

382 - 3

GI - 1 (A)

**THE GEOGRAPHICAL INDICATIONS OF GOODS  
(REGISTRATION AND PROTECTION) ACT, 1999**

**(To be filled in triplicate along with the Statement of Case accompanied by five  
additional representation of the Geographical indication)  
One representation to be fixed within the space and five others to be send separately**

**Application for the registration of a geographical indication in  
Part A of the Register  
Section 11 (1), Rule 23(2)**

**Fee: Rs.5,000 ( See entry No.1A of the First Schedule)**

**FORM GI-1G.I. APPLICATION**

5000

10.5.2012

0861

15/5/2012

Application is hereby made by **Joynagar Moa Nirmankari Society** for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars :-

**Name of Applicant** : **Joynagar Moa Nirmankari Society**

**Address** : **Joynagar Moa Nirmankari Society Radhaballavtala  
Road, Joynagar-743337, South 24 Parganas, West Bengal,  
India**

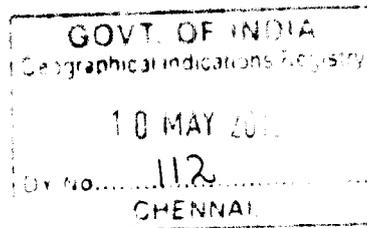
**Geographical Indication** : **JOYNAGARER MOA**

**Type of Goods** : **Sweetmeat Products (Food Stuff)**

**Class** : **30**

**Specification** :

Joynagarer Moa is manufactured by using Traditional methodology of production and Ingredients used to produce the Moa are date palm jaggery (nalanegur), Sugar, Butter oil, Thickened milk (ghee), Cardamom, Pichtachio, Khai (fried kanakchur paddy), Currant (kismis], Cashewnut etc. Sugar and molasses are poured in a medium sized cooking pan which is put on a country oven to boil for sometimes. As soon as the mix becomes fit to making 'Moa' the cooking pan is taking down to cool the mix. Then required of 'Khai' (fried kanakchur paddy) is poured to make 'Murki'. After sometime, liquid molasses, butter oil, cardamom, thickened milk (ghee) are poured to make 'Moa' a palatable and highly tasteful food. It is light yellowish.



**Name of the Geographical Indication:**

382

**JOYNAGARER MOA**

**Description of Goods :**

Joynagarer Moa produced in the said region by local products has the distinctive and naturally occurring organoleptic characteristics of taste, mouth feel and aroma which have won the patronage and recognition of discerning consumers all over the world.

Moa is prepared with 'Khoi'(fried kanakchur paddy) mixed with scented molasses, thickened milk, sugar, butter oil, pichtachio, cardamom, currant (kismis), cashewnut are mixed is the 'Moa' mixture. It is yellowish colour.

**Geographical Area of production and Map as shown in page no.**

Joynagar situated 50 k.m. in South of Kolkata at the bank of Adi Ganga (The Ganges) is famous from the middle ages. It is the place where Joychandi Debi was installed and the place came to be known as Joynagar. With Joynagar the name of the twin civic towns of Majilpur appeared Joynagar - Majilpur had spread the name of 'Moa' of Joynagar throughout the country for a long period of time.

<b>District &amp; State</b>	<b>Latitude</b>	<b>Longitude</b>
South 24 Parganas West Bengal	22 33'45" N and 21 9'00" N	89 4'50"E and 88 3'45"E

- The optimum range of area, altitude, rainfalls, temperature is given below:-
- **Area :** 9960 km
- **Altitude :** 7m
- **Rainfall :** 1800 mm (annual)
- **Temperature :** 10 C to 40 C

**Proof of Origin (Historical Records)**

**History:**

The village named Joynagar-Mojilpur in the District of South 24 Parganas of West Bengal, 50 k.m. South of Kolkata is situated in a Sacred place from where flowed 500 years ago the

Adi Ganga (The Ganges) and joined with Bay of Bengal. Sree Chaityanya Mahaprabhu with his followers on his way to "Neelachal", travelled these places over the Ganges. Through those days this village was very rich in culture. This village was a centre of Sanskrit culture and was named as second 'Nabadwip' of Bengal. In the nineteenth century Shib Nath Sastry, the great social reformer, Pandit Umesh Chandra Dutta, the pioneer of spreading female education in Bengal, Sir Nilratan Sarkar, the famous physician, Kalidas Dutta, the famous Archeologist, Bimal Krishna Motilal the spaulding Professor of far eastern region in Oxford Univeraity, the Second Asian to adorn this post after Dr.Radha Krishnan and many other prominent personlities of this village dedicated themselves for the cause of Indian's freedom and Renaissance Movement of Bengal.

With this great cultural heritage of the village of Joynagar-Majilpur, we proudly recall another heritage of surrounding of villages in reaspect sweetmeat Industry like 'Moa' which has satisfied the mind of many people for long time past, not only in different district of West Bengal but also in other states for sweet scent, flavour and quality of this famous sweet 'Moa of Joynagar'

The century-old-famous 'Moa' of Joynagar is enjoyed by people in vast area of Sunderban. It is difficult to assume as to when the Moa of Joynagar become popular in Bengal. But there is no doubt that the Moa of joynagar had been satisfying the taste of the Bengalees for more than hundred years. The Moa of Joynagar is wel-known to twenty crores of Bengalees even beyond the land its of origin. The Moa of Joynagar is very favourite and acceptable to all Bengalees and others in the neighbouring states of Bengal.

The proverb 'Moa in the hands of a child' might appear to be and mean freak and oblique in sense but the Moa of Joynagar comes to mind as best tasteful sweet. The word 'Moa' comes to people form 'Mo' means Madhu (honey). Sunderban is world famous Honey (Mo).

Gour-Pundra-Bengal is famous since ages as a place of 'gur' (molasses) and so on. The old Pundra Bardhan became known as gour for the preparation of best gur from sugar came. Panini wrote "'Gurasha aium desho goura'", which means thes the piace of gour is the place of gur. At that time, Mitragunge was a famous gunge area (market) in Joynagar. In this village, Hut-Bazar used to be heid on Mondays and Fridays. The villagers from different villages viz. Tili Para, Moydah, Uttar Para, Baharu, Dakshin Kalikapur came to sell gur (molasses) in the Hut-Market.

The artisans, belonging to SC and Mahisya community first came to learn the secret of preparation of these sweets, hitherto unknown to the other people. Zaminders(land lords) of Joynagar-Majilpur. It is most astonishing to learn that this 'Moa' sweetest of all sweets was invented and popularised, hitherto unknown to these land lords. Many more used much satisfied with taste of these kind of sweets that they local to sell to their relatives at far of places throughout India for month and years together during the season of 'Moa' and in this way fame of this sweetest 'Moa' in the particular season(winter season) and from Kolkata the fame of this sweets spread throughout the different places of India. They were the main patron of 'Moa' of Joynagar. They helped to promote the popularity of the 'Moa' of Joynagar amongst the residents of the different areas.

In the middle of the nineteenth century a link was established between the people of the Joynagar-Majilpur areas with Kolkata and employees working on different offices in Kolkata. Clerical and Subordinate jobs were available in the services of the British resume. To sum up Bengalee inhabitants and others in Kolkata came to learn the sweetest taste of these completely unknown sweets named "tasteful Moa" and they hankered after taking these kind of Sweets in winter season. As a result the sale of these sweets by came very high and thus poor market of this kind of sweets changed the standard of living with their hungry members of their families. In a word of all these workers along with their members in South 24 Parganas are elevated and they became now upholders of good fortune now.

**Origin:**

The origin of 'Moa of Joynagar' dates back more than a century. The year 2004 was the centennial year of 'Moa of Joynagar'.

Late Ashutosh Das, resident of Das Para of Vill-Sreepur, P.O.-Kashimpur, P.S.- Joynagar of 24 Parganas District (now South 24 Parganas), West Bengal, India first started the 'Moa' industry in the Bengali era 1310 (English Calendar, 1904). His son Sree Jawaharlal Das now aged about 90 years has been associated with this industry since birth. He used to go to the house of Rani Rashmani at Janbazar, Kolkata at the age of about 14 years with earthen pots full of 'Moa' which were all purchased by members of her family. His family was associated with this industry for the last three generations.

In early days, 'Moa' had little acceptability at the local market. Late Ashutosh Das and others would go to sell 'Moa' in different villages and on different occasions at places with big cane-basket full of 'Moa'.

The Radha Ballav Dol Festival of Joynagar is old and famous. Many named and famed persons from different places of Bengal would come to the Dol Festival and late Ashutosh

Das used to be present at the Festival to sell 'Moa' himself carrying those in big baskets on his head. Many devotees would offer 'Moa' as oblation to Radha Ballav. People of many areas came to learn of 'Moa of Joynagar' so named on account of the importance of the place of Joynagar and hence it became famous and widely acceptable to the people of Bengal and other far off places as a specially tasteful sweets.

**Present Position:**

The 'Moa' industry has now a permanent place in Joynagar and other markets all over Bengal and outside Bengal. The climate and environment of the area is congenial to the preparation of 'Moa'. Nowhere such tasteful and quality 'Moa' is available on account of the special preparatory methods and techniques applied while preparing the 'Moa of Joynagar'. The 'Moa' of Joynagar has its own speciality and now a wide market. It has come to stay with the wide acceptance of the 'Moa of Joynagar' with the people of the locality and other areas for the unique taste, flavour and beautiful techniques of preparation. Unscrupulous people started imitating the name and nomenclature of 'Moa of Joynagar' for any type of 'Moa' they produced in any areas for sale other than the geographical areas of Joynagar.

The 'Moa' produced in other areas was only round in size and shape devoid of palatable taste, charming flavour and good quality of 'Moa' of Joynagar which has earned a special geographical significance by the area over a century. The innovation of 'Moa of Joynagar' dates back to 1904, more than a century back. Things have now come to such a pass that whenever the name of 'Moa' comes to mind, it only reminds people of the 'Moa of Joynagar' for which popularly is known now as 'Joynagarer Moa'.

**Material Required:**

The ingredients required for preparing 'Moa' are

- a. Sugar
- b. Molasses (Nalane gur)
- c. Butter oil
- d. Cardamom
- e. Thickened milk (ghee)
- f. Khai (fried kanakchur paddy)
- g. Currant (kismis)
- h. Cashew nut
- i. Pichtachio

## **Method of Preparation :**

Two litres of molasses(Nalane gur) is obtained on boiling ten liters of date-tree juice. This quantity is more if the juice obtained from old trees. Much labour has to put to preparing molasses, required for 'Moa'. The molasses are required to prepare just before the sun rise. As soon as the molasses is prepared, the same is required to be kept in earthen pots. Then frying of kanakchur paddy for 'khoi' is done which is to be chosen from the total produced quantity of 'khoi' to prepare the best 'Moa'. The producers sit at dusk to prepare 'Moa' after the 'khoi' is chosen and molasses are hit. The 'khoi' has now to be immersed in molasses. Normally the producers mix molasses(nalane gur) in 'khoi' in a big iron pot. They can not touch the heated mixture at first and the mixture is done by rotating the quantity in the iron pot with a handle, made of wood. The producers prepare about six kgs of 'Moa' each time. When the mix of 'khoi' with molasses(nalane gur) is cooled, artisans use their two hands each with usual skill to prepare 'Moa'. They give shape to 'Moa' with pure thickened milk (ghee) which is smeared in their palms in a circular pattern.

The 'Moa' of Joynagar is prepared with 'khoi' from kanakchur fried paddy mixed with molasses(nalane gur), thickened milk. Pesta, cashewnut, butter oil, cardamom and curreant(kismis) are mixed in the 'Moa'-Mixture.

Instead of allowing continuation of the deception of the people connected with the preparation and production of 'Moa of Joynagar', the producers of the 'Moa of Joynagar' should be protected and under the GI Act prevent the unscrupulous imitators from producing and selling 'Moa' taking the name as 'Moa of Joynagar'. Registration for the purpose, as prayed for, to complete as soon as possible.

## **Uniqueness of the Product :**

**Unique in taste**

**Unique in Flavour**

**Easily Digestable and Hygenic**

## **Inspection Body :**

Joynagar Moa Nirmakari Society has representatives from the producing villages and they have been nominated by the manufacturers of those districts more over. Joynagar Moa Nirmankari Society membership includes the master karigars and other stakeholders as well.Thus,the production and assurance of the quality of Joynagarer Moa its genuineness would be monitored by the District Level Committee formed by the organization.

It is proposed that the Inspection Committee shall comprise of :

- 1) Two members of Joynagar Moa Nirmankari Society.
- 2) One member of Home Science College.

- 3) One member from the Department of Food Processing Technology.
- 4) One member from a Non-Governmental organisation viz. Joynagar Moa Manufacturer Association
- 5) One member of District Industry Centre, South 24 Parganas, Govt. of West Bengal.

**Others:**

Joynagarer Moa is having a great demand in the Domestic and Export Market. to Maintain and sustain quality of the product, society may be the certificates like ISO and HACCP. Special care is taken during the purchasing processing, packaging storage and transportation of now material like sugar, molasses (nalane gur), khoi (fried kanakchur paddy) thickened milk (ghee), butter oil, currants (kismis) cashewnut, cardamon, pichtachio etc. as will as finished product in order to maintain the standards of hygiene and sanitation in the Joynagarer Moa. Therefore Joynagarer Moa is well-known sweet shack in the international trade maket because of its quality and natural flavour.

In addition to the statement of case above, the Joynagarer Moa is

1. Superior snack in respect of taste and natural Flavour .
2. Superior food stuff in respect of easily digestible ingredients and good Hygenic.
3. Superior mini-meal in respect of compactness of MOA for children and kids.

Along with the Statement of Case in Class 30 in respect of **Joynagar Moa** (food stuff) in the name(s) of **Joynagar Moa Nirmankari Society** whose address is **Joynagar Moa Nirmankari Society Radhaballavtala Road, Joynagar-743337, South 24 Parganas, West Bengal, India** Who claims to represent the interest of the producers of the said goods to which the geographical indication relates and which is in continuous use since in respect of the said goods.

2. The Application shall include such other particulars called for in rule 32(1) in the Statement of Case.

. All communications relating to this application may be sent to the following address in India.

**G. B. Saravanabhavan & M. Mariappan**

No. 14, IV Floor, Sunkurama Chetty Street, Parry's, Chennai – 600 001.

Mobile: +91 9710519520

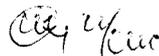
Email: [gbsaravanabhavan@gmail.com](mailto:gbsaravanabhavan@gmail.com)

In the case of an application from a convention country the following additional particulars shall also be furnished.

(a) Designation of the country of origin of the Geographical Indication.

Not applicable

(b) Evidence as to the existing protection of the Geographical Indication in its country of origin, such as the title and the date of the relevant legislative or administrative provisions, the judicial decisions or the date and number of the registration, and copies. of such documentation.

  
Counsel for Applicant