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

700+ registered GIs and numerous unregistered GIs existence in India

Prevents counterfeiting and ensures genuineness of products

Preservation of local Culture, Tradition, and Legacy

MIZO CHILLI

Mizo Chilli (Capsicum frutescens), a key cash crop in Mizoram, thrives due to the region's climate and terrain. Cultivated across all eight districts, it supports farmer livelihoods through its long shelf life and transportability. Used in spicy dishes and condiments, it is graded A to C based on size and pungency.

UNIQUENESS

Mizo Chilli, also called Hmarchte or Vaimarcha, is a small, fiery red chilli grown organically on potash-rich Jhum lands in Mizoram. Known for its intense heat (up to 100,000 Scoville units), high capsaicin content, and bushy plants, it's a vital cash crop used in spicy dishes and sold dried for longevity.

RAW MATERIALS

Mizo Chilli Seeds

Price
Approx.
Rs. 300 to 400
per kg

No. of Families Involved
Approx.
300 farmers

Class of Goods
30

Type of Goods
Agricultural

Proof of Origin
No data Available

Geographical Location
Mizoram

METHOD OF PRODUCTION

Mizo Chilli is grown under the Jhuming system on hill slopes in Mizoram. Land is cleared by burning, and seeds are sown using broadcasting and dibbling methods, often alongside paddy. The cultivation relies on rain, with no fertilizers or pesticides due to natural soil fertility. Harvesting is from October to December, and the dried chillies have a long shelf life and high market demand.

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