

# MIZORAM



**Ashtalakshmi  
Mahotsav  
2024**

# GEOGRAPHICAL INDICATIONS

## 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 of Natural Goods, Food Stuff  
Manufactured Goods, Handicrafts or  
Agricultural Goods

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

Authorized User Registration For  
GI Community Members

Legal protection from  
unfair usage

A Community Right

GI Logo  
indicating Geographical  
Origin or location

Economic Empowerment to  
Artisans, Producers, and  
Manufacturers

Social Upliftment and  
continuing the  
Legacy of the Nation

650+ Registered GIs and  
Numerous Unregistered GIs  
Existing in India

Prevents counterfeiting and  
ensures genuineness of  
products through "GI Tags"

Preservation of local Culture,  
Tradition and Legacy

A GI reflects a shared heritage that has evolved over generations, deeply influenced by local knowledge, distinctive environments, and cultural traditions. It highlights that certain products are far more than just items of trade; they represent the history, narratives, and dedication of the artisans, farmers, and communities who have kept these practices alive. By recognizing this inherent value, the GI system establishes a structure to safeguard and encourage these traditions, ensuring they thrive and adapt in today's competitive landscape.





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NEHDC

## FOREWORD

It gives me immense pleasure to introduce this comprehensive series of eight whitepapers on Geographical Indications (GIs) of the North-Eastern States of India, namely, **Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura** on the occasion of **Ashtalakshmi Mahotsav 2024**. This initiative is undertaken by the Reinforce Intellectual Property Association (RIPA) in collaboration with North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC), which represents a significant milestone in our collective efforts to preserve, protect, and promote the rich cultural & natural heritage of these vibrant regions.

The North-East with its unparalleled diversity is home to countless traditional crafts, agricultural products & indigenous knowledge systems that reflect the ingenuity & resilience of its people. These white papers meticulously captured registered GIs, the progress of filed applications & the vast untapped potential GIs. They serve not only as a repository of information but as a guiding framework to unlock the economic & cultural value of these unique assets.

GIs are far more than intellectual property tools. They are testament to the legacy of the artisans, farmers & communities who have dedicated their lives to creating products that are deeply intertwined with the identity of their regions. By promoting and protecting these GIs, we empower these communities, ensure their economic growth and preserve their traditions for future generations.

This work is an attempt to call policymakers, industry leaders & citizens to recognize the transformative potential of GIs in fostering sustainable development. It is a tribute to the artisans of the North-East, whose unmatched creativity & craftsmanship have put this region on the global map.

I extend my heartfelt appreciation to RIPA for their dedication and diligence in producing these white papers and to all those who contributed to this monumental effort. Together, let us strive to ensure that the North East's cultural & natural heritage continues to thrive, bringing pride & prosperity to its people and the nation.



**Brigadier Rajiv Kumar Singh (Retd)**  
Managing Director  
NEHHDC



**REGISTERED GIS**

## MIZO CHILLI

Mizo Chilli, also known as Mizoram Bird's Eye Chilli, thrives due to Mizoram's unique climate, topography, and cultivation methods. Mizo Chilli, a species of *Capsicum frutescens*, is a widely grown and popular spice in Mizoram, India. It is a key cash crop that supports the livelihood of local farmers due to its long shelf life and ease of transport when dried. Mizo Chilli is used in spicy cuisines, pickles, chutneys, and sauces, with high demand in neighboring countries. Cultivated across Mizoram's eight districts, it comes in three grades: Grade A (smallest and most pungent), Grade B (slightly thicker and less pungent), and Grade C (similar to Grade B but longer).

### Uniqueness

Mizo Chilli, also known as Hmarchte, Vaimarcha, or Mizoram Bird's Eye Chilli, is renowned for its small size (2.0 to 4.0 cm long, about 1.0 cm in diameter) and vibrant bloody red color. Benefiting from the potash-rich Jhum lands, this chilli features bushy plants and intensely spicy pods with high capsaicin content. It's a vital cash crop for local farmers, mainly sold dried for easy transport and long shelf life. Essential in spicy dishes, pickles, chutneys, and sauces, Mizo Chilli has a capsaicin level reaching up to 1.1%, with a pungency of around 100,000 Scoville units. It's clear, hot taste and organic cultivation on fertile Jhum lands, free from chemical fertilizers and pesticides, make it unique among Bird's Eye Chilli varieties globally.

### Raw Materials

Mizo Chilli seeds, organic matter, natural rainfall, fertile soil, and basic agricultural tools.

**Price**  
Approx. ₹ 300 to ₹ 400  
per kg

**Class of Goods**  
30

**Proof of Origin**  
No data Available



**Geographical Location**  
Mizoram

**Type of Goods**  
Agricultural

**Number of Families Involved**  
Approx. 300 farmers

### Method of Production

Mizo Chilli is grown under the Jhuming system on hill slopes in Mizoram. Land is cleared by burning, and seeds are sown using broadcasting and dibbling methods, often alongside paddy. The cultivation relies on rain, with no fertilizers or pesticides due to natural soil fertility. Harvesting is from October to December, and the dried chillies have a long shelf life and high market demand.

## TAWLHLOHPUAN

Tawlhlohpuan is a high-quality, medium to heavy fabric, traditionally woven on a loom. The design features breadth-wise stripes, skillfully created by interchanging colored yarns in the weft, with special attention to ensure the warp colors don't show against the bands. Historically, homespun cotton dyed with natural dyes was used, but synthetic yarns have gradually replaced local cotton due to their availability. The process involves starching warp yarns, warping, weaving, hand-inserting designs, and sewing two cloth pieces together. Today, Tawlhlohpuan is also crafted into shawls, waistcoats, and neckties for Mizo men.

### Uniqueness

Tawlhlohpuan features stripes with no warp yarns showing against the red and white bands, always in odd-numbered groups. "Tawlhloh" means "to stand firm," and the cloth was historically worn by courageous Mizo warriors as a symbol of bravery and steadfastness.

### Raw Materials

Initially, locally produced cotton yarns, homespun and dyed with natural dyes, were used. Nowadays, synthetic yarns widely available in the market are commonly used.

**Price**  
Approx. ₹ 1200 onwards

**Class of Goods**  
24, 25

**Proof of Origin**  
Around 1740 A. D.



**Geographical Location**  
McDonald Hill, Zarkawt,  
Aizawl, Mizoram

**Type of Goods**  
Handicraft

**Number of Families Involved**  
No data Available

### Method of Production

The traditional Mizo puan, originally made from homespun cotton and natural dyes, is woven on a loom. Yarns for warps are starched by boiling in rice water, dried, and set on the loom using a warp beam and breast beam. The weaver uses a bamboo stick to separate odd and even yarn sets, creating space for the weft yarns to slide through with a bobbin. Most Mizo textiles are warp-faced plain weaves, with Tawlhlohpuan now produced on handlooms for mass production, though traditional methods are still practiced. Synthetic yarns have largely replaced local cotton due to their market availability.

## MIZO PUANCHEI

Puanchei is a high-quality, medium to heavy fabric woven on a traditional loom. Skilled weavers insert traditional designs and motifs using supplementary yarns. Initially, homespun cotton dyed with natural dyes was used, but synthetic yarns have now replaced them. The weaving process includes starching warp yarns, warping, weaving, hand-inserting designs, and sewing three pieces together. A matching blouse called Kowtchei features Puanchei designs on the front panel and sleeves.

### Uniqueness

Puanchei lies in its vibrant design and usage. It's the most colorful Mizo textile, with woolen bands woven so that colored warp yarns do not show against the black and red bands. It showcases Mizo women's artistic talent in weaving, designing, and color matching. Traditionally worn during festivals like Chapchar Kut and the Cheraw dance, Puanchei is also worn by Mizo women on their wedding day and by close relatives of the bride, signifying their special connection.

### Raw Materials

Homespun cotton or synthetic yarns, natural dyes, starch from boiled rice water, a traditional loom, and bamboo sticks and wooden rods.

### Price

Approx. ₹ 1000 onwards

### Class of Goods

24, 25

### Proof of Origin

Around 1945



### Geographical Location

McDonald Hill, Zarkawt,  
Aizawl, Mizoram

### Type of Goods

Handicraft

### Number of Families Involved

No data Available

### Method of Production

Mizo Puanchei is woven on a traditional loom, using yarns that are starched, dried, and set on the loom. The process involves separating and manipulating yarns with bamboo sticks to allow weft yarns to be woven through. Originally made from homespun cotton and natural dyes, modern Puanchei uses synthetic yarns and is sometimes made on handlooms for mass production.

## PAWNDUM

Pawndum is a woven textile made on a traditional loom, originally using homespun cotton dyed with natural dyes, now replaced by synthetic yarns. It features a deep black woof crossing multi-colored warp threads, enhancing their brilliance. Used as a shroud, it measures about 65" in length and 35" in breadth, though sizes can vary. The textile is highly regarded for its craftsmanship and cultural significance.

### Uniqueness

Pawndum is a vibrant woven textile with multi-colored bands on a dark background, traditionally used in the Khuallam dance and as a shroud. It showcases Mizo women's artistic talent and is worn during significant cultural events and as dowry. Historically, it served various roles, including night covers for young men and symbols of mourning and respect for deceased village chiefs.

### Raw Materials

Initially homespun cotton dyed with natural dyes, now primarily synthetic yarns, with occasional use of silk for high-cost cloths.

**Price**  
Approx. ₹ 250 onwards

**Class of Goods**  
24, 25

**Proof of Origin**  
In the early 1950's



**Geographical Location**  
McDonald Hill, Zarkawt,  
Aizawl, Mizoram

**Type of Goods**  
Handicraft

**Number of Families Involved**  
No data Available

### Method of Production

The production of Pawndum, traditionally woven by women, begins with preparing yarns that were originally homespun cotton dyed with natural dyes but now often replaced by durable acrylic yarns. The weaving process, traditionally done on a loom, is now also performed on frame looms, zo looms, and fly shuttles. The loom is set up with warp yarns, and the weaver uses a shuttle to pass the weft yarns through, beating them into place with a sword to create the fabric. The one-up-one-down plain weave technique is repeated until the fabric is complete.



## NGOTEKHERH

Ngotekherh is a traditional and culturally significant Mizo textile, originally known as Puanhruih, characterized by its transverse stripes where the woof hides the warp. This highly prized puan, initially made from mill spun cotton yarn, is now mostly produced with synthetic yarns using fly shuttle looms. Traditionally blackstrap loomed, it retains its classic design while evolving into various color combinations like red and white, and blue and white.

### Uniqueness

The uniqueness of Ngotekherh lies in its intricate design where the white weft is almost completely hidden by the black warp, creating a deeper black pattern. The fabric features broad black borders with delicate white and black chains, and thin black stripes hidden between white surfaces, producing a faint check-like appearance. The quality of Ngotekherh is assessed based on the absence of white streaks and the smoothness of the Hruih.

### Raw Materials

Initially, locally produced homespun cotton yarns dyed with natural dyes were used; currently, synthetic yarns are widely used, with silk being an expensive alternative.

**Price**  
Approx. ₹ 600 onwards

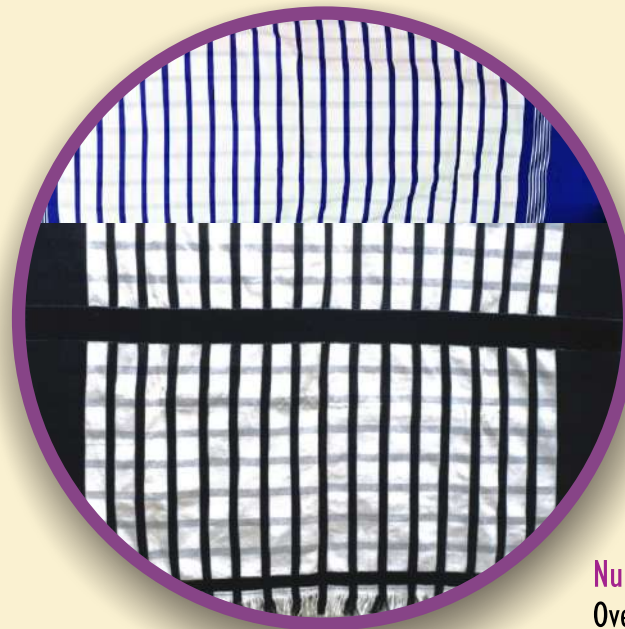
**Geographical Location**  
McDonald Hill, Zarkawt,  
Aizawl, Mizoram

**Class of Goods**  
24, 25

**Type of Goods**  
Handicraft

**Proof of Origin**  
1869

**Number of Families Involved**  
Over 200 Professional Weavers



### Method of Production

Ngotekherh is woven predominantly by women, using traditional loin looms as well as modern frame looms, zo looms, and fly shuttles. Originally crafted from cotton yarns, the shift to acrylic yarns has improved durability and finish. The weaving process on a loin loom involves setting up the loom with tension, and the weaver passes the weft through the warp threads using a shuttle, engaging in a sequence of shedding, picking, and beating motions. This plain weave technique is repeated until the fabric is complete. On frame looms, single-width fabrics are produced, while loin looms allow for more versatility and creativity in the weaving process. The fabric is often woven in two parts and then stitched together to create the final product.

## HMARAM

Hmaram is a high-quality, medium to heavy textile, traditionally woven on a loom with intricate designs and motifs inserted by skilled weavers using supplementary yarns. Initially made from homespun cotton dyed with natural dyes, it now uses synthetic yarns for durability. The weaving process involves starching, warping, weaving, and hand-inserting designs to create the finished Puan, with expert weavers ensuring no white shows except in the motifs.

### Uniqueness

Hmaram is a prized textile for Mizo women, reflecting their weaving skill. It's traditionally carried to their new homes when they marry and worn during festivals and traditional dances like Pawl Kut, Chapchar Kut, Khuallam, Sarlamkai, and Chawnglaizawn, showcasing its cultural significance and intricate craftsmanship.

### Raw Materials

Initially homespun, locally produced cotton dyed with natural dyes; now primarily synthetic yarns, with silk as a costly option.

**Price**  
Approx. ₹ 800 onwards

**Type of Goods**  
Handicraft

**Proof of Origin**  
1700 A.D



**Geographical Location**  
McDonald Hill, Zarkawt,  
Aizawl, Mizoram

**Class of Goods**  
24, 25

**Number of Families Involved**  
No data Available

### Method of Production

It is woven on a loom using homespun cotton dyed with natural dyes, though synthetic yarns are now common. Yarns are starched in rice water, dried, and set on the loom. The weaving process involves separating and manipulating the yarns to allow the weft yarns to pass through the warp, creating a warp-faced plain weave with supplementary yarns for designs and motifs.

## MIZO GINGER

The ginger plant, *Zingiber officinale* Rosc., is an aromatic herbaceous perennial grown as an annual crop. It features erect stems, fibrous roots, and underground rhizomes. The aerial shoots, reaching 50-90 cm in height, have dark green, lanceolate leaves. Ginger is propagated asexually from its rhizomes, which are modified stems for vegetative propagation and food storage. The plant produces sterile flowers and has shallow roots. The rhizomes are branched and resemble the palm of a hand with fingers.

### Uniqueness

The uniqueness of Thingpui Ginger lies in its eco-friendly traditional cultivation methods, its distinctive aroma and mild pungency, high gingerol content, and large rhizomes suitable for table use. Grown purely organically, it benefits from the unique agro-climatic conditions of Mizoram.

### Raw Materials

Seed rhizomes, natural resources for mulching, and organic methods without manures, fertilizers, or pesticides.

**Price**  
Starting from ₹50/-  
per kg

**Class of Goods**  
24, 25

**Proof of Origin**  
5000 years' back



**Geographical Location**  
Aizawl, Mizoram

**Type of Goods**  
Agricultural

**Number of Families Involved**  
Around 25000 cultivators

### Method of Production

Mizo farmers practice traditional Jhum cultivation, where sites are selected in November and vegetation is felled by mid-February. Before planting ginger in April, weeds are manually cleared. Stored seed rhizomes are planted in rows and mulched with forest litter. Eco-friendly methods are used to manage diseases and pests, and ginger is harvested from November to May. Various traditional and eco-friendly storage techniques preserve the ginger until market-ready, ensuring sustainability and cost-effectiveness.



**FILED GIS**

## KHIANGKAWI IPTE (IPTE CHEI)

The word 'ipte' translates to bag, and 'chei' means decorated or embroidered. Khiangkawi Ipte (Ipte Chei) emerged in the mid-18th century and was carried by wealthy men, chiefs, and high-status individuals like Thangchhuah Pa. It was used during special occasions and by men courting women. The bag showcases the intricate skill of Mizo women and symbolizes status. It remains one of the most famous traditional Mizo bags.

### Uniqueness

The Khiangkawi Ipte (Ipte Chei) is a traditionally embroidered bag made from cotton, featuring intricate patterns including the Khiangkawi plant motif. Developed in the mid-18th century, it was carried by wealthy men and chiefs during special occasions. This bag showcases the specialized weaving skills of Mizo women and symbolizes high status, making it one of the most famous traditional Mizo bags.

### Raw Materials

Cotton yarns dyed with natural and synthetic dyes, bamboo needles for embroidery.

### Price

Starting from ₹ 650/-

Class of Goods  
25

### Proof of Origin

Around the Mid-18th Century



### Geographical Location

Chanmari, Aizawl-Mizoram

### Type of Goods

Textile

### Number of Families Involved

Around 25000 cultivators

### Method of Production

Traditionally, Mizo people cultivated their own cotton, spun and dyed using natural dyes. Nowadays, synthetic dyes are used for more colors. The process involves warming, ginning, and spinning cotton, followed by starching and drying. Weaving is done on a loom, where warp and weft yarns are carefully manipulated to produce intricate patterns. The fabric is woven into a tube form and finished with additional heddles for complex designs.



## KHUMBEU

The Khumbeu, designed in 1871, features the 'Bawmrang Kalh' design, interlacing thin bamboo strips with small gaps. It consists of two woven bamboo hats stitched together with 'hnahtial' for waterproofing and reinforcement. The folding on the brim, called 'Pate Tlang Thleh,' adds elegance. Initially coarse, it evolved into a prestigious cultural item often gifted to reputable individuals.

### Uniqueness

The Khumbeu's unique design and intricate weaving technique are specialized skills of Mizoram craftsmen. The distinctive twisting pattern at the top requires expertise that few weavers possess, making it a culturally significant craft. The thin bamboo straws used add to its craftsmanship, emphasizing the need to preserve this art.

### Raw Materials

Thin bamboo straws (sairil) and 'hnahtial' for waterproofing

#### Price

Starting from ₹800/-

Geographical Location  
Chanmari, Aizawl-Mizoram

Class of Goods  
25

Type of Goods  
Textile

#### Proof of Origin

Around the year 1907

Number of Families Involved  
No data Available



### Method of Production

Khumbeu, a traditional bamboo hat, is woven using 'sairil' bamboo straws interlaced to form a sturdy structure. The hat is crafted in two parts: the lower profile is woven against a wooden block using around 70-90 bamboo straws, and the upper profile is finished with traditional weaving methods like 'Cherzing' and 'Bawmrang.' An inner cushion and 'Hnahtial' material are added for comfort and waterproofing. The weaving process is intricate, ensuring a high-quality and durable hat.

## PUANRIN

The Puanrin is a significant Mizo cloth originally worn by men but later adopted by women as a sarong. It features a black base with prominent off-white/white lines running perpendicular to the selvages, dividing the cloth into symmetrical sections. The Puanrin is typically 60 to 68 inches in length and 44 to 48 inches in width. It is woven in two panels on a traditional loin loom and sewn together, resulting in a thicker, heavier fabric.

### Uniqueness

The Puanrin is one of the oldest and most significant designs on a traditional Mizo handloom. Its historical and cultural importance is highlighted in the Lusei folktale of "Zawlpala and Tualvungi," where Tualvungi uses her Puanrin to bandage her bleeding feet after trying to leave her husband. This tale not only reflects the Puanrin's long-standing presence in Mizo culture but also underscores its practical and symbolic value, demonstrating the enduring heritage and craftsmanship of the Mizo people.

#### Price

Starting from ₹ 1200/-

**Geographical Location**  
Chanmari, Aizawl-Mizoram

**Class of Goods**  
24, 25

**Type of Goods**  
Textile

**Proof of Origin**  
19th Century

**Number of Families Involved**  
No data Available



### Method of Production

Traditionally, Mizo people cultivated cotton and spun it into yarn using indigenous implements, dyeing with natural colors from local plants. The yarns were processed, starched, and dried for weaving. Weaving was done on a loin loom by skilled women, with the fabric woven in two pieces and sewn together. Modern techniques now include synthetic dyes and advanced looms like the Indian frame loom, improving efficiency and reducing costs.



## THANGCHHUAH PUAN

The Thangchhuah puan is a rectangular cloth measuring 78" by 55" and weighing 656 grams, with a plain weave on a loin loom. It features a chequered pattern with black, blue, white, and red lines, and includes a major embroidered block in the center and two minor blocks at the corners. These embroidered patterns add distinct decorative elements in white, red, blue, yellow, and black.

### Uniqueness

Thangchhuah Puan features black or dark blue cloth with intricate horizontal stripes and specialized motifs like Selutan and Mitmurual, requiring highly skilled weavers. The pattern can vary by clan, with some incorporating a grid backdrop. Its larger size is designed to cover the entire body, making it unique among Mizo textiles.

### Raw Materials

Cotton yarns dyed with natural and synthetic dyes, suitable for intricate weaving patterns.

**Price**  
Starting from ₹ 400/-

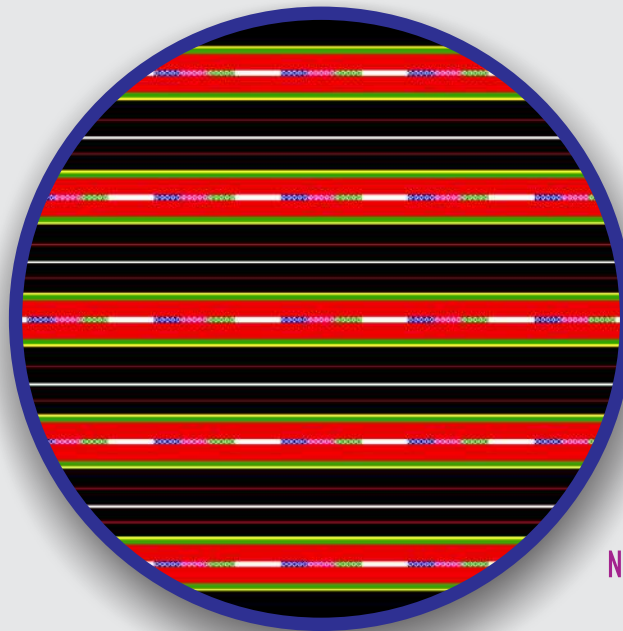
**Class of Goods**  
24, 25

**Proof of Origin**  
No data Available

**Geographical Location**  
Chanmari, Aizawl-Mizoram

**Type of Goods**  
Textile

**Number of Families Involved**  
No data Available



### Method of Production

Traditionally, the Mizo people cultivated cotton, spun it into yarn using indigenous implements, and dyed it with natural colors from local plants. Modern methods now include synthetic dyes. The yarn is processed, starched, and dried, then woven on a loin loom. Thangchhuah Puan is woven in three pieces, using intricate plain weave patterns. These pieces are hand-stitched together with neat and strong stitches, ensuring high quality and durability, showcasing the skill of experienced weavers.





## PUANLAISEN

The puan is a traditional mantle or cloth essential to Mizo attire, historically worn by both genders but now primarily by women as a sarong. Originally about seven feet long and five feet wide to cover the whole body, modern puans measure 60-68 inches in length and 44-48 inches in width. The Puanlaisen features a white or off-white base with a prominent red band and traditional motifs, flanked by parallel colored lines. It's woven in three pieces and intricately hand-stitched, showcasing mirror-image patterns on the top and bottom sections, with a narrower center piece.

### Uniqueness

Thangchhuah Puan features black or dark blue cloth with intricate horizontal stripes and specialized motifs like Selutan and Mitmurual, requiring highly skilled weavers. The pattern can vary by clan, with some incorporating a grid backdrop. Its larger size is designed to cover the entire body, making it unique among Mizo textiles.

### Raw Materials

Cotton yarns dyed with natural and synthetic dyes.

### Price

Approx. ₹1500/- onwards

### Class of Goods

24, 25

### Proof of Origin

No data Available



### Geographical Location

Chanmari, Aizawl-Mizoram

### Type of Goods

Textile

### Number of Families Involved

No data Available

### Method of Production

Traditionally, Mizo people cultivated cotton, spun it into yarn using indigenous implements, and dyed it with natural colors from local plants. Modern methods now incorporate synthetic dyes. The yarn is processed, starched, and dried, then woven on a loin loom. Puanlaisen is woven in three pieces, with intricate patterns using the Tahrhuih and thembupui chung techniques. The panels are hand-stitched together with neat, strong stitches, ensuring high quality and durability. The use of modern looms like the Indian frame loom has helped increase production efficiency.



## RANGKUI MANGO

Rangkuai mango, from southern Mizoram, is celebrated for its delicious taste, high nutritive value, and appealing appearance. The large fruits, about three per kilogram, have sweet, juicy pulp, low fiber, and a pleasant aroma. They transition from greenish with white patches to light yellow upon maturity, each fruit priced around ₹ 30. Rich in vitamins and carbohydrates, Rangkuai mangoes possess medicinal properties like antidiarrheal, cardiotoxic, hypotensive, and anticancer effects. Vigorous trees reach 10-15 meters, flowering from March to April, with fruits harvested from late June to August. Known for exceptional quality in its native region, it serves as valuable breeding material for North-East India.

### Uniqueness

Rangkuai is a distinctive mango variety from southern Mizoram, known for its large, sweet, and juicy fruits with minimal fiber and a delightful aroma. This mango has a greenish skin with white patches that turns light yellow as it matures. Valued at approximately ₹ 30 per fruit, Rangkuai is rich in vitamins and carbohydrates, and possesses medicinal properties such as antidiarrheal, cardiotoxic, hypotensive, and anti-cancer effects. It thrives best in its native region, exhibiting exceptional quality and taste compared to other areas, and is renowned for its unique traits developed over the years.

### Raw Materials

The raw materials for producing Rangkuai mangoes include mango seeds, farmyard manure, soil, sand, polythene bags, and nitrogenous fertilizer.

**Price**  
₹ 80-90 per kg

**Class of Goods**  
31

**Proof of Origin**  
1977



**Geographical Location**  
Sihtlangpui, Lawngtla-Mizoram

**Type of Goods**  
Agricultural

**Number of Families Involved**  
No data Available

### Method of Production

Rangkuai mangoes are propagated through grafting on mango rootstock, retaining their unique traits. Seeds from ripe fruits are sown in a mix of farmyard manure, soil, and sand. Germinated seedlings are transplanted and fertilized to promote growth. One-year-old seedlings are then grafted using methods like softwood grafting, inarching, and epicotyl grafting. The grafted plants are planted in prepared pits, nurtured with regular watering, and pruned to ensure optimal growth. High-density planting techniques maximize yield per unit area.





POTENTIAL GI

## BLACK SESAME SEEDS

Black sesame seeds (*Sesamum indicum*) from Mizoram are organically grown in the hilly regions bordering Myanmar. The plants can reach up to six feet in height and thrive in well-drained soils. Two main varieties are cultivated, differentiated by their white and black seeds. Black sesame seeds are rich in protein, oil, carbohydrates, and essential minerals, including fiber, iron, sodium, potassium, calcium, magnesium, phosphorus, and vitamins A, B, and E. These seeds are highly valued for their use in bakeries and oil extraction and are known for boosting immunity.

### Uniqueness

The black sesame seeds from Mizoram are distinguished by their organic farming practices and the unique environmental conditions of the hilly regions. The untouched, fertile soil and manual cultivation by local tribes ensure that the seeds are free from chemical fertilizers, enhancing their nutritional value. This organic approach, combined with the traditional farming methods, makes Mizoram's black sesame seeds superior in quality and flavor.

### Raw Materials

Black Sesame Seeds, Organically Enriched Soil, and Water

#### Price

Starting from ₹15,000/-  
per quintal

#### Geographical Location

Mizoram

#### Class of Goods

31

#### Type of Goods

Agricultural

#### Proof of Origin

Around 2700-1900 BCE

#### Number of Families Involved

More than 300 persons



### Method of Production

The production of black sesame seeds in Mizoram follows traditional organic farming methods. The hills are cleared, and fallen plants and bushes are burnt to prepare the land for cultivation. Sesame is grown in interior rural areas without the use of vehicles, ensuring the crop remains untouched by chemical fertilizers. Seeds are sown manually by tribal farmers and harvested in the winter season. This manual, chemical-free process ensures high-quality, organic sesame seeds.



## HNAHLAN GRAPES

Hnahlan village, located in the north-eastern part of Mizoram, has been a leading grape producer for the past two decades. The practice of grape farming started in 1994 and became significant by 2000, with peak production reaching 5000 to 6000 quintals annually. Grapes from Hnahlan are sold as fruits, home-brewed wine, and juices. In 2005, the Hnahlan Grape Growers and Processing Cooperative Society was established to manage post-harvest marketing and processing. A winery was set up in 2007, fully operational by 2010, with a processing capacity of 1800 to 2000 quintals.

### Uniqueness

Hnahlan grapes have distinct characteristics due to the unique climatic and geographical conditions of the region. The village has established itself as a significant grape producer in Mizoram. The formation of a cooperative society and the establishment of a winery have enabled systematic production and marketing. Despite challenges from changes in liquor laws and environmental factors, the resilience of Hnahlan farmers in reviving grape cultivation and winery operations showcases the tenacity and uniqueness of the region's grape industry.

### Raw Materials

Grapevines (Isabella variety), fertilizers, and water.

### Price

Starting from ₹15,000/-  
per quintal

Class of Goods  
31

Proof of Origin  
Since 19th Century



Geographical Location  
Hnahlan, Mizoram

Type of Goods  
Agricultural

Number of Families Involved  
More than 3000 persons

### Method of Production

Grape farming in Hnahlan involves traditional agricultural practices. The process includes planting grapevines, regular maintenance, and harvesting. The Hnahlan Grape Growers and Processing Cooperative Society manages the post-harvest marketing and processing. Grapes are processed into wine at a winery with a capacity of 1800 to 2000 quintals. The wine production is supervised by a trained professional. Due to legal and environmental challenges, grape cultivation and winery operations have faced interruptions but were revived with new measures and improvements.



## BAMBOO CHARCOAL

Bamboo charcoal in Mizoram is created from the region's abundant bamboo forests, which cover approximately 33% of the state's total land area. The bamboo, cultivated in Mizoram's fertile and hilly terrain, is known for its exceptional quality due to the favorable climatic conditions. This charcoal is produced through pyrolysis, a process that involves heating bamboo at high temperatures in a low-oxygen environment. The resulting charcoal is highly porous, making it ideal for applications like water purification, odor removal, fuel, and even skincare products.

### Uniqueness

Mizoram's bamboo charcoal stands out due to the region's biodiversity and the sustainable methods of production. The state boasts more than 35 bamboo species, which regenerate quickly, ensuring an eco-friendly and renewable supply of raw material. Additionally, Mizoram is recognized as the "land where bamboo flowers," underscoring its prominence in bamboo cultivation. The charcoal produced here is noted for its high carbon content, purity, and superior adsorption properties, making it suitable for industrial and domestic applications. Unlike commercially produced charcoal, Mizoram's bamboo charcoal is often made using traditional techniques combined with modern innovations, further enhancing its quality.

### Raw Materials

The primary raw material for bamboo charcoal production in Mizoram is mature bamboo sourced from the state's abundant forests and managed plantations, which include over 35 bamboo species.

### Price

Around ₹25-40 Per kg

Geographical Location  
Mizoram

Class of Goods  
31

Type of Goods  
Agricultural

Proof of Origin  
19th Century

Number of Families Involved  
No Data available



### Method of Production

The production of bamboo charcoal in Mizoram primarily involves the pyrolysis process, where bamboo is slowly heated in a controlled, low-oxygen environment to convert it into charcoal. Mature bamboo, often sourced from managed plantations or natural forests, is the primary feedstock. At specialized facilities like those in Aizawl and Sairang, the bamboo is processed into briquettes or raw charcoal. These units utilize modern pyrolysis technology to maximize yield and quality. The process minimizes waste and enhances the charcoal's adsorption properties, making it more efficient for uses such as air and water filtration, fuel, and agricultural soil enhancement.



## MIZO PINEAPPLE

Mizoram's pineapples are known for their sweetness and juiciness, making them highly sought after in domestic and international markets. These pineapples, particularly the Tuichangral variety, are grown in the Khawzawl district, known for its rich soil and favorable climate. The fruit is prized for its light yellow, almost fiberless texture, and its ability to retain a rich, aromatic sweetness even in mature forms.

### Uniqueness

The pineapples from Mizoram are distinctive for their high sugar content (12° to 16° brix TSS) and low acidity (0.6–1.2% acid), making them exceptionally sweet and less tart compared to other varieties. Their juicy and tender flesh has minimal fiber, adding to the fruit's appeal. The region's unique growing conditions, including its high-altitude terrains and fertile soils, contribute to the fruit's remarkable flavor and texture. Mizoram's pineapples are also notable for their high canning quality, making them suitable for both fresh consumption and processing.

### Raw Materials

The raw materials used in the production of pineapples in Mizoram include pineapple suckers or crowns for planting, organic fertilizers like compost, and natural pest control methods such as neem-based solutions.

### Price

Around ₹ 4500/- per Quintal

### Geographical Location

Khawzawl District, Mizoram

### Class of Goods

31

### Type of Goods

Agricultural

### Proof of Origin

20th Century

### Number of Families Involved

Around 500 farming families



### Method of Production

The production of pineapples in Mizoram involves several steps, starting with organic land preparation where farmers apply natural fertilizers to maintain soil health. Pineapple suckers are planted in rows, and during growth, the plants are carefully maintained with organic pest control and adequate watering. The fruits are allowed to mature fully over a longer period, ensuring they reach their peak sweetness and low acidity. Harvesting is done by hand, focusing on size, color, and sugar content. After harvest, the pineapples are packed for preservation, given their short shelf life, and sent to both local and export markets.



## ELEPHANT FOOT YAM (SURAN YAM), MIZORAM

Elephant Foot Yam is a single-stalked, flowering tropical tuber crop from the Araceae family, with an edible bulb or corm almost 30 cm wide and 20 cm tall. It has dark-brown to black, bark-like skin and beige, starchy flesh. Primarily cultivated in Southeast Asia, Africa, South Asia, and the tropical Pacific islands, it is highly profitable in India for its shade tolerance, high productivity, steady demand, and ease of cultivation. Varieties in India include Sree Padma and Gagendra. The tubers, along with tender stems and leaves, are used as vegetables available year-round, peaking in late fall. It is a nutritionally dense vegetable that can be baked, fried, boiled, or pickled.

### Uniqueness

Elephant Foot Yam is unique due to its impressive health benefits. It helps lower cholesterol with Omega-3 fatty acids, acts as an anticoagulant reducing heart attack risks, and contains Diosgenin which prevents cancer. It balances estrogen levels in women, improving symptoms of premenstrual syndrome, and enhances brain function with essential minerals like selenium and magnesium. Its low glycemic index makes it beneficial for diabetics, and it contains antioxidants and Vitamin C that slow down aging, keeping skin wrinkle-free and blemish-free.

### Raw Materials

The raw materials for producing Elephant Foot Yam include seeds, farmyard manure, soil, sand, polythene bags, and nitrogenous fertilizer.

### Price

Around ₹18/- per kg

### Geographical Location

Mizoram

### Class of Goods

31

### Type of Goods

Agricultural

### Proof of Origin

Approximately 4,000 years ago

### Number of Families Involved

No Data found



### Method of Production

Elephant Foot Yam is produced using vegetative propagation, primarily through grafting. Seeds from ripe fruits are sown in beds or polythene bags with a mixture of farmyard manure, soil, and sand. Germinated seedlings are transplanted and treated with nitrogenous fertilizer to promote growth. One-year-old seedlings are then grafted using methods like softwood grafting, inarching, and epicotyl grafting. The grafted plants are planted in prepared pits, nurtured with regular irrigation, proper training, pruning, and strategic planting systems to ensure optimal growth and productivity. High-density planting techniques maximize yield per unit area.





## KAWRCHEI

Kawrchei is a traditional, handwoven blouse made from cotton material, predominantly worn by Mizo women during cultural dances and festivals. It is usually paired with the Puanchei, creating an elegant and culturally significant attire that highlights the rich cultural heritage of Mizoram.

### Uniqueness

Kawrchei is known for its intricate handwoven patterns and vibrant colors including white, red, green and black, which symbolize the artistic craftsmanship of Mizo women. Its design complements the Puanchei, making it an iconic outfit during dances like Cheraw (bamboo dance) and festivals such as Kut.

### Raw Materials

The Primary Raw Material used for Kawrchei is Cotton Fabric.

### Price

Around ₹500 to ₹4000  
depending upon the quality

Class of Goods  
25

Proof of Origin  
Around 1945



Geographical Location  
Mizoram, India

Type of Goods  
Textile

Number of Families Involved  
Approx. 200-300 families

### Method of Production

Kawrchei is woven by skilled artisans using traditional handlooms. The process involves creating intricate patterns and ensuring durability with fine weaving techniques.





### About Reinforce Intellectual Property Association

RIPA is not for profit organization, with an aim to promote and facilitate indigenous Intellectual Property (IP) at national and international level. RIPA aims at meeting the present and future requirement for growth and development of indigenous IP. RIPA further strengthen and complements the efforts of indigenous R&D and innovations.

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North Eastern Handicrafts and Handlooms Development Corporation (NEHDC), under the administrative control of the Ministry of Development of North Eastern Region (DoNER), Government of India, is an organisation that attempts to develop and promote the indigenous crafts of all the eight North Eastern states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura, by connecting craftsmen to prospective markets and consumers and generating economic, cultural and social opportunities for creators while adding cultural value for consumers. To know more, visit: [www.nehdc.com](http://www.nehdc.com).

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# MIZORAM



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