

JOHA RICE

Prelims: *Current events of national and international importance | Agriculture and Development*

Why in News?

The Agricultural and Processed Food Products Export Development Authority (APEDA facilitated the first export consignment of Joha Rice from Assam to the United Kingdom and Italy.

- It is a **premium short-grain aromatic rice variety** indigenous to the **Brahmaputra Valley in Assam**.
- It is known as **Joha/Jaha rice or Mi Jaha** and is often referred to as “**scented gold**” due to its distinctive natural fragrance.
- **Historical Background** - Historical evidence indicate that Joha rice has been cultivated in Assam for over 600 years.
- During the **Ahom dynasty** (13th-19th centuries), Joha rice was considered a regal food and used as a staple energy source for soldiers during battles with the Mughal Empire.
- **Aroma and Taste** - Joha rice is known for its mild floral fragrance and soft texture.
- Aroma is often compared to popcorn or sandalwood.
- The fragrance is caused by the aromatic compound **2-acetyl-1-pyrroline**.
- **Characteristics - Grain Type**-Short-grain rice.
- **Cultivation method**- Paddy field farming.
- **Growing season**- Sali (winter) or Kharif crop.
- **Crop duration**- 120-160 days.
- **Yield**- Low productivity (about **1-1.5 tonnes per hectare**)
- **Resilience** - Some varieties such as **White Joha** show **drought tolerance**.
- **Soil and Climate** -Thrives in fertile rain-fed lowlands and floodplains of the Brahmaputra valley.
- Requires cool temperatures during flowering stage.
- **Nutritional and Health Benefits** - Contains omega-3 and omega-6 fatty acids

- Rich in polyphenols and flavonoids (antioxidants)
- High in protein and amino acids
- Contains oryzanol and multivitamins
- Naturally low in sodium and cholesterol-free
- Studies indicate potential benefits for blood glucose regulation and heart health.
- **Major Producing Regions** - Primarily Cultivated in **Assam** (Upper and Central Assam).
- It is also traditionally grown in the **Garo Hills** of **Meghalaya**.
- **Geographical Indication (GI) Tag** - Joha rice received **GI Tag** in **2017**.
- **Major Export Destinations -Europe** - (United Kingdom, Italy)
- **Southeast Asia** - (Vietnam).
- **Middle East** - (Kuwait, Bahrain, Qatar, Oman, Saudi Arabia).

Reference

1. [PIB | Joha Rice](#)
2. [Ministry of Science and Technology | Joha rice](#)

