

# Geographical Indications (GIs) of Odisha

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## About Geographical Indications (GIs)

Geographical Indication (GI) refers to the unique, reputed and special product of a geographical area associated with a particular community. GI is a type of Intellectual Property Rights (IPR). GI is an IPR that is a community right.

GI is an indication that:

- ✓ Is used to identify agricultural and non-agricultural goods including manufactured goods, natural goods, handicrafts and foodstuffs originating in a specific geographical area,
- ✓ Originates from a definite territory in India (or world),
- ✓ Has a reputation for special quality or characteristics unique to the geographical indication.

The world has many such unique products. Some of these products have got the GI tag. Many people have heard their names, though they may not be aware about the term - “Geographical Indications” or that the products have got GI tags.

As on 17th May, 2020, a total of 366 products have been registered in India’s Geographical Indications Registry, out of the 687 GI applications received since inception.

## The Common GI Logo

In June 2019, Department for Promotion of Industry and Internal Trade



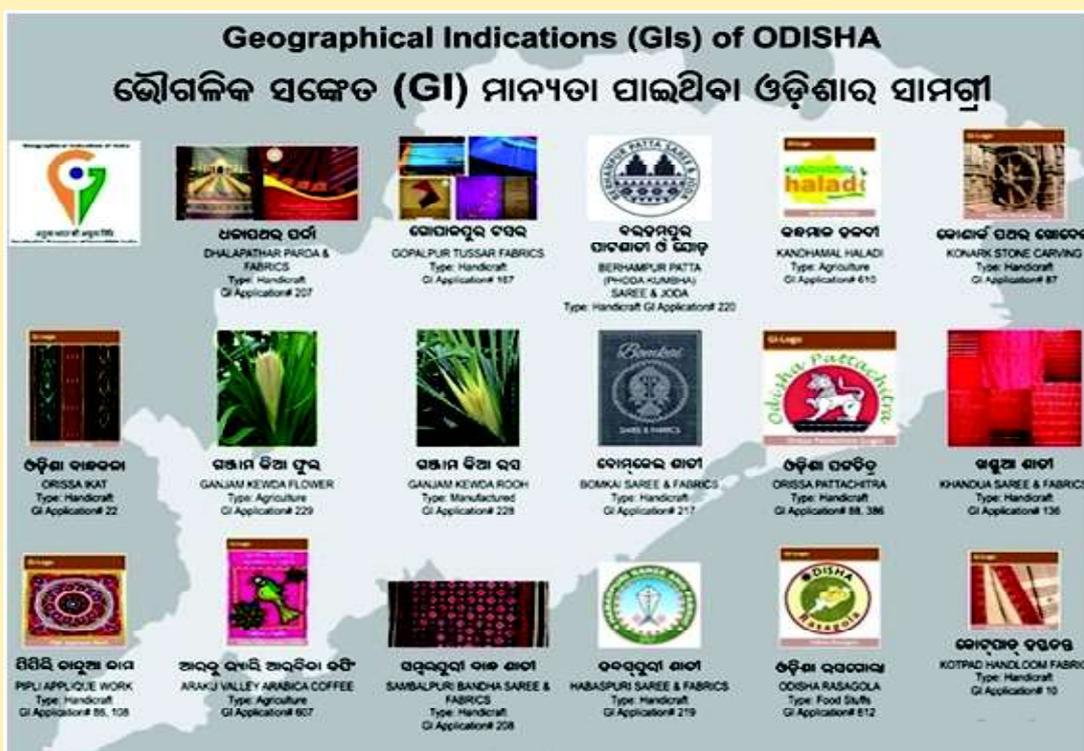
(DPIIT) under the Ministry of Commerce and Industry released a notification stating the guidelines of the GI logo and tagline on all GIs of India. The logo consists of a ‘G’ and ‘I’ bearing the three colours of the Indian flag. The tagline in English is ‘Invaluable

Treasures of Incredible India' along with the same in Hindi- 'Atulya Bharat Ki Amulya Nidhi'.

The usage of this logo helps consumers to identify the authentic GI products of India. It also helps in promotion and marketing of Indian GI products.

Once more people know about a geographical region's unique products, the demand can increase. Only when information is shared, people can know and be aware.

This info-display board with names and logos of all the registered GIs of Odisha



### Geographical Indications of Odisha

Many unique products of Odisha are being made by certain communities by using traditional knowledge and skills from many centuries. Some products belong to a specific part of Odisha i.e. they are only made/manufactured in a particular area viz. in a single or two or more village(s), city(ies), or district(s), or spread over the entire state.

served as a selfie-point at the 3<sup>rd</sup> Rasagola Mahotsav organized by OTV on January 15, 2020 at Cuttack, Odisha.

### Odisha GIs

Odisha has got the following 17 GIs registered so far:

- (1) GI Application No.-10 - **Kotpad Handloom Fabric**- Handicraft
- (2) GI Application No.- 22 - **Orissa Ikat** - Handicraft

- (3) GI Application No.- 87 - **Konark Stone Carving** - Handicraft
- (4) GI Application No.- 88 - **Orissa Pattachitra** - Handicraft
- (5) GI Application No.- 86 & 108 - **Pipli Applique Work** - Handicraft
- (6) GI Application No.- 136 - **Khandua Saree and Fabrics** - Handicraft
- (7) GI Application No.167 - **Gopalpur Tussar Fabrics** - Handicraft
- (8) GI Application No.207 - **Dhalapathar Parida & Fabrics** - Handicraft
- (9) GI Application No.208 - **Sambalpuri Bandha Saree & Fabrics** - Handicraft
- (10) GI Application No. 217 - **Bomkai Saree & Fabrics** - Handicraft
- (11) GI Application No.219 - **Habaspuri Saree & Fabrics** - Handicraft
- (12) GI Application No.220 - **Berhampur Patta (Phoda Kumbha) Saree & Joda** - Handicraft
- (13) GI Application No.228 - **Ganjam Kewda Rooh** - Manufactured
- (14) GI Application No.229 - **Ganjam Kewda Flower** - Agriculture
- (15) GI Application No.607 - **Araku Valley Arabica Coffee** - Agriculture
- (16) GI Application No.610 - **Kandhamal Haladi** - Agriculture
- (17) GI Application No.612 - **Odisha Rasagola** - Food Stuff

**Note- Odisha was previously called "Orissa."**

The English name **Orissa** was changed to "**ODISHA**" in 2011.

However, many people are not aware and continue to use the old spellings.



Some cannot change their name viz. the GIs of Odisha that had been filed when Odisha state was known by her old name.

Thus, we have to continue using the names submitted in the GI applications- "**Orissa Ikat**" and "**Orissa Pattachitra**" as these earned the GI certificates in the years 2005 and 2008 respectively.

Seeing the old name "**Orissa**" still in use at GI-stalls at exhibitions, people think this is the correct spelling of Odisha! And the misinformation/misspelling cycle continues...

The GI application for "**Odisha Rasagola**" was submitted in the year 2018 and it earned the GI tag in 2019. The name "**Odisha**" has been used instead of the old name Orissa.

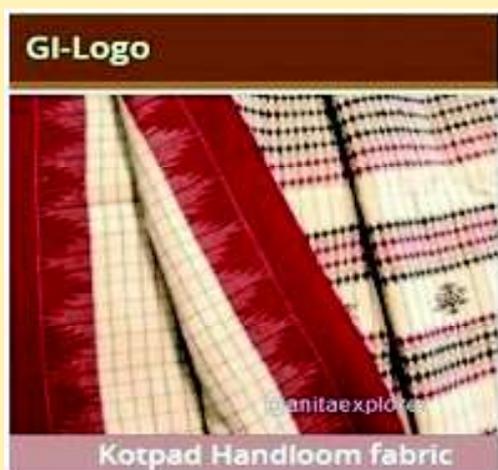
**Kotpad Handloom Fabric**

GI Application No.-10

Type- Handicraft

Certificate Date: 2/6/2005

Kotpad is a small tribal handloom cluster in Koraput district of southern Odisha in India.



It lends its name to “**Kotpad Handloom**”. Kotpad is Odisha’s first Geographical Indication.

### Orissa Ikat

GI Application No.-22  
Type- Handicraft  
Certificate Date: 7/6/2006

Ikat is a Malay word that is derived from the word “Mangikat” that means to bind, knot or wind round. Ikat is a process of tie-and-dye weaving of handlooms.

There are different names of Ikat available in different regions of India some of which have earned the GI tag. The Odisha “tie and dye” fabrics and sarees are called “Bandha” in Odia.

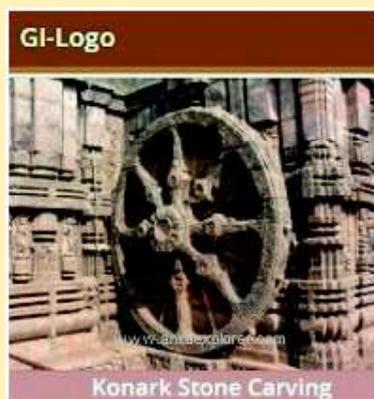


The meaning of Bandha and Ikat in Odia and Malay languages respectively is the same- to tie or wind.

According to historians, Bandha is Odisha state’s heritage and historical maritime trade with South East Asia. The Sadhabas (traders) of Odisha used to travel to many lands by sailing across the seas. Similar Bandha/Ikat is also seen in South East Asian nations like Bali, Indonesia.

### Konark Stone Carving

GI Application No.-87  
Type- Handicraft  
Certificate Date: 10/07/2008



“**Konark Stone Carving**” refers to the stone carving of Konark that is the most exemplary model of

ancient Odisha temple stone-carving craft practised by artisans in Puri, Bhubaneswar and Cuttack. The art dates back to the late 6<sup>th</sup> Century or early 7<sup>th</sup> Century AD.

### Orissa Pattachitra

GI Application No.-88  
Type- Handicraft  
Certificate Date: 10/07/2008

The word **Pattachitra** is derived from the Sanskrit word “*patta*”, which



means a painted piece of cloth, or a plate; “*chitra*” means paintings or pictures.

The brilliantly colored Pattachitra works originated at Puri. They were/are produced as souvenirs for the pilgrims of the Shree Jagannath Temple, Puri, Odisha.

Themes for the Pattachitra paintings range from incidents in Krishna’s life and the Avatars of Vishnu to the epic tales of the Ramayana and Mahabharata.

Each year, the deities have fever during the Anasara period that is after Deba Snana Purnima. When the trinity is recuperating inside the temple, public Darshan of the Lords is prohibited. Patti Dian i.e. the Pattachitra of the three siblings, is worshipped in the temple.

### **Pipli Applique Work**

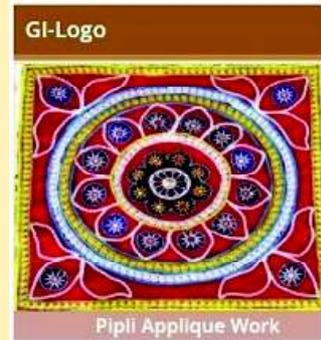
GI Application No.-86 & 108

Type- Handicraft

Certificate Date: 9/09/2008

"Pipli Applique Work", originated in Pipli, a village in the Puri district.

Decorative and ornamental cloth for Lord Jagannath and other deities have been made in Pipli, Puri, and some other places of Odisha for many centuries now.



During Ratha Yatra, the three grand wooden chariots are covered with three big colourful canopies- the bi-colour canopy of chariot of Lord Jagannath is yellow-red colour, that of Lord Balabhadra is green-red colour and that of Devi Subhadra is black-red colour.



### **Khandua Saree and Fabrics**

GI Application No.-136

Type- Handicraft

Certificate Date: 22/10/2010



"Khandua Saree and Fabrics" are a type of Orissa Ikat (Bandha of Odisha).

### **Khandua is Single Ikat.**

Like some other GIs of Odisha, Khandua Saree and Fabrics too have been associated with the rituals of Lord Jagannath Temple of Puri in Odisha. Devotees offer Khandua silk saree to Lord Jagannath for different Besa.

### **Poet Jayadeva - Composer of "Gita Govinda"**



During the 12th Century AD, Jayadeva, the famous poet, desired to offer his epic, Gita Govinda, to Lord Jagannath wrapped in a silk fabric. Weavers of Jayadeva's Kenduli village wove the script of verses of Gita Govinda by using tie and dye technique. Kenduli, located in Odisha, is the birthplace of Jayadeva. Jayadeva wrapped his epic Gita Govinda in the same and offered it to the three deities at Shree Jagannath Temple.

### **Gopalpur Tussar Fabrics**

GI Application No.-167

Type- Handicraft

Certificate Date: 6/01/2012

Gopalpur cluster of Jajpur district of Odisha is famous for Tussar fabrics. Tussar is a type of silk.



The art of weaving "Gopalpur Tussar Fabrics" in Gopalpur cluster of Jajpur district of Odisha is about 400 years old. Tussar silk and cocoons are displayed in many exhibitions of Odisha so that visitors can be aware.

### **Dhalapathar Parda and Fabrics**

GI Application No.-207

Type- Handicraft

Certificate Date: 17/07/2012

"Dhalapathar Parda and Fabrics" are named after the village of Dhalapathar in Khurda district of Odisha. Parda means curtain. The handloom curtains and fabrics of this village are handmade using spinning machines.



### **Sambalpuri Bandha Saree and Fabrics**

GI Application No.-208

Type- Handicraft

Certificate Date: 17/07/2012

"Sambalpuri Bandha" is a type of Double Ikat. The weavers of western Odisha weave colourful chequered pattern and other designs on sarees.



Note- Odisha Handloom, Orissa Ikat and Sambalpuri Bandha are NOT synonymous.

Sambalpuri Bandha is a type of Odisha Bandha i.e. Orissa Ikat. Orissa Ikat is a type of Odisha Handloom. There are other types of Odisha Bandha like Khandua. It is incorrect to use "Sambalpuri" as a synonym for any and every Odisha Handloom! For example, some think the handloom shown in the following image is 'Sambalpuri handloom', while it is actually the Bandha from Nuapatna.

### **Bomkai Saree and Fabrics**

GI Application No.-217

Type- Handicraft

Certificate Date: 17/07/2012

"Bomkai Sarees and Fabrics" gets its name from "Bomkai" - name of a village in Ganjam district.



Bomkai Saree is a handloom saree from Odisha, India that originated in Bomkai, Ganjam district. Apart from Ganjam district, the production area covers many districts like- Sonepur, Bargarh, Boudh, Angul and Cuttack. Now, Bomkai is mostly produced by the "Bhulia" community.

### **Habaspuri Saree and Fabrics**

GI Application No.-219

Type- Handicraft

Certificate Date: 17/07/2012



"Habaspuri" is named after the village of Habaspur in Kalahandi district in Odisha, where it originated. "Habaspuri Saree and Fabrics" are cotton-based traditional handloom textiles of Odisha. These are handwoven by the skilled tribal weavers of Habaspur.

### **Berhampur Patta (Phoda Kumbha) Saree and Joda**

GI Application No.-220

Type- Handicraft

Certificate Date: 17/07/2012



"Berhampur Phoda Kumbha Patta and Joda" is handwoven in the silk city of Odisha- "Brahmapur". As many refer to it as- Berhampur, the handloom GI of this city in Ganjam district of Odisha is known as "Berhampur Patta (Phoda Kumbha) Saree & Joda". "Patta" means silk. This saree is popularly called - Berhampuri Silk.

Berhampur Patta (Phoda Kumbha) Saree has a traditional and typical temple pattern called the "Phoda Kumbha".

### **Ganjam Kewda Rooh**

GI Application No.-228

Type- Manufactured

Certificate Date: 19/03/2012

Rooh means extract.

"Ganjam Kewda Rooh" is a manufactured product; it is



manufactured from the "Ganjam Kewda Flower". Kewda oil is prepared by distillation process. It is used to make perfumes for use in cosmetics, soaps, hair oil, agarbatti etc., and for flavouring foods.

### **Ganjam Kewda Flower**

GI Application No.-229

Type- Agriculture

Certificate Date: 19/03/2012

The world's most fragrant flower is the "Ganjam Kewda flower". The region where the Kewda flower is grown is called the 'Kewda belt'. 90% of India's cultivation is in Odisha. It is also called: "Screw Pine" in English, "Ketaki" in Hindi, and "Kia" in Odia.



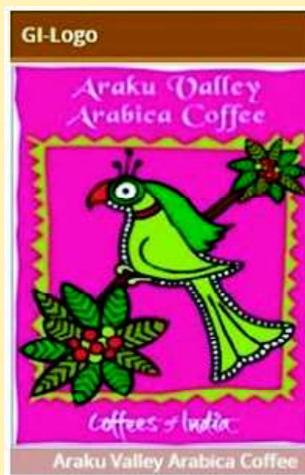
### **Araku Valley Arabica Coffee**

GI Application No.-607

Type- Agriculture

Certificate Date: 1/03/2019

Araku Valley is a picturesque valley near Vishakhapatnam (Vizag) of Andhra Pradesh (AP). A special variety of coffee is grown in this valley. Coffee Board of India had applied for



the Geographical Indication (GI) tag of "Araku Valley Arabica Coffee." Apart from Andhra Pradesh, many parts of Odisha like Koraput, and other districts of Odisha like-Kandhamal, Rayagada, Keonjhar, Gajapati and Kalahandi have been included in this GI Application.

### **Kandhamal Haladi**

GI Application No.-610

Type- Agriculture

Certificate Date: 1/04/2019

'Kandhamal Haladi' is an organic and aromatic variety of turmeric grown in Kandhamal district of Odisha, that earned the GI tag recognition on Utkala Dibasa 2019. Turmeric is called "Haladi" in Odia language and "Haldi" in Hindi. Haladi is the main cash crop of the tribals. Mr. L. S. S. O. Mally (Annual District Gazetteer 1908) mentions Kandhamal Haladi.



### **Odisha Rasagola**

GI Application No.-612

Type- Food Stuff

Certificate Date: 29/07/2019

"Odisha Rasagola" earned the GI Tag in 2019; the GI application was submitted in 2018.

Rasagola has been traditionally offered for centuries as 'bhog' on Niladri

Bije, the last day of the Ratha Yatra. Thus, Niladri Bije is celebrated as Rasagola Dibasa. The last day of the Ratha Yatra,



Niladri Bije, is the only day of the year when Rasagola is offered as a bhog/prasad to the deities. Goddess Lakshmi is angry as Her husband, Lord Jagannath, goes for the Ratha Yatra with His siblings by leaving Her behind. After He comes back, She locks the Temple door and does not allow Him to enter. The divine couple has a conversation that is called "Lakshmi Narayana Bachanika". To placate Goddess Lakshmi, and to enter the Temple, Lord Jagannath offers Rasagola to His wife. This is called "Manabhanjana". This is a continuing tradition on Niladri Bije from centuries.

Rasagola is mentioned in many ancient Odia texts. Many books like the 15th Century Odia Ramayana, called 'Dandi Ramayana', mention chhena and Rasagola.

Chhena (cottage-cheese) is the main ingredient used for preparation of Rasagola and other dishes. Chhena dishes have been a part of Mahaprasad of Lord Jagannath for long. Many Odia sweets like chhenaladu, chhenamanda, chhenabada/chhenabara etc. have been traditionally prepared from chhena and other ingredients from centuries.

As per Puri Temple's strict rituals and customs, dishes are prepared using only indigenous vegetables, fruits and grocery.



Chilly, potato, tomato etc., are still not being used to prepare Mahaprasad. Contrary to popular belief, and as per Jagannath culture experts and sebayats, nothing called 'Khiramohana', 'khira mohana', or 'kheer mohan' is or has ever been offered in Puri Temple. Rasagola has been a continuing tradition for centuries on the last day of the Ratha Yatra at Puri, Odisha.

### Conclusion

GI products are linked with the culture, traditions, history, reputation etc. of a geographical location. However, many are yet to learn, know, appreciate or use these products. People are yet to be aware about the names of the GI products of their states. Only when info is shared, people can learn and be aware.



We need to know so that we can feel proud of our culture and heritage. Odisha has 30 districts, but only 17 GIs so far. There are many products of Odisha that deserve the GI tag. If a potential GI product is registered from each district, then there will be "One District One Product" (ODOP) and the number of GIs will increase. Let's all pledge to consciously use and encourage everyone to use and promote 'Made In India' goods and GI products - the "invaluable treasures of incredible India".

Let's be responsible brand ambassadors and ethical consumers and support our producer groups, artisans, weavers, farmers, and food-stuff makers, and contribute to our India's economy and actively participate in our nation's development and progress. We still have many miles to travel and many milestones ahead on our GI road...

We look forward to a GI function by Odisha State Govt. It will be great to commemorate the first anniversary of Odisha Rasagola GI Tag in July and raise awareness about the GIs of Odisha.

Jay Jagannath!

Bande Utkala Janani!

Vande Mataram!

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