Advertised under Rule 41 (1) of Geographical Indications of Goods (Registration & Protection) Rules, 2002 in the Geographical Indications Journal No. 165 dated October 21, 2022

G.I. APPLICATION NUMBER - 715

Application Date: 04.11.2020

Application is made by Ishani Agro Producer Company Limited at Post & Village: Imiliya, Saiyadraja, District: Chandauli - 232 110, Uttar Pradesh, India for Registration in Part A of the Register of **Adamchini Chawal** under Application No. 715 in respect of Rice falling in Class - 31 is hereby advertised as accepted under Sub-section (1) of Section 13 of Geographical Indications of Goods (Registration and Protection) Act, 1999.

A) Name of the Applicant : Ishani Agro Producer Company Limited

B) Address : Ishani Agro Producer Company Limited,

Post & Village: Imiliya, Saiyadraja, District: Chandauli - 232110, Uttar Pradesh, India.

Facilitated by:

Department of Agriculture and Farmers Welfare Development, Government of Uttar Pradesh.

C) Name of the Geographical Indication:

Adamchini Chawal



D) Types of Goods : Class 31 - Rice

E) Specification:

Adamchini Chawal (Rice) is traditional variety of rice that had been under cultivation by farmers since time immemorial, usually on the basis of practices inherited from their forefathers and easy availability of seeds. These cultivars are preferred by the farmers due to their good taste, impressive cooking qualities and suitability in particular agro-climatic regions. Adamchini in Eastern Uttar Pradesh are well known for their taste.

Adamchini Chawal is unique Landrace variety of Eastern Uttar Pradesh, cultivated in Chandauli, Varanasi and Vindhya region. It is known for its quality, taste, fragrance, cooking quality and consumer"s preference.

- Adamchini Chawal is known for its draught tolerance, disease resistance, strong aroma, softness, good taste and smell.
- Adamchini has best cooking characteristic and consumer preferences.
- Adamchini chawal recorded maximum grain yield 2710 kg/hq which is significantly superior to the other variety and magnitude of increase over other landraces.
- Adamchini chawal had lowest kernel length, kernel length after cooking and L/B ratio before and after cooking.

- Adamchini chawal grains are short-bold, scented with intermediate alkali digestion value and gelatinization temperature.
- Adamchini chawal Kernel length showed positive significant association with kernel length after cooking and L/B ratio before and after cooking while negative one with elongation ratio.

Adamchini rice grain contains many carbohydrates, chiefly starch, protein, fat, Glucose, ash. It is also source of Vitamins, minerals like Vitamin-D, Fiber, Iron. It also keeps the bowel healthy. It also contains B group vitamins, cooked boiled rice water, this water (mad) is valuable medical remedy.

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1	Grain Yield (Kg./hq) 2710					
2	Straw Yield (Kg./hq) 5030					
3	Nitrogen content grain	0.98%				
4	Nitrogen content Straw	0.36%				
5	Nitrogen Uptake grain	26.49				
6	Nitrogen Uptake Straw	17.97				
7	Phosphorus Content Grain	0.38%				
8	Phosphorus Content Straw 0.04%					
9	Phosphorus Uptake Grain (per Kg./hq.) 10.16					
10	Potassium Uptake Straw(per Kg./hq.) 1.86					
11	Potassium Content Grain 0.41%					
12	Potassium Content Straw	1.37%				
13	Potassium Uptake Grain (Kg./Hq.)	11.19				
14	Potassium Uptake Straw (Kg./hq.)	68.62				
15	Mid parent heterosis	62.83**				
16	Heterobeltosis	53.33**				
17	Heterosis over Pusa - 1	-26.34**				
18	Heterosis over Pusa - 2	-36.55**				
19	Husk Color	Golden				
20	Seed coat color	White				
21	Grain type Fine but sma					
22	Grain Classification Medium					
23	Grain Character	Long Slender				
24	Aroma	Strong				
25	Characteristics	Disease resistant, tasty				
26	Taste weight	10.1 / 1000 GW (g)				
27	Kernel Length	3.33				
28	Kernel Breadth	2.05				
29	Kernel length after cooking	5.67				
30	Kernel breadth after cooking	2.58				
31	L/B (before cooking)	1.62 (SB)				
32	L/B (after cooking)	2.2				
33	Elongation index	1.4				
34	Length wise short bold	1.7				
35	Breadth wise Elongation Ratio (BER)	1.3				
36	Alkali Spread Value (ASV)	4(1)				
37	Amylose	21.41%				

F) Description:

Adamchini- aromatic variety have high amylose content. High amylose variety cooks dry, flaky, and fluffy and has high volume expansion but becomes hard on cooling. Adamchini short grained aromatic lines have intermediate amylose content. Intermediate amylose rice cooks fluffy and remains soft on cooling and is the most preferred one. The germplasm accessions Adamchini have good grain quality and cooking properties, indicating their potential for consumer preferences. Organoleptic analysis always helps the consumers to select better rice variety for their consumption and usearomatic rice variety.

Mirzapur, Chandauli, Varanasi and Sonebhadra farmers grow of landrace rice variety Adamchini, which include one of the finest quality aromatic rice. Aromatic rice of all shapes and sizes available in the country represent the stupendous genetic diversity witnessed in the various agro climatic regions.

Adamchini rice constitute as unique landrace with excellent quality features and enjoy a special status, historical significance and believed to be the nature significance gift to the Vindhya Region with Indo Gangatic plain. Besides Adamchini, this region also abounds with few other indigenous aromatic short grain cultivars and land races grown in pockets of different states which possess excellent grain cooking quality.

Adamchini Rice are long duration, tall, usually low yielding, and susceptible to pests and diseases and lodging. The farmers grow them for although some domestic markets and their own consumption too, and do exist for these lines and they are highly remunerative.

The characteristics features of the portion of the District east of the Ganges are the absence of drainage and the clay soil in the centre. Rice cultivation is thus more important here than in the tract west of the river, and in ordinary years the spring crops are largely grown without irrigation. West of the Ganges the soil is lighter, and not so liable to water logging. The whole District is very closely cultivated Rice.

Nitrogen		Nitrogen		Phosphorus		Phosphorus		Potassium		Potassium	
Content (%)		Uptake	(Kg.ha-	Content (%)		Uptake (Kg.ha-1)		Content (%)		Uptake	
, ,		-	1)	, ,				, ,		(Kg.ha-1)	
Grain	Straw	Grain	Straw	Grai	Straw	Grain	Straw	Gra	Straw	Grai	Straw
				n				in		n	
0.977	0.357	26.4	17.97	0.37	0.037	10.16	1.86	0.4	1.365	11.1	68.62
		9		5	0			13		9	

Adamchini Chawal - Grain Characteristics:

Genotype	ADAMCHINI				
1000 GW (g)	10.01				
KL (mm)	3.33				
KB (mm)	2.05				
KLAC (mm)	5.67				
KBAC (mm)	2.58				
L/B (BC)	1.62 (SB)				
L/B (AC)	2.2				
El	1.4				
LER	1.7				
BER	1.3				
ASV	4(I)				
Amylose (%)	21.41(I)				

Abbreviations:

(GW) Gram Weight;

(KL) Kernal Length;

(KB) Kernal Breadth;

(KLAC) Kernal Length after cooking;

(KBAC) Kernal Breadth after cooking;

L/B (BC) Before cooking:

L/B (AC) After cooking, (EI) Elongation Index;

(LER) Lengthwise Elongation Ration;

(BER) Breadth wise Elongation Ration;

(ASV) Alkali spread value;

G) Geographical area of Production and Map as shown in page no:

The Adamchini rice is cultivated in the following districts of Eastern Uttar Pradesh namely:

Chandauli District is situated 26. 00 N latitude and 83.160 E longitude.

Mirzapur District - is situated 25.150 N Latitude and 82.580 E longitude.

Sonbhadhra is situated 25.32° North Latitude & 82.72° East Longitude

Varanasi District is situated 83.00 E longitudes and 25.200 N latitude.

Ghazipur is situated 25°19° North Latitude & 83°40 East Longitude.

Ballia Latitude: 28° 11' 60.00" N and Longitude: 79° 22' 0.12" E

H) Proof of Origin (Historical records):

Benares is bounded by Jaunpur and Ghazipur on the north. by the Chandauli District on the east; by Mirzapur on the south; and by Jaunpur and Mirzapur on the west. The District is part of the alluvial valley deposited by the river Ganges, and forms an irregular parallelogram divided by the sacred stream. The soils and consequently the agricultural conditions of Mirzapur District present many diversities. In the Gangetic plain the usual loam and sandy and clayey soils are found, the first variety preponderating, and this area produces the Adamchini rice, On the Vindhyan plateauthe soil is a stiff and shallow red clay, giving only scanty crops, The usual soils of Ghazipur Districtare found in the upland areas, varying from light sandy to loam and clay. In some places, and especially in the east of the District, the soil is black, resembling the rich black soil of Bundelkhand in its physical qualities. In the wide valley of the Ganges large stretches of rich alluvial soil are found, which produce excellent spring crops without irrigation.

Ballia district consists of a wedge-shaped tract of country forming the eastern extremity of the Ganges-Gogra Doab. It is bounded on the north-east by the Gogra, which separates it from Gorakhpur and from the Saran District of Bihar. It is a very fertile land suited to the rice cultivation.

Adamchini rice is cultivated in Varanasi region since centuries. Several Govt. papers, reports, gazetteers, research papers of learned scholar has mentioned the existence and uniqueness of this landrace variety. Adamchini Rice is aunique Landrace variety of Varanasi and nearby districts of Uttar Pradesh. It is well known for its quality, taste, fragrance, cooking quality and consumer preference. There are some quality features of AdamchiniChawaldue to their good taste, impressive cooking qualities and suitability in particular agro-climatic regions. This area is called of Adamchini cultivation is famous as "*DhankaKatora*".

Landrace Paddy cultivation in the Banaras division which was part of United Province, many Gazetteers of the British period and after that U.P. Govt. has clearly mentioned about the importance and Geographical area of Landrace Paddy cultivation. Mirzapur and Chandauli, which was part of Banaras Division at the time of United Province also is known as Rice Bowl – DhankaKatora and much famous for scented rice cultivation in a significant manner.

References of Adamchini Chawal

(1) Imperial Gazetteer – Provincial Series Gazetteer References, Volume-II, 1908)- About the Rice cultivation in the Varanasi division, and landrace paddy has clearly mentioned (i.e.

- reflecting about the landrace paddy cultivation with the traditional method and the importance of rice from very beginning.
- (2) Research Problem Effect of age of seedlings on aromatic rice varieties under system of rice intensification, Series / Report No. M0192 Advisor Dr. Jainendra Kumar Singh Publisher Institute of Agricultural Sciences, BHU, Varanasi. -- Factorial experiment was laid out in Randomized Complete Block Design with three levels of varieties viz. Kalanamak, Adamchini and Badshahbhog. These aromatic rice varieties were grown as a test crop. Various observations were recorded during the course of investigation including growth parameters, yield attributes and yields as affected by varieties and age of seedlings.
- (3) Department of Agricultural Economics Institute of Agricultural Sciences BHU, Varanasi (U.P), By Advisor(s) Singh, Prof. Rakesh) Adamchini rice is one of the most important stable food crop grown and consumed by the population of Chandauli district of Uttar Pradesh. Farmers of the district growing paddy under the irrigated condition and farmers were getting lower crop yield due to the non-adoption of improved agronomic practices for paddy production including less seed replacement.
- (4) Status Paper on Rice in Uttar Pradesh By Dr. J.L. Dwivedi Sr. Rice Breeder & Officer Incharge Crop Research Station, Masodha, N.D.U.A.T, Faizabad (U.P.) Certain pockets of Uttar Pradesh short grain aromatic rices are being cultivated in tarai, eastern and central plain, Vindhyan and Ganga basin regions of Uttar Pradesh. Few varieties which are still in cultivation include Adamchini.
- (5) Collection of Rice Land Races from Vindhayachal Hills S.P. Singh, S.S. Malik and A.K. Singh National Bureau of Plant Genetic Resources. Pusa Campus. New Delhi-India. A large variation was observed among land races. Some of the very rare land races such as Thakur Bhog, Lamchoor, AdamChini.
- (6) Evaluation of molecular markers linked to fragrance and genetic diversity in Indian aromatic riceVedPrakashRai, Anil Kumar Singh, Hemant Kumar Jaiswal, SheoPratap Singh, Ravi Pratap Singh, Showkat Ahmad Waza Department of Genetics and Plant Breeding, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi.
- (7) Analysis of Variability and Character Association in Indigenous Aromatic Rice (Oryza sativa L.) T. Sravan, H.K. Jaiswal, Showkat A. Waza and KumariPriyanka Department of Genetics and Plant Breeding, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi 221 005, Uttar Pradesh.
- (8) **Heterosis for yield and yield attributes in rice** (Oryza sativa L.) T. Sravan, H.K. Jaiswal, Showkat A. Waza and KumariPriyanka Department of Genetics & Plant Breeding, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi.
- (9) **Genetic Divergence Studies in Basmati Rice (**Oryza sativa L.) Supriya1, H. K. Jaiswal and AnuragSrivastva- M.Sc. Scholar-Professor, Department of Genetics and Plant Breeding, Institute of Agricultural Science, Banaras Hindu University, Varanasi, U.P.
- (10) **Grain Quality and Cooking Properties of Rice Germplasm** A.K. Singh, P.K. Singh, R. Nandan and M. Rao Department of Genetics and Plant Breeding, Institute of Agricultural Sciences. Banaras Hindu University. Varanasi.
- (11) **Genetic Diversity Analysis Of Short Grain Aromatic Rice in India** By Using SSR Markers By LetngamTouthang-Master of Science in Agriculture).
- (12) Identification and differentiation of indigenous nonBasmati aromatic rice genotypes of India using microsatellite markers Raj Kumar Joshi and LambodarBehera Central Rice Research Institute, Cuttack, India.
- (13) Performance of aromatic varieties and age of seedlings on yield and nutrient uptake of rice under irrigated ecosystemSawantSandeep Narayan, Ritesh Kumar Parihar, KartikeyaChoudhary, Anoop Kumar Devedee and Sandeep Kumar) Agricultural Research Farm, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi to study the performance of aromatic varieties and age of seedlings on yield and nutrient uptake of rice under irrigated ecosystem. Results revealed that, aromatic rice variety Adamchini and Badshahbhog recorded maximum grain and straw yield -

- (14) **Studies on Character Association, Path Analysis and Genetic Variability** in Rice (Oryza sativa) Genotypes S.K. Singh, Prudhvi Raj Vennela, Rajesh Singh, VarshaGayatonde and D.K. Singh Department of Genetics and Plant Breeding, Institute of Agricultural Sciences, BHU).
- (15) Genetics of Yield and Quality Characters in Aromatic Rice (O. sativa L.) Agricultural Research Farm, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi (UP) Adamchini is Short grain aromatic white rice with excellent cooking quality. Grain shape is short medium. Average seed yield is 25-30 g/ha.
- (16) Molecular and morphological characterization of Indian farmers rice varieties (Oryza sativa L.) Vinita Pachauri, NilayTaneja, PrashantVikram, Nagendra Kumar Singh1 and Sanjay Singh) These cultivars are preferred by the farmers due to their good taste, impressive cooking qualities and suitability in particular agro-climatic regions. For example, varieties like Kalanamak and Adamchini in Eastern Uttar Pradesh are well known for their taste.
- (17) Chapter-4 Production of Basmati Rice in India). scented varieties besides Basmati cultivated in India are TilakChandan, Kala Namak, Vishnu Parag, Sakkarchini, Lalmati, BadshahPasand, Bahantapul, Motachinaeum and Adamchini in the Uttar Pradesh state
- (18) Agro-morphological and quality characterization of indigenous and exotic aromatic rice (Oryza sativa L.) germplasmVikas Kumar1, N. K. Rastogi, A. K. Sarawgi, PratibhaChandraker, P. K. Singh and B. K. Jena Department of Genetics and Plant Breeding, Indira Gandhi KrishiVishwavidhalaya, Raipur- 492012 (Chhattisgarh), INDIA).
- (19) **Scented Rice of India By Uma Ahuja**, SC Ahuja ChaudhuryCharan Singh, Haryana Agricultural University, Rice Research Station).
- (20) Development of a simple functional marker for fragrance in rice and its validation in Indian Basmati and non-Basmati fragrant rice varieties K. Sakthivel, N. Shobha Rani, Manish K. Pandey A. K. P. Sivaranjani C. N. Neeraja S. M. Balachandran M. SheshuMadhav B. C. Viraktamath G. S. V. Prasad R. M. Sundaram)

I) Method of Production:

Adamchini Chawal is a renowned landrace of Chandauli, Varanasi and Vindhya region. Virtually it is produced in a complete traditional method since long time by the farmers who are carrying with legacy of cultivation of this landrace rice variety in this region since generation, which is much popular for their taste, quality and aroma.

Field preparation for Adamchini Paddy Nursery: Proper field preparation and levelling start after rabi crop in April - May, the land should be open with a mould bord plough. This prevent the land from getting hard on drying and enhanced root growth. For nursery it is necessary to conserved the moisture at lower depth soil. Summer ploughing help in controlling weeds and it check loss of rain water by run off.

Seed Treatment: Before showing the seed in to the nursery, the farmers put the paddy seed into water to soaked the seed for at least 8 - 10 hours for good germination. Then after the farmer keep the soaked seed in a dark place for 24 hours for sprouting.

Time of Nursery showing: In Chandauli and nearby districts, the Adamchini cultivators are preferring the time of nursery sowing from 1st week of June to 2nd week of June mostly, but some time in the late sowing, it will take time up to the end of June, but due to this paddy take much time for the harvesting because Adamchini is already a long duration variety.

Preparation of nursery, time, duration, irrigation and volume of seed required: The farmers primarily choose loam or sandy soil because on such soils, uprooting of the seedling is easy. For nursery the farmers primarily use field near water resources. The farmers using approximately 10-15 Kg. Adamchini paddy seed per hectare for nursery development for plantation of one hectare of land in this geographical region. For seed protection at the time nursery, the local farmers are

using various traditional methods with the use of local products to prevent root going deep in to soil. The farmers use generally green manure, varmi compost for proper germination and growth of the paddy plant. The nursery period of Adamchini paddy is nearly 30 days duration and the farmer applied irrigation within the nursery once in a week, but irrigation is depends upon the rains and dryness of the atmosphere. Nearly 3 - 4 times light irrigation facility provided for the nursery.

Field Preparation for Transplantation of Paddy: The farmers start for the preparation of main paddy field for transplantation from the 2nd week of June or sometime earlier according to the first rain in the geographical area. During summer ploughing, all the weeds and stubbles of the previous crop should be removed.

Puddling: It is the traditional method of land preparation for transplantation of Adamchini paddy. The field should be flooded or saturated with water for 15 days with the support of irrigation canal or tubewells in the geographical area. Chandauli and Mirzapurdistrict, is much famous for the rice cultivation and has a complete facility of irrigation canals in the main paddy growing area. Puddling makes seedling transplantation easier with minimum plant injury. All weeds are buried which increases the organic matter in the soil.

Transplantation: In this geographical region, especially for the landrace varieties, farmers using manual process by hand, from uprooting paddy plant from nursery and shifting it to the proper paddy field after effective preparation. Mainly the women are involved in this process. They are putting 25 to 30 plants in a bundle and collected it in the same nursery place, after that they carry the plant bundle and moved to the main field which has ready for the plantation with the appropriate volume of water in the field and soil has completely ready for this process.

Plant can better realize their potential for better root, growth and for subsequent grain filling. Seedlings are to be planted in a traditional method by hand mainly by the women, the spacing is approximately 25 x 25 cm spacing, because living wide space between each plant ensure that roots has adequate room to grow and the plants will be exposed to more sunlight, air, nutrient.

At the time of plantation of paddy, the women singing the local traditional songs in a verysystematic like - they are celebrating a festival and the songs has complete meaning with the full melody. This is the culture since generations in the area, this geographical area known as "Rice Bowl" - "Dhankakatora".

Irrigation Management: Proper irrigation require for Adamchini paddy complete cycle of cultivation period 7 - 8 irrigation of the field requires. If it rains the irrigation reducing to from 7-8 times in the general condition to 4-5 times in whole cultivation period. Chandauli and Mirzapurdistrict, is much famous for the rice cultivation and has a complete facility of irrigation canals and tube-wells in the main paddy growing area. With the appropriate irrigation facility and quality of soil and traditional practices, this area is much popular for the rice cultivation in the state.

Alternate wetting and drying is allowed which give aerobic and anaerobic soil conditions for better nutrient mobilization by soil biota. This avoids root degeneration which usually happens under continuous flooding.

Manuring: Instead of chemical fertilizers, FYM or compost green manure, vermi compost, DAP is applied. Which is quite sufficient as a source of nutrients. As a result more plant growth is achieved because of better soil health and more balanced nutrient supply. Organic manure act as food for microorganisms.

Pest and Disease Control: Disease problem appear to be less with Adamchini Paddy crop and in this particular geographical area. But at the some time the paddy is affected by "tanachhedak"

(stem shooter) and fungus on the border of the paddy field, nearly after 100 days of transplantation. But these fungus has many time removed due to the rain. If not removing, then the farmers are using "webestin" for spraying the paddy crop for removing the "fungus" and "stem shooter."

Weeding: The first weeding starts 10-12 days after transplanting the paddy to eliminate the newly germinated weeds. Subsequent weeding is one at 10 days interval. Rotary weeding helps in greater aeration which results in more root growth, reduced weed competition. Weeds incorporated into the soil may add about one ton green manure per bectarepe weeding and encourage the diverse microbial population in the soil.

Harvesting: The cycle of Adamchini paddy complete 160 -170 days to mature after transplantation. Timely harvesting ensures to good quality. The harvesting process adopted by the farmers are completely traditional. The proper stage for harvesting is when about 80% of the panicles became grey in color (straw color) and the grains in lower portion of panicles are in hard dough stage. The right stage for harvesting is when panicles turn in to golden yellow and the grains contain about 20% moisture.

Threshing: After harvesting the paddy crop, the farmers use traditional method for threshing. The most common way of threshing is churning by tractor trading or beating the paddy bundle of harvested crop on hard platform for gaining good quality of rice. And after that the farmers use hand operated mechanical winnower for winnowing purpose or they wait for velocity of wind for cleaning of paddy. Approximately 80% rice gained by the farmers of Adamchini rice after threshing the paddy crop. It is observed that 80% rice gain is much higher, on the other hand other varieties of rice provide 65% - 70% only after harvesting and threshing.

Yield and Storage: The farmers apply properly sun dry method of threshed crop before storage. The produce paddy grain is kept in drum/bins or in a heap inside the room. The optimum moisture content for storage of rice grains is 10-14%.

Milling: Mainly the farmers uses huller for neat and clean rice. It is a manual process through which the durability of Adamchini rice increases for a longer period.

I) Uniqueness:

Adamchini rice is one of the best rice quality landrace produced in this geographical area. AdamchiniChawal is a landrace variety.

- Adamchini Chawal consist good characteristics like draught tolerance, disease resistance, strong aroma, softness, good in taste and smell.
- Adamchini chawal is well known for its quality and fragrance.
- Adamchini content best cooking characteristic and consumer preferences.
- Adamchini showed highest significant positive hetrosis over both better and mid parent, better parent and standard checks.
- Adamchini showed significant positive hetrosis over both the takes for seeds per panicle.
- Adamchini chawal takes Highest days maturity observed in genotype. It takes 150 157 days for maturity.
- Adamchini chawal recorded maximum grain yield 2710 kg./hq. which is significantly superior to the other variety and magnitude of increase over other landraces.
- Adamchini chawal had lowest kernel length, kernel length after cooking and L/B ratio before and after cooking.
- Adamchini chawal grains are short-bold, scented with intermediate alkali digestion value and gelatinization temperature.

- Adamchini chawal Kernel length showed positive significant association with kernel length after cooking and L/B ratio before and after cooking while negative one with elongation ratio.
- It is observed that 80% rice gain is much higher, on the other hand other varieties of rice provide 65% 70% only after harvesting and threshing.
- Adamchini rice grain contains many carbohydrates, chiefly starch, protein, fat, Glucose, ash.
 It is also source of Vitamins, minerals like Vitamin-D, Fiber, Iron. It also keeps the bowel
 healthy. It also contains B group vitamins, cooked boiled rice water, helps in improving
 digestion, relieves constipation and can prevent several ailments.

K) Inspection Body:

- 1. One Representative from Department of Agriculture and Farmers Welfare, Government of Uttar Pradesh.
- 2. One Representative from concern District Administration.
- 3. Representative from NABARD, Uttar Pradesh
- 4. One representative of APEDA
- 5. One Representative from Traders and Exporters Association of GI Product.
- 6. Two Representative of related FPO (Farmers) and concern NGO.
- 7. One Representative of related Producers / farmers

L) Others:

