

# 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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# NANDURBAR MIRCHI (CHILLI)

Nandurbar Mirchi is a traditional chilli variety cultivated in the hot, dry climate of Nandurbar and Dhule districts in Maharashtra. Known for its deep red colour, mild pungency, and long-lasting aroma, it is sun-dried directly on soil—a unique practice that enhances flavour and quality. The chillies are used fresh, powdered, or in spice blends.

## UNIQUENESS

This stemless chilli is organically grown by tribal communities using age-old pest control and soil treatment methods. Sun-drying on earth and slow ripening yield uniform colour and improved taste. The chilli is free from artificial colours and preservatives, and its powder is hygienically packed and lab-tested. It is favoured for its mild heat, rich aroma, and culinary versatility.

## RAW MATERIALS

Capsicum Annuum Seeds



**Price**  
Approx.  
Rs. 155 to Rs. 200 per kg

**No. of Families Involved**  
Approx.  
900 families

**Class of Goods**  
31

**Type of Goods**  
Agricultural

**Proof of Origin**  
17<sup>th</sup> century

**Geographical Location**  
Nandurbar and Dhule districts,  
Maharashtra

## METHOD OF PRODUCTION

Land is ploughed and sterilized with organic or conventional methods. Seeds are sown in nursery beds and transplanted after 30-40 days. Intercrop spacing is 45 cm. Tribal farmers use country liquor and natural pest control techniques. Harvesting occurs from March to June, followed by sun-drying for 5-15 days. Chillies are graded, packed, and sold locally and internationally.