## 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 Gls and there are numerous Gls which are not yet registered officially, but are potential registerable Gls.

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

Gl 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

> 512+ registered Gls and numerous unregistered Gls existence in India

Preservation of local Culture, Tradition. and Legacy

Legal Protection from unfair usage

> Gl Sign or symbol indicating Geographical Origin or location

Social Uplifting and continuing the Legacy of the Nation

Prevents counterfeiting and ensures genuineness of products











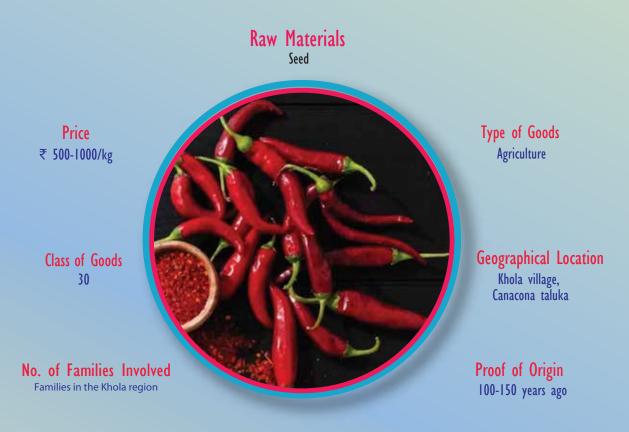
## Khola Chilli



The colour of the Khola Chilly is a striking red, or brilliant red. It is being used in a variety of recipes and gourmet creations. Khola chillies possess a moderate degree of spiciness. For many years, the entire village of Khola (Cola) has been involved in the cultivation of Khola/Canacona chillies throughout the Kharif season, and also in their preservation. They follow a particular pattern and age-old custom that have been handed down through the generations. It's frequently used to make 'papads.' These peppers are prized for their unique flavour and gentle heat, and local markets enjoy them for their versatility in the kitchen.

## Uniqueness

The chilli's growth and quality are attributed to the favourable local soil and climate. Khola Chilli is renowned for both its flavour and vivid colour. This well-known chilli, which has a bright red colour and a pleasantly spicy flavour, is only grown in rain-fed environments. The unique soil and climate of Khola village have a big impact on the plant life.



## Method of Production

In the Khola region of Goa, the first step in growing Khola chillies include choosing high-quality seeds and getting the soil ready. Farmers provide frequent maintenance for their plants, such as watering and pest control. When the fruit is at its ripest, it is harvested, then sorted and sun-dried to retain its flavour.











