

## 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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# SIRARAKHONG HATHEI

Sirarakhong 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 Sirarakhong 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 Sirarakhong 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 19<sup>th</sup>  
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

Sirarakhong 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.