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Title of Entry	: SPECIALTY RICE IN THE STATE OF ASSAM: A MICRO LEVEL STUDY
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Abstract	<p>: Rice plays a pivotal role in the socio-cultural life of the people of Assam. Specialty rice such as Joha, Bora, Chokuwa Red rice, Black rice having high nutritional value has emerged as commercial crop in the state. A new variety of the coloured specialty rice termed as the black rice is gaining momentum in the national, international market and in the e-commerce. The present study attempts to study the status, supply, demand and trade of specialty rice in the state of Assam. A sample of 90 respondents that included 44 producers, 24 middlemen and 22 consumers were selected from four districts of Assam namely Goalpara, Jorhat, Majuli and Sivasagar. The primary data has been collected through personal interview with the help of well prepared pretested questionnaire for the year 2016-17. Out of total rice area, specialty rice area for small, medium and large farmers were 1.17, 1.68 and 2.65 hectares, respectively. The average area used for cultivation of black rice was found to be highest with 1.98 hectares amongst different specialty rice. The return over cost was 3.20 and the cost of production was Rs. 19 per kilogram that fetches a price of Rs. 100-400 or more per kilogram. The most efficient trade channel was found to be from producer to direct consumer however, the channel with online marketing demanded most of the volume transacted i.e. 44.01 per cent to the total. Lots of new rice products or value added products were prepared from black rice in the study area. An effort was made to identify the consumer preferences and behaviour in the state. Some specific minimum support price should be declared for specialty rice to ensure benefit for the producers and also to maintain the precious biodiversity of specialty rice in the state of Assam. Study suggested that the establishment of farmer's cooperative or sale society will solve the problem of money capital of small and medium farmers. All throughout these years, with the demand from the foreign countries and in the e-commerce there is a great scope for this unattended class of rice to be well recognized.</p> <p style="text-align: right;"><a href="#">Read more»</a></p>

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