

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.



NAGA MIRCHA

The "Chudi Chilli," also known as Naga Mircha or Raja Mircha, is native to Nagaland and deeply rooted in local culture. It is a primary source of income for farmers and a staple in Naga cuisine. The chilli is sub-conical to conical, measuring 2.5 to 2.95 cm in width and 4.5 to 8.54 cm in length, with a unique pungency and fruity fragrance.

Uniqueness

The Naga king chilli thrives in monsoon climates with high humidity and rainfall between 1200 to 4050 mm annually. Temperatures range from 36°C in summer to 6°C in winter. The unique soil and climate of Nagaland provide the best environment for this chilli, known as the hottest on earth, and a staple in Naga cuisine.

Raw Materials

Bamboo, Banana, Airtight Containers, Groundnut Oil etc

Price

Approx. ₹ 160/- per kg
Onwards

Geographical Location

Kohima, Peren, Mon &
Dimapur district, Nagaland

Class of Goods
31

Type of Goods
Agriculture (Chilli)

Proof of Origin
Since 10th Century B.C

Number of Families Involved
Approx. 100- 120 Families



Method of Production

Naga chilli thrives best around bamboo and banana plantations. Before cultivation, bamboo fields are slashed and burned to prepare the soil. Further, Chillies can be sun-dried, smoked or frozen for preservation. Removing stalks before drying helps keep both green and red chillies fresh longer. They should be stored in airtight containers away from heat.