

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.

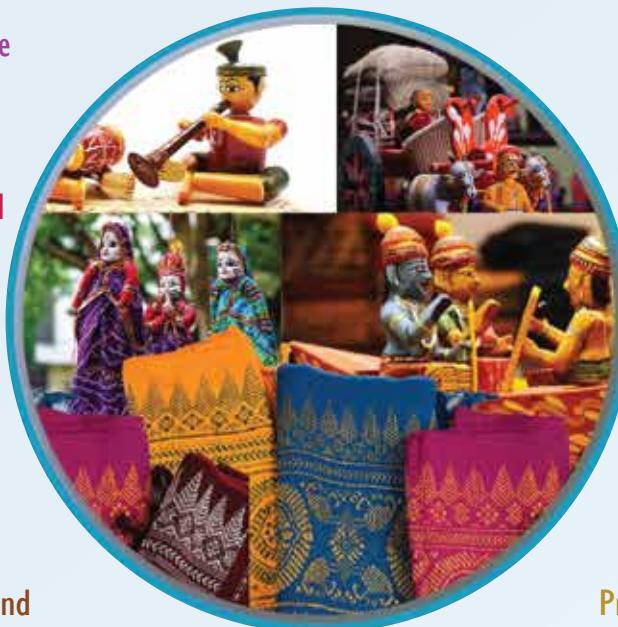
GI based on classes to Natural Goods, Food Stuff
Manufactured Goods,
Handicrafts or Agricultural Goods

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

Registered by the Authorized
community of the GI

Economic empowerment to
Artisans, Producers, and
Manufacturers

700+ registered GIs and
numerous unregistered GIs
existence in India



Preservation of local Culture,
Tradition, and Legacy

Legal Protection from
unfair usage

GI Sign or symbol
indicating Geographical
Origin or location

Social Uplifting and
continuing the
Legacy of the Nation

Prevents counterfeiting and
ensures genuineness of
products

SIRARAKHONG HATHEI

Sirrakhong Hathei is renowned for its unique flavour, vibrant red colour and intense spiciness. These are grown in fertile well drained soils of the regions at high altitude. Fruits of Sirrakhong Hathei (chilli) can be used green or red. The chilli is prized for its culinary & medicinal uses. Dry Chilli is extensively used as spice in curried dishes. It is also used as an ingredient in curry powder and in seasonings. Additionally, dehydrated green Chilli is a good source of vitamin C.

UNIQUENESS

This is distinguished by its thin skin, rich aroma & pungency. Furthermore, this chilli is traditionally cultivated using traditional organic methods with no chemical fertilizers making it an environmentally sustainable crop. Additionally, The ASTA value of Sirrakhong Hathei (chilli) is 164, which is the highest among all chilli varieties grown in India & is further quoted that it is even better than Kashmir chilli when used as a colouring additive to dishes.

RAW MATERIALS

High Quality Seeds, Organic Manure & Natural Resources

Price
Approx.
Rs. 500 to 1000 onwards

Proof of Origin
Since 19th
Century

Type of Goods
Agricultural

No. of Families Involved
Approx.
400 Families

Class of Goods
30

Geographical Location
Tankhul Naga, Mahadev Hills,
Manipur



METHOD OF PRODUCTION

Sirrakhong Hathei (Chilli) is grown using traditional organic methods in high altitude soils. The chillis are nurtured without chemicals, hand harvested & sun dried to preserve their flavor & pungency before being exported in the market.