

# 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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# BHIWAPUR CHILLI

Bhiwapur Chilli is a traditional pungent variety cultivated in Nagpur's Bhiwapur, Umred, and Kuhi talukas. Known for its deep red colour, thick skin, and short length (approx. 1.5 inches), it is sun-dried and ground into powder. Its low acidity and long shelf life make it ideal for culinary use.

## UNIQUENESS

Bhiwapur Chilli offers intense pungency with minimal quantity, giving vibrant red colour to food without acidity. Its thick skin resists breakage and extends shelf life up to a year. Unlike hybrids, it requires only one irrigation and minimal crop protection. Powder resists pests and retains quality, making it highly marketable.

## RAW MATERIALS

Bhiwapur Chilli Seeds



Price  
Approx.  
Rs. Rs. 100 to Rs. 250  
per kg

Class of Goods  
30

Proof of Origin  
19<sup>th</sup> Century

No. of Families Involved  
Approx.  
1000 families

Type of Goods  
Agricultural

Geographical Location  
Bhiwapur, Nagpur district,  
Maharashtra

## METHOD OF PRODUCTION

Seeds are sown in July and transplanted in nourished soil with compost, cow dung, and bio-fertilizers. Plants grow 15-20 inches tall and flower within 45-50 days. Red chillies are harvested as "toda" before full drying, then sun-dried and powdered. No machinery is used; cultivation is entirely manual and organic.