

Advertised under Rule 41 (1) of Geographical Indications of Goods (Registration & Protection) Rules, 2002 in the Geographical Indications Journal 185 dated November 29, 2023

G.I. APPLICATION NUMBER – 999

Application Date: 26-10-2022

Application is made by Jaunpur Imarti Mishthan Samiti at Nakhas Sadar, Arazi Newada, District: Jaunpur - 222 002, Uttar Pradesh, India for Registration in Part A of the Register of **Jaunpur Imarti** under Application No. 999 in respect of Sweet falling in Class – 29 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 : Jaunpur Imarti Mishthan Samiti

B) Address : Jaunpur Imarti Mishthan Samiti,
Nakhas Sadar, Arazi Newada,
District: Jaunpur - 222 002,
Uttar Pradesh, India.

Facilitated by:

1. NABARD, Uttar Pradesh
2. Department of Food & Dairy, Jaunpur, Government of Uttar Pradesh
3. Department of DIPEDC, MSME and Export Promotion, Government of Uttar Pradesh.

C) Name of the Geographical Indication :

JAUNPUR IMARTI



D) Types of Goods : **Class 29 – Sweet**

E) Specification:

Jaunpur Imarti is a century old sweet product from Jaunpur district of Uttar Pradesh India. It is made by deep-frying Urad dal flour pest mixed with other ingredients in a circular flower shape, then soaking in sugar syrup. This dish is not to be confused with Jalebi which is thinner and sweeter than Imarti. **Imarti** and Jalebi is almost the same color. Both differ in taste and design.

It is red-orange in color, shaped somewhat like a circular pretzel, and has a chewy, sugary texture. Imarti is related to another confectionery known as jalebi, which also has Persian roots and is very popular in the Indian subcontinent; many sweet shops in India, particularly those in the northern parts, sell imartis and jalebis. These desserts are made on festive occasions and are also eaten as a warming food in the winter, usually with buttermilk.

Ingredients: Imarti ingredients are urad dal (pulse), rice, sugar, water, saffron color, rose essence, cardamom and ghee. The urad dal and rice are soaked overnight in water. The following day the water is drained away and the soaked dal and rice mixture is ground.

“Shudh Desi Ghee Ki Imarti” Jaunpur Imarti is a brand in itself. It is very delicious and less sweetened. The **Jaunpur Imarti** is:-

- Shaped like a circular pretzel and mildly sweet; Very soft, and has a chewy sugary texture,
- Jaunpur Imarti is red-orange in colour. There is no colour used by the Imarti producers as colouring agents.
- Urad Dal is main ingredients used to make Jaunpur Imarti. A little water is added to the mixture as it is being ground so that a thick batter is formed.
- A few drops of saffron food coloring are also added to the batter and mixed in well to give it a red-orange color; saffron is a natural food coloring and quite healthy.
- Once the batter has turned fluffy, it is set aside for three to five hours. Sugar is mixed in water and heated until a syrup forms, and cardamon, lemon juice and rose essence are added to the syrup.
- The urad dal and rice batter is poured into an imarti cottan bag with a hole in it.
- Ghee is heated in a frying pan.
- The batter is squeezed out of the imarti bag into the hot ghee in the frying pan to make the imarti pattern; the pattern consists of a circle with round swirls around it.
- The heat is turned low, and the confection is allowed to solidify in the hot ghee.
- The imartis should be fried on both the sides and should be removed when they turn crisp.
- The fried Imarti are next immersed into the prepared syrup and are soaked in it for several minutes.
- After the Imarti have absorbed the syrup, they are drained and set aside. They are now ready to be served, and can be served either hot or cold.

F) **Description:**

Imarti: is a century old sweet product from Jaunpur district of Uttar Pradesh India. It is made by deep-frying Urad dal flour pest mixed with other ingredients in a circular flower shape, then soaking in sugar syrup. This dish is not to be confused with Jalebi which is thinner and sweeter than Imarti. **Imarti** and Jalebi is almost the same color. Both differ in taste and design.

It is red-orange in color, shaped somewhat like a circular pretzel, and has a chewy, sugary texture. Imarti is related to another confectionery known as jalebi, which also has Persian roots and is very popular in the Indian subcontinent; many sweet shops in India, particularly those in the northern parts, sell imartis and jalebis. These desserts are made on festive occasions and are also eaten as a warming food in the winter, usually with buttermilk.

Jaunpur in Uttar Pradesh is recognized all over the world for Jaunpur Imarti.

Special Imarti is prepared in Jaunpur. It is famous all over the country due to its taste and color.

The Imarti here is prepared from desi sugar, desi ghee and urad dal. The 200-year-old Beniram's in Jaunpur continues to churn out delicious Imarti.

There is no change in the ingredients and recipe since the beginning of this sweet product at Jaunpur. The sweet makers at Jaunpur are still using the green variety of *urad dal*, pure ghee and traditionally purified raw sugar to make Imarti.

Imarti as mithai has originated in India. This sweet is so popular that it is used by all communities of the surrounding districts on their specific rituals, gifts as Bhog and Prasad and the Muslims use it during Roza Iftar.

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

Location: Jaunpur is found between co-ordinates 24.24N to 26.12N and 82.70E and 83.50E. It lies along an elevation of 79.5 – 88.4m above mean sea level. The district is found in the northwestern region of the division of Varanasi. The district covers an area of 4038 sq.km.

The district of Jaunpur is bounded on the west by the districts of Pratapgarh and Allahabad; on the south by Banaras; on the east by Ghazipur and Azamgarh; and on the north by Sultanpur.

H) Proof of Origin (Historical records):

A part of the Varanasi division of Uttar Pradesh, Jaunpur is known for its rich culture and historical significance. The city was founded in the 14th century by Feroze Shah Tughlaq, who named it Jaunpur in memory of his cousin Muhammad Bin Tughlaq, fondly known as Jauna Khan. Over the years, it was conquered and ruled by many regimes including the Sharqi dynasty and the Mughals.

Imarti is much famous in Jaunpur since British period. It was once considered a royal confectionery and served in the courts of the Rajputs and the Mughals in Jaunpur too.

The oldest shop of Imarti at Jaunpur the Beni Ram sweet shop is still running in Jaunpur city since 1865 A.D. which is famous for this special sweet. At present 4th generation of the family is involved in Imarti making.

Jaunpur Imarti is one of the delicious sweet products of Uttar Pradesh. Several articles, gazetteers, historians, researchers, travelers, scholars, Government documents and media reports have mentioned about the taste, texture, aroma, color, shape, size and uniqueness of the Jaunpur Imarti.

References: Jaunpur Imarti

1. **Jaunpur, A Gazetteer, Volume-XXVIII, District Gazetteers of the United Provinces of Agra and Oudh, 1908** – Existence of Halwai community in Jaunpur city.
2. **Census of India 2011, Uttar Pradesh, Series-10, Part –XII-B, District Census Handbook Jaunpur Village and Town wise Primary Census Abstract.**
3. **Beniram is a 200-year-old shop selling Imarti in Jaunpur By Sangeeta Khanna, July 12, 2019** - The 200-year-old Beniram's in Jaunpur continues to churn out delicious Imartis that has people driving a few hundred kilometers to buy a batch.
4. **SCRIBD – An Introduction to the historical City of Jaunpur** – Famous Imarti a sweet like Jalebi made from Urad usually place has monuments and famous addresses as their landmarks. Jaunpur in Uttar Pradesh has sweet houses in its list of most famous place called the Beniram Sweet House.
5. India – Unity in Cultural Diversity, NCERT – The traditional sweets popular here are Imarti and Jalebi.
6. **News – The Hindu** – Imarti is made of Urad dal flour, fermented in the form of a Thicker batter along with a little rice flour, both native ingredients being used since the Vedic era in the Indian subcontinent. The process followed to make Jalebi and Imarti are similar. Beniram is a 200-year-old shop selling Imarti in Jaunpur. The 200-year-old Beniram's in Jaunpur continues to churn out delicious imartis that has people driving a few hundred kilometres to buy a batch

I) **Method of Production:**

Imarti is a Jaunpur specialty. It looks like a Jalebi but is fatter and shaped like a flower and deep red colour. The sweet is deep fried and soaked in sugar syrup. The syrup is drained, making it a lot less sweet.

Raw Materials:

- Urad dal (split skinless black gram, whole urad dal, ulunthu), Sugar, Desi Ghee for deep frying, cardamom, Water
- Tools: Karaha, chhanauta, Big size metal tray, sill-Batta, Metal bucket, water drum, furnace, cotton cloth or zip lock pouch make small hole in the middle, sikcha, spoon, absorbent paper, airtight container, bamboo basket, cotton cloth.

For Sugar Syrup

- Sugar and Water

Preparation

- Wash & soak urad dal for 4 hours. Drain water & put it in a mixer jar or grinder then grind to smooth batter with very little water.
- Batter should be very soft.
- Heat water & sugar in a pan mix gently then let it melt.
- Once sugar is melted let it boil till one string consistency on medium flame.
- Heat pan add ghee for deep frying.
- Take white cotton cloth or zip lock pouch make small hole in the middle.
- Then place batter press gently using spoon & close the edges.
- Squeeze the batter as decorative flower over the medium hot Ghee, deep fry both sides till crisp.
- Once gets ready then it is drained with absorbent paper & immediately placed it on warm sugar syrup & soak it for 4-5 minutes then it is transferred to basket or big size iron tray.
- This process is repeated until the pests of urad dal is completely used,

The design of earrings is completely different from other sweets. It is very round with different shapes. It is the work of a skilled craftsman to create this shape.

It is also very popular at weddings and ceremonies. The city of Jaunpur in Uttar Pradesh is famous for its immortality.

Imarti is also very popular in North India and there is likely to be a wedding which is not served as a dessert. However, each state has changed its account and culture.

First of all, wash the urad dal well, and soak it in water overnight and take out the dal water in the morning and then grind it finely in a mixer by grinding the dal and dye and arrow. Mix and beat well.

Now take a cup of water in a small pan and dissolve it by mixing sugar, after dissolving the sugar, put the pot of solution in the gas. And cook until a syrup of it has risen.

To check this, take out the syrup in a spoon and let it cool down and then try to stick it between two fingers. If a wire is formed between the fingers, then understand that your sugar syrup is ready.

After making the syrup, take a pan and heat it by adding ghee. When the ghee is cold, fill three to four teaspoons of flat dal in a cloth. And after that, hold the cloth up and tighten it.

When it is pressed from above, make round kugurthi emerald in hot ghee and crisp fry. After frying, remove from the **imarti** ghee and dip it in the sugar syrup for 16 to 19 minutes.

And take them out after 20 to 25 minutes. Now that your prayers are ready, take them to a hot plate, and serve.

Cooking time 45 minutes to 1 hour

Step 1 Prepare the sugar syrup

To make Jaunpur imarti recipe at first grind some green cardamom into a fine powder and keep it aside.

Then take a deep bottomed pan and put it on medium flame, and pour water along with sugar. Allow the blend to cook for 10 minutes and once the syrup attains two string consistency turn off the flame and add some cardamom powder and saffron strands.

Step 2 Wash and soak the dal

Add urad dal to a big bowl and pour fresh water into it. Keep the bowl aside for 6 to 8 hours Once urad dal is completely soaked in water and is ready to be use, remaining water is drained out of the bowl.

Step 3 Making the paste

Then with the help of sill and Batta the soaked urad dal is grinded or crushed properly until it becomes paste.

Then grinding of all the ingredients into a paste is made.

Step 4 Fry the imartis

Pour the prepared paste into a cotton bag which has a small hole.

Then a wide-based big iron pan locally called karaha is used to heat desi ghee in it and once the ghee is hot enough the paste of Imarti ingredients are poured through the cotton bag in such a manner that it attain a flower-like shape with circular petals.

Step 5 Soak in sugar syrup and serve

Then it is deep fried until the Imarti gets a nice golden brown shade. The same process is repeated for the remaining batter. Once all the imartis are prepared it is transferred into the prepared sugar chasani (syrup) and it is coated properly.

J) Uniqueness:

Jaunpur Imarti is one of the delicious sweet products of Uttar Pradesh. Several articles gazetteers, historians, researchers, travelers, scholars, Government documents and media reports has mentioned about the taste, texture, arom color, shape size and uniqueness of the Jaunpur Imarti. The producers of the Jaunpur Imarti are followed same rule and norms of their forefathers since generations.

- The oldest shop of Imarti at Jaunpur the Beni Ram sweet shop is still running in Jaunpur city since 1865 A.D. which is famous for this special sweet.
- The tools, technique and making process of the Jaunpur Imarti is local and very traditional.
- Jaunpur in Uttar Pradesh is recognized all over the world for Jaunpur Imarti.

- Special Imarti is prepared in Jaunpur which is famous all over the country due to its taste and color.
- Jaunpur Imarti is a traditional delight which is very pretty in taste, texture, aroma, color and the shape, as well as the taste of this delicacy, makes it unique.
- At present 4th generation of the family is involved in Imarti making.
- For sweet lovers the Jaunpur Imarti sweet will add to festive experience with its delectable taste.
- Jaunpur Imarti is prepared with Urad dal, corn flour, saffron and edible food colour, this drool-worthy Imarti recipe makes for the perfect after meal delight.
- To accentuate the taste of this sweet it is prepared in Desi ghee, which accentuates the taste as well as the aroma. This super-delicious, sweet recipe makes for a perfect sweet delight for festivals, parties and get-togethers.
- The Imarti here is prepared from desi sugar, desi ghee and urad dal. The 200-year-old Beniram's in Jaunpur continues to churn out delicious imartis.
- There is no change in the ingredients and recipe since the beginning of this sweet product at Jaunpur.
- The sweet makers at Jaunpur are still using the green variety of *urad dal*, pure ghee and traditionally purified raw sugar to make Imarti.
- The design of earrings is completely different from other sweets. It is very round with different shapes. It is the work of a skilled craftsman to create this shape.
- It is also very popular at weddings and ceremonies. The city of Jaunpur in Uttar Pradesh is famous for its immortality.
- **Imarti** is also very popular in North India and there is likely to be a wedding which is not served as a dessert. However, each state has changed its account and culture.

K) Inspection Body:

1. One Representative from the Department of Food & Dairy, Government of Uttar Pradesh.
2. One Representative from District Administration.
3. One Representative from DDM-NABARD concern district.
4. One Representative from Traders and Exporters of GI Product.
5. Representative of related Producers/Stakeholders and Awardees in this concern product.

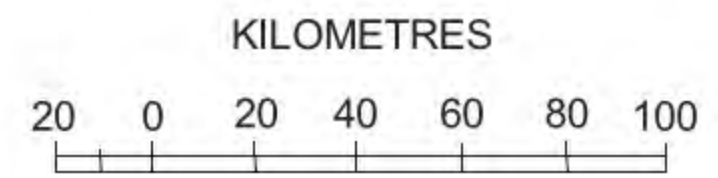
L) Others:

Jaunpur has much to entice and captivate travelers. The city is a treat for history buffs and enthusiasts of ancient architecture. From the mosques of the Sharqi dynasty to the various Mughal monuments, the city is embellished with many marvelous specimens of age-old arts. Imarti is much famous in Jaunpur since British period. It was once considered a royal confectionery and served in the courts of the Rajputs and the Mughals in Jaunpur too.

GEOGRAPHICAL AREA OF PRODUCTION OF JAUNPUR IMARTI



UTTAR PRADESH
ADMINISTRATIVE DIVISIONS 2011



- JPN - JYOTIBA PHULE NAGAR
- GBN - GAUTAM BUDDHA NAGAR
- KRN - KANSHIRAM NAGAR
- AMB - AMBEDKAR NAGAR
- SID - SIDDHARTH NAGAR
- SKN - SANT KABIR NAGAR
- KUS - KUSHINAGAR
- SRNB - SANT RAVIDAS NAGAR (BHADOHI)

BOUNDARIES:

- INTERNATIONAL..... ————
- STATE..... ————
- DISTRICT..... ————
- TAHSIL..... ————

- 1 - Chandausi
- 2 - Garhmukteshwar
- 3 - Sikandra Rao
- 4 - Bakshi Ka Talab
- 5 - Chakamagar
- 6 - Ramsanehighat
- 7 - Sirauli Gauspur
- 8 - Sohawal
- 9 - Domariyaganj
- 10 - Shohratgarh
- 11 - Campierganj
- 12 - Chauri Chaura
- 13 - Tamkuhi Raj
- 14 - Bhatpar Rani
- 15 - Nizamabad
- 16 - Ghosi
- 17 - Madhuban
- 18 - (Maunath Bhanjan)
- 19 - Muhammadabad Gohna
- 20 - Belthara Road
- 21 - Sikanderpur
- 22 - Mohammadabad

Jaunpur is found between co-ordinates 24.24N to 26.12N and 82.70E and 83.50E.

HEADQUARTERS:

- STATE..... ★
- DISTRICT..... ●
- TAHSIL..... •

Where the district name differs from its headquarters name, the latter is given within brackets.