the region (a specific area of Darjeeling) tea - can not be tagged the "Darjeeling tea" on the product. Also if the product live . I . The product cannot be tagged "Darjeeling Tea" even if the tag is not made according to the standards. Such can be said that the group G . I . for this product Have received tags , benefits related protection product meets the same Geographical Indication provides legal protection for the product.

  
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**Reliance on documentary evidence:** Work to enter the name of the geographical indication in India List "Geographical Indication Registry, one of the criteria of the Chennai" and various criteria for that law to a product. To be recorded as a tag, it is necessary to have evidence related to its origin. While the evidence regarding origin is not available in writing in many parts of India, it is only in oral form.

**Appropriate steps for GI tag for Muzaffarnagar jaggery can be seen through the following points:**

1. Jaggery of Muzaffarnagar - Clear geographical boundaries should be defined to establish the legitimacy of the product. The area should be identified where quality is best, where jaggery has been manufactured in the traditional manner following all the standards of organic jaggery.

Nashik grapes have got the GI tag due to the specialty of the soil in an area of about 50 square kilometres. The grapes of that particular region have a distinctive taste.

2. Proper channel of communication has to be developed among all the stakeholders to ensure that quality jaggery-products are not passed on to the consumers and socio-economic benefits to the jaggery- producers.

3. The association has to represent everyone without any animosity. For example, the grapes of Nashik, where applications were not filed for many years due to lack of consensus on the issue of who to apply.

4. It is extremely challenging to collect the evidence related to the origin of jaggery in Muzaffarnagar to get the tag. This task will not be difficult after the Muzaffarnagar Gur Mahotsav.

5. After going through the application number-613 filed for Marayur Jaggery, similar application will have to be prepared for Muzaffarnagar Jaggery. For this, the application form GI-1 has to be filled. For this came the Agriculture University. The cooperation of SAIL can also be taken.

6. A testing lab will also be maintained to maintain the quality standards of the tag.

7. After applying for the tag, a proper assessment should be made about the commercial potential of Muzaffarnagar jaggery products in the domestic and international markets. Besides molasses - the assessment of the socio-economic impact on the communities involved in the supply chain from registration of products to. Realistically live by this. I. Tag will be availed.

Any association or institution related to the production, trade etc. of jaggery can apply for taking the tag. The name of the applicant association is 'Achanadu Karimbu Ulpadhana Vipana Sangham, Marayoor' in the Application No. 613 filed for Marayoor Jaggery. Association of Kerala Agricultural Ansanthan Laboratory of Agricultural Universities 'Intellectual Property Rights Cell' was applied in the direction of.

**What will come in the application?**


Applicant's name, address, type of goods to be written: Jaggari (sugar), Class-30, specificity, commodity (goods) description, the geographical area of production and Maps, certificates of origin (Historical Records), method of production, specificity, inspection bodies (inspection body)

**Inspection Body which will include:**

The inspection body for the tag contained representatives of different classes. Which primarily included the : Research Director (Kerala Agricultural University), Chief Agricultural Officer (Idukki district, Kerala), coordinator, came.P.R.Cell (Kerala Agricultural University), Deputy Director of Agriculture (Devikulm block, Idukki), Marayur president of gram panchayat, president Kantlur Gram Panchayat, Agricultural Officer (Krishnbvn, Marayur), Chairman of the bathroom secretary (Ancnadu Karimbu Ulpdhana Vipanna Sangham, Marayur), MD, MPCO (Marayoor Agricultural Products, Secretary, MAHAD, Marayoor Company, Farmers Representative (Marayoor), President, Marayur Hills Agricultural Development Society, Marayur.

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Finally it concerns that "Geographical Indication" application for Muzaffarnagar gur should be filed , so that Muzaffarnagar jaggery' like Agra's petha, Meerut's scissor, Banarasi saree should also be able to get its global identity and proper economic benefits.



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