



**Nagaland's King Chilli 'Raja  
Mircha' Exported To London  
For the First Time**



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Ministry of Commerce & Industry informed that a batch of '**Raja Mircha**,' also known as **king chilli**, from Nagaland was flown to London through Guwahati by air for the first time on July 28, providing a big boost to exports of Geographical Indications (GI) items from the north-eastern region.

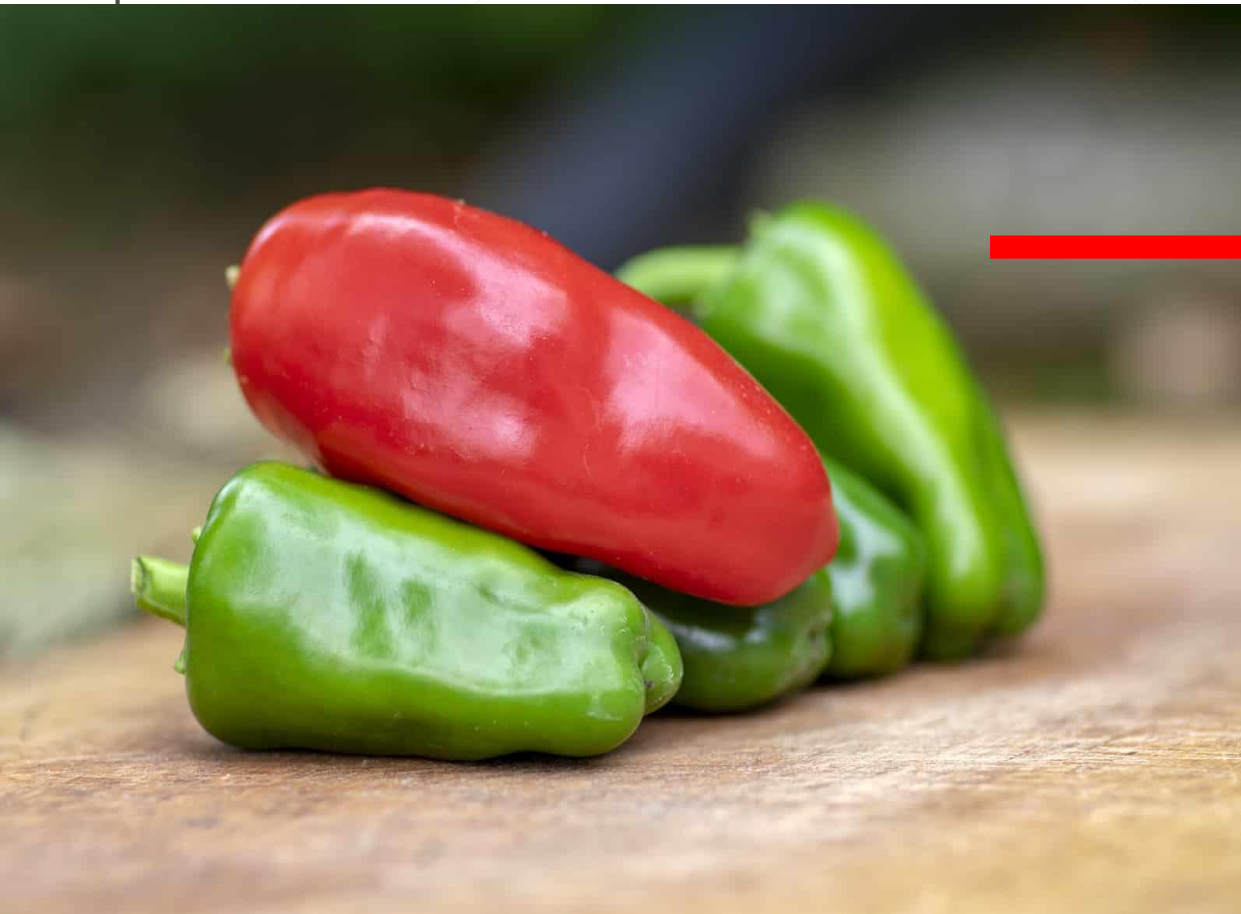




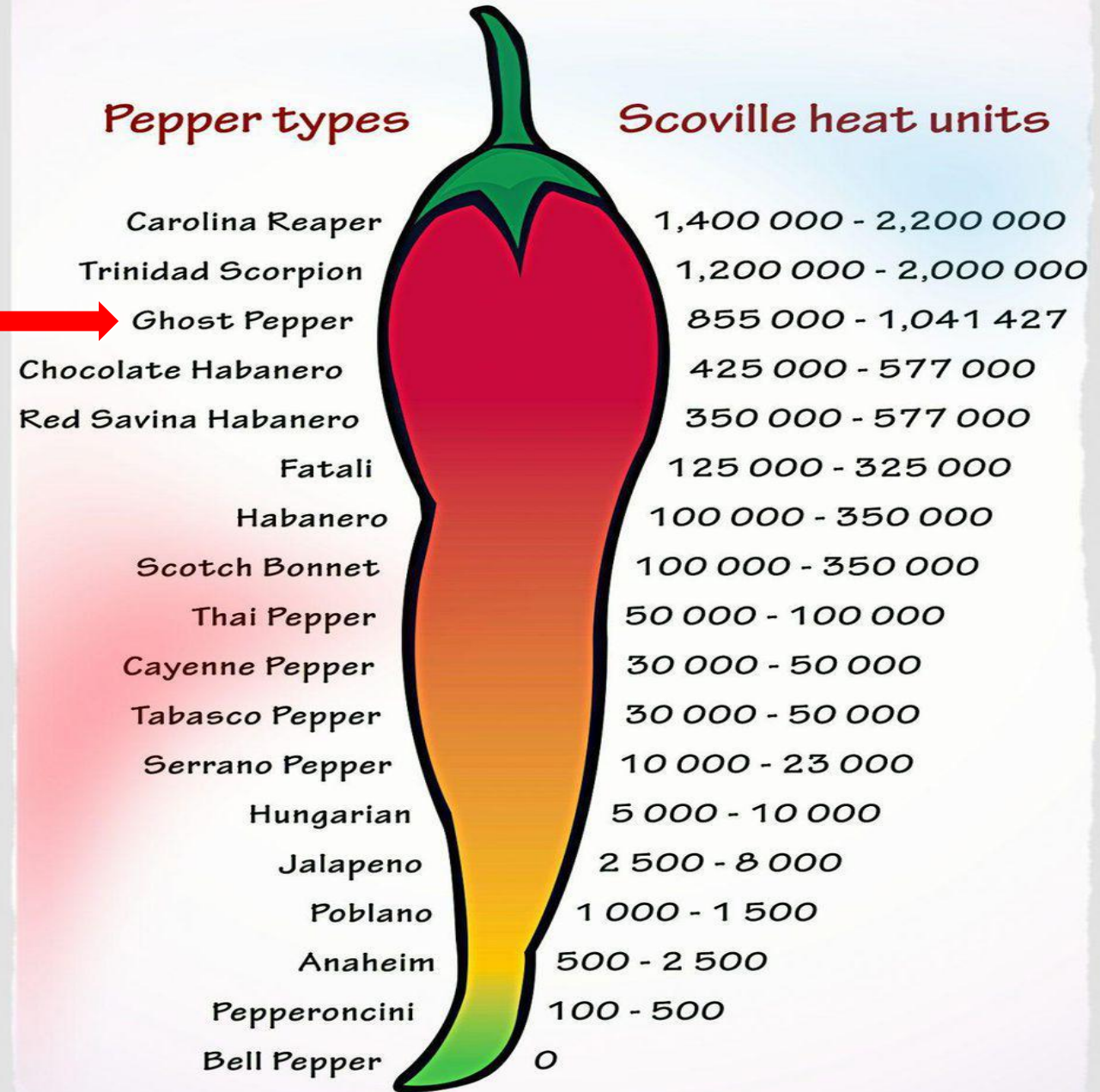




- The consignment of **King Chilli** also considered as **world's hottest based on the Scoville Heat Units (SHUs)**.
- The consignment was sourced from Tening, part of Peren district, Nagaland and was packed at APEDA assisted packhouse at Guwahati.
- The chilli from Nagaland is also referred as **Bhoot Jolokia and Ghost pepper**.
- It got GI certification in 2008.



# Scoville Scale





# World's hottest chilli <sup>7</sup>



- Because of its perishable nature, exporting fresh King Chilli was a challenge.
- Nagaland King Chilli is a **member of the Capsicum genus in the Solanaceae family.**
- The **Naga king chilli** has long been regarded **as the world's hottest chilli**, consistently ranking in the **top five** on lists of the hottest chillies in the world based on SHUs.

- APEDA in collaboration with the **Nagaland State Agricultural Marketing Board (NSAMB)**, coordinated the first export consignment of fresh King Chilli.
- APEDA had coordinated with NSAMB in sending samples for laboratory testing in June and July 2021 and the results were encouraging as it is grown organically.
- Exporting fresh King Chilli posed a challenge because of its highly perishable nature.





## About Us

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The Nagaland State Agricultural Marketing Board was established in 2005 with its Head Office at NSAMB Complex, NE Agri Expo site, 4th Mile, Dimapur by the Act of the Nagaland Agricultural Produce Marketing (Development & Regulation) Act 2005, passed by the Nagaland State Assembly on 8th September 2005 with the assent of Honble Governor on the 20th July 2005.

In partial modification of the Act, as per the Government of India directive vide D.O No. 22012/21/2011-M-11 (Vol.111) Dated 11.07.2017, the new Act called the Agricultural Produce and Livestock Marketing (Promotion & Facilitation) Act 2020 has been enacted and passed by the Nagaland State Assembly on 08-02-2020, with the assent of the Honble Governor of the State.

The Nagaland State Agricultural Marketing Board has been designated as the Nodal Agency of the State for implementation of Agricultural Export Policy vide Order NO.AGR/GEN-9/AEP/2/2014 Dated 28.02.2019.

There are 19 (nineteen) notified Principal Market Yards under the management of respective Market Committees covering entire Districts of the State under the control of the Nagaland State Agricultural & Livestock Marketing Board.

The Office is headed by the Chief Executive Officer who is also a member Secretary of the Board and appointed by the Government on tenure basis.



- ✓ APEDA would continue to focus on the north eastern region and has been carrying out promotional activities to bring the North-Eastern states on the export map.
- ✓ In 2021, APEDA has facilitated exports of **Jackfruits** from Tripura to London and Germany, **Assam Lemon** to London, **Red rice** of Assam to the United States and **Leteku 'Burmese Grape'** to Dubai.



# Raja Mircha



- In some places, Raja Mircha is also called **Naga Morich**.
- The Raja Mircha is a **small-medium shrub with huge leaves, small, five-petaled flowers**, and blisteringly hot fruit, like many other variants of the species.
- It is slightly **smaller than the Bih Jolokia** and has a pimply ribbed texture in contrast to the smoother flesh of the other two types.



- According to residents of Nagaland, the chilli is best enjoyed fresh.
- It is believed that it tends to lose its intensity with time, **so the sooner you eat it, the better.**
- It is usually pickled with oil, salt and vinegar to preserve it throughout the year.
- It works well with **meat-based curries and stir-fry dishes.**





- Raja Mirchi chile peppers are native to the states of **Assam, Nagaland, and Manipur, located in the small northeastern panhandle of India.**
- These regions are known for their extreme temperatures, reaching up to 54 °C, and it is believed that the temperature and high humidity are what contribute to the escalating heat levels within the peppers.
- Raja Mirchi chile peppers **first gained international attention in 2000** when an Assam based defense research laboratory claimed the variety as **the world's hottest pepper.**



- Raja Mirchi chilli peppers are an excellent<sup>14</sup> source of **vitamins A and C**, which are antioxidants that can help boost the immune system and repair damage within the skin caused by environmental aggressors.
- The peppers also contain **a high amount of capsaicin, which is a chemical compound that triggers the brain to feel the sensation of heat or spice.**
- **Capsaicin contains many anti-inflammatory properties that can help reduce digestive irregularities and encourages the body to sweat, creating a cooling sensation on hot summer days.**



# GI Tags Of Nagaland



Naga Tree Tomato  
(Agricultural)



Naga Mircha  
(Agricultural)



Chakshesang Shawl  
(Handicraft)



Recently, the apex body facilitated exports of the first consignment of '**red rice**' to the **USA from Assam**. Iron-rich red rice is grown in the Brahmaputra valley of Assam, without the use of any chemical fertilizer. The rice variety is referred to as 'Bao-dhaan', which is an integral part of Assamese food.



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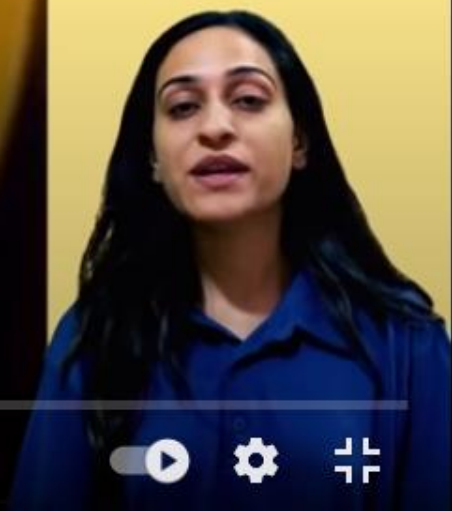


# First ✓ consignment of GI-certified Jardalu mangoes from Bhagalpur exported to UK ✓



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Scroll for details  
▼





Question:  
Which of the following Mirch is known as the sweet pepper?

- a) Raja Mircha
- b) Shimla Mirch
- c) Punjab Lal
- d) Pusa Jwala



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