

BLACK RICE INITIATIVE IN CHANDAULI, UTTAR PRADESH

In a nutshell: Black rice cultivation by the farmers of Chandauli district in Uttar Pradesh is resulting in an increase in their income.

Nodal agency: Department of Agriculture, Chandauli, Uttar Pradesh

Chandauli is an Aspirational District, also known as the “rice bowl of Uttar Pradesh”, where two-thirds of the population is engaged in agricultural work, providing ideal conditions for the production of all types of paddy. The objective of the initiative was to bring innovation in the agriculture sector to increase the income of the farmers of Aspirational District. Black rice farming was selected for innovation in cultivation.

Black rice as such is not native to the area and is produced in high quantities in Manipur. However, given the increasing demand for the product in the global markets, the district administration promoted the product among a small group of 300 farmers. Black rice farming does not require any type of chemical fertilizer and is cultivated in all blocks of the district.

Black rice produced in 2018 with the help of Agriculture Department Chandauli, was publicized among farmers of the district through Kisan Pathshala, Farmers Seminar and district level farmers fair exhibition organized at block level. In addition, it was also published through print and mass media.

For trading of black rice, “Chandauli Kala Chawal Krishak Samiti” was constituted with the support of District Administration consisting of farmers cultivating it. The branding of black rice was done, and the product was sold at Rs.300 per kg versus Rs.30–50 per kg common rice. The income per hectare for farmer went up from Rs.54,532 to Rs.2,55,500. The District Administration helped the Samiti in obtaining Collective Mark, Packaging Design and FSSAI certificate. In 2020, Chandauli Kala Chawal Krishak Samiti was converted into an FPO (Farmers Producers Organization) capable of exporting Black rice on their own

Impact

- The result of black rice cultivation is that farmers had to reduce the use of chemical fertilizers and got better price than other varieties of paddy crops. The farmers are happy to be cultivating black rice and every year, the area under black rice farming is increasing. Black rice farming is proving to be helpful in increasing the income of the farmers.

Challenges

- Despite high returns, farmers in Chandauli are facing the problem of marketing black rice due to non-availability of its GI (geographical indication) tag in the region. Manipur was awarded the GI tag for black rice in the year 2020.

Scale up

- Initiative replicated in more than 15 districts across States
- Seeds procured by various districts from KVK Chandauli, Agriculture department Chandauli and Chandauli Kala Chawal Krishak Samiti
- 14 districts of U.P. and 2 districts of Bihar (Buxar and Aurangabad) started cultivation of Black Rice

Awards:

Prime Minister's Award for Excellence in Public Administration 2020



Packaged Black Rice



Experts and farmers at a black rice field