



A Study on Awareness about Geographical Indication and Protection of Traditional Knowledge in Rural Karnataka with Special Reference to Malnad Region of Karnataka State.

Dr. Vikrama D K¹

Assistant Professor, Department of Management Studies, JNN College of Engineering, Shimoga

+919449174652,

vikramadk@gmail.com

Abstract:

A form of protection known as a geographical indicator (GI) is one that is highlighted in the World Trade Organization's Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement (WTO). Through market distinction, it safeguards intangible economic assets like a product's quality and reputation. Maintaining multi-functionality in rural settings and involving local populations in biodiversity management and conservation is thought to be a promising strategy on a global scale. We discuss how a GI can be effectively used by local producers and what requirements are needed for it to have a positive impact on the landscape and its ecosystem using the example of an existing GI for Malnad Rural Products,.

Introduction

Geographical indicators (GIs) are essential because they help identify and protect the reputation of specific products that are closely associated with a particular geographical location or origin. They are used to ensure that only products that meet certain standards and specifications can be associated with a particular geographic region, and to prevent others from misleading consumers into thinking they are purchasing a genuine product from that region. GIs also help to promote and preserve traditional methods of production and unique local characteristics, and contribute to the economy and reputation of the region.

Procedure to obtain GI

To obtain a Geographical Indication (GI) for a product, the following steps can be taken:

- Conduct a research to ensure that the product meets the criteria for a GI, such as being unique to a certain region and having a reputation associated with that region.

- Prepare a dossier containing evidence of the product's geographical origin and characteristics, as well as its reputation and distinctiveness.
- Apply for GI registration with the relevant national or regional intellectual property office.
- Provide evidence to demonstrate that the product has a specific geographical origin and is closely associated with that region.
- If the application is successful, the product will be registered as a GI, which will provide legal protection for the product and prevent others from using the same name or a similar name to market their own products.

Note: The process may vary by country and region, and it may take several months to several years to obtain a GI registration.

Malnad or Malenadu is a region in the state of Karnataka in South India, which covers the eastern and the western slopes of the Western Ghats. The region receives very heavy rainfall, as evident from its name 'Malenadu' meaning 'The Land of the Rain' in Kannada.. Malnad Region of Karnataka is very unique for its traditional food, natural resources and traditional medicine knowledge.

As much as the region is famous for its natural beauty and lush greenery, equally rich is the diversity of its cuisine, called 'Malnad Cuisine'. The Malnad cuisine varies from region to region within the land of Malnad, making it all the more unique.

Patrode

In July 2021, it has been identified as one of the traditional food recipes from the AYUSH system of medicine by the Union Ministry of AYUSH. According ministry of AYUSH, Iron-rich colocasia leaves help in improving the hemoglobin level. The leaves contain phenols, tannins, flavonoids, glycosides and sterols, which help in reducing chronic inflammation such as rheumatoid arthritis. The leaves have significant amounts of vitamin C and beta carotene. Care must be taken during preparation that the leaves are adequately cooked.



(Source: <https://www.thehindu.com/news/cities/Mangalore/patrode-identified-as-traditional-food-recipe-from-ayush-system-of-medicine/article35030264.ece>)

Thambuli

Thambuli is a type of raita or buttermilk eaten in the Malnad Region of Karnataka. Thambuli, being a curd based cuisine is consumed with rice. Tambuli is derived from Kannada word thampu. Thampu meaning cool/cold. So thambuli is a cooling food. It is made mostly from many greens as their main ingredients. It is prepared by grinding the vegetable with the spices and then mixing it with yogurt. All ingredients are used raw, (as they are) without any cooking.

Thambuli/Tambli/Tambuli is a form of raita. There are many varieties of Thumbuli: Menthe Thumbuli, shunti (ginger) thaumbuli, and various other herbal thambulis. The herbal thambuli is prepared with leaves like Basale soppu, kaki kudi soppu, doddapatre soppu (all of them grown in all over Karnataka). Unique leaves are available in Malnad region to prepare these Thambulis.

Many different seasonal vegetables/herbs can be used in the preparation of thambulis, such as doddapatre leaves (ajwain leaves/karibevu leaves), coriander leaves, poppy seeds, curry leaves and so on. Various recipes for the same exist, with slight variations in the ingredients. Thambuli/Tambli is generally prepared mild and not spicy. Fundamentally, thambuli/tambli has a few simple whole spices, roasted and ground with seasonal vegetables or herbs (some with coconut) added to buttermilk/curds. Tambuli is another authentic Karnataka recipe.



(Source: <https://www.slurrrp.com/article/snake-gourd-tambuli-recipe-tangy-spicy-coconut-vibrant-curry-1659808684867>)

Jackfruit kadubu

Halasina hannina gatti is prepared using rice, coconut, jaggery and jackfruit. Halasina hannina gatti is a steamed breakfast recipe and is generally steamed in banana leaves. This is an instant and tasty breakfast item.

Jackfruit kadubu is a steamed rice cake, wrapped in banana leaves and flavoured with jackfruits. Imagine it to be the Indian tamale. Kadubu is traditionally steamed by wrapping the batter in banana leaves or teak leaves. Both the leaves add to the flavour while teak leaves also give a brownish colour to the Kadubu.



(Source: <https://platefulofveggies.com/jackfruit-kottige-halasina-hannu-gatti>)

Appekkayi Saaru (Raw Mango Saaru)

Also known as Appe Huli or Appe Rasa in the Malnad region, this spicy and tangy rasam version is made with raw mangoes. The dish can either be enjoyed as a soup of sorts, downed in between your meal or even with rice. Just the kind of comfort food we long for when we're homesick.



(Source: <https://www.whatshot.in/bangalore/best-malnad-dishes-karnataka-c-16216>)

Appe Midi Uppinakayi (Tender Mango Pickle)

Malnad Special Appe Midi Uppinakayi Recipe (Tender Mango Pickle) is made of Appe Midi is pulpy, immature oblong mango found mainly in malnad regions or Western Ghats and coastal regions of Karnataka, India. These are produced in bulk quantities and marketed in different regions of Malnad. They are sweet, sour and pungent in flavor. There are many varieties of Appe Midi.

This is the oldest pickling recipe known to people of Western Ghats. They have a distinct aroma and this adds an extra flavor to the pickle. Usually these mangoes grow in bunches and are harvested with the stalk and pickled with about half inch of the stalk. These can be stored for minimum of two years if prepared and used with proper care and hygiene.



(Source: <https://www.deccanherald.com/content/160204/appe-midi-mangoes-threat.html>)



(Source: <https://www.archanaskitchen.com/malnad-special-appe-midi-uppinakayi-recipe-tender-mango-pickle>)

Conclusion

A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. Since the qualities depend on the geographical place of production, there is a clear link between the product and its original place of production. Appe Midi Uppinaki, Appekkayi Saaru , Jack fruit Kadubu, Tambuli and Patrode are unique products of Malnad region of Karnataka state. In order to protect the qualities, characteristics or reputation of these Malenadu food products GI is essential.

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