

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

A Community Right

Economic Empowerment to
Artisans, Producers, and
Manufacturers

650+ Registered GIs and
Numerous Unregistered GIs
Existing in India

Preservation of local Culture,
Tradition and Legacy

Authorized User Registration For
GI Community Members

Legal protection from
unfair usage

GI Logo
indicating Geographical
Origin or location

Social Upliftment and
continuing the
Legacy of the Nation

Prevents counterfeiting and
ensures genuineness of
products through “GI Tags”

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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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.