

# ABOUT GI

Geographical Indications (GIs) are associated with the legacy of a product connected with a specific location having unique blend of nature, culture, tradition, and artisan. In India, there are several registered GIs and there are numerous GIs which are not yet registered officially, but are potential registerable GIs.

GI based on classes to Natural Goods, Food Stuff  
Manufactured Goods,  
Handicrafts or Agricultural Goods

GI based on uniqueness,  
weather, and terrain of the  
place of origin

Legal Protection from  
unfair usage

Registered by the Authorized  
community of the GI

GI Sign or symbol  
indicating Geographical  
Origin or location

Economic empowerment to  
Artisans, Producers, and  
Manufacturers

Social Uplifting and  
continuing the  
Legacy of the Nation

650+ registered GIs and  
numerous unregistered GIs  
existence in India

Prevents counterfeiting and  
ensures genuineness of  
products

Preservation of local Culture,  
Tradition, and Legacy



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## KHOLA CHILLI

The colour of the Khola Chilly is a striking red, or brilliant red. It is being used in a variety of recipes and gourmet creations. Khola chillies possess a moderate degree of spiciness. For many years, the entire village of Khola (Cola) has been involved in the cultivation of Khola/Canacona chillies throughout the Kharif season, and also in their preservation. They follow a particular pattern and age-old custom that have been handed down through the generations. It's frequently used to make 'papads.' These peppers are prized for their unique flavour and gentle heat, and local markets enjoy them for their versatility in the kitchen.

## UNIQUENESS

The chilli's growth and quality are attributed to the favourable local soil and climate. Khola Chilli is renowned for both its flavour and vivid colour. This well-known chilli, which has a bright red colour and a pleasantly spicy flavour, is only grown in rain-fed environments. The unique soil and climate of Khola village have a big impact on the plant life.

## RAW MATERIALS

Seed

Price  
Approx.  
Rs. 500 to Rs. 1000/kg

Class of Goods  
30

Proof of Origin  
100-150 years ago



No. of Families Involved  
Families in the Khola region

Type of Goods  
Agriculture

Geographical Location  
Khola village,  
Canacona taluka

## METHOD OF PRODUCTION

In the Khola region of Goa, the first step in growing Khola chillies include choosing high-quality seeds and getting the soil ready. Farmers provide frequent maintenance for their plants, such as watering and pest control. When the fruit is at its ripest, it is harvested, then sorted and sun-dried to retain its flavour.