



## Fragrant Marcha rice of West Champaran got a GI tag

### Why in News?

According to information received from the media on 4 April 2023, the fragrant Marcha / Mercha paddy of Bihar's West Champaran district has received the Geographical Indication (GI) tag.

### Key Points

- Significantly, this indigenous variety of paddy is produced only in the West Champaran region of Bihar. This information has been published in GI Journal.
- Now only the progressive group, which has applied for the GI tag, is yet to get the GI tag certificate formally. The certificate will be available in August.
- Marcha / Mercha The shape of this special variety of paddy is similar to that of black pepper. This paddy is very aromatic and tasty. The fragrant Flattened rice (Chiwda) made from this has a reputation in the country.
- Its producing areas are Mainatand, Gaunaha, Narkatiaganj, Ramnagar, and Chanpatia blocks of West Champaran district. Its average yield is 20-25 quintals per hectare. The plant of this paddy is tall. Its yield is ready in 145-150 days. In this way, out of 18 blocks of West Champaran, it is cultivated in six blocks.
- It is worth mentioning that before this the products of agriculture and horticulture of Bihar- Zardalu mango, Katarni rice of Bhagalpur, Shahi litchi of Muzaffarpur, Magahi paan of Magadh region and Makhana of Mithila have got GI tag.
- Apart from this, Manjusha art, Sujani Embroidery work, Applique Khatwa work, Sikki grass products, Bhagalpuri silk, Madhubani painting and Silav's Khaja have also got GI tags.
- The identity of the product concerned with getting the GI tag is recognized on a global scale. Exports are encouraged. This improves the economic condition of the farmers. The product gets better value. By getting the GI tag, the government cooperates with the farmers in the direction of protection and conservation of the product and agro-tourism also increases.



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