

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



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NAGA MIRCHA

The "Chudi Chilli," also known as Naga Mircha or Raja Mircha, is native to Nagaland and deeply rooted in local culture. It is a primary source of income for farmers and a staple in Naga cuisine. The chilli is subconical to conical, measuring 2.5 to 2.95 cm in width and 4.5 to 8.54 cm in length, with a unique pungency and fruity fragrance.

UNIQUENESS

The Naga king chilli thrives in monsoon climates with high humidity and rainfall between 1200 to 4050 mm annually. Temperatures range from 36°C in summer to 6°C in winter. The unique soil and climate of Nagaland provide the best environment for this chilli, known as the hottest on earth, and a staple in Naga cuisine.

RAW MATERIALS

Chilli Seeds

Price
Approx.
Rs. 600 per kg onwards

Class of Goods
31

Proof of Origin
Since
10th Century B.C



No. of Families Involved
100 to 150 families

Type of Goods
Agricultural

Geographical Location
Kohima, Peren,
Mon & Dimapur district, Nagaland

METHOD OF PRODUCTION

Naga chilli thrives best around bamboo and banana plantations. Before cultivation, bamboo fields are slashed and burned to prepare the soil. Further, Chillies can be sun-dried, smoked or frozen for preservation. Removing stalks before drying helps keep both green and red chillies fresh longer. They should be stored in airtight containers away from heat.