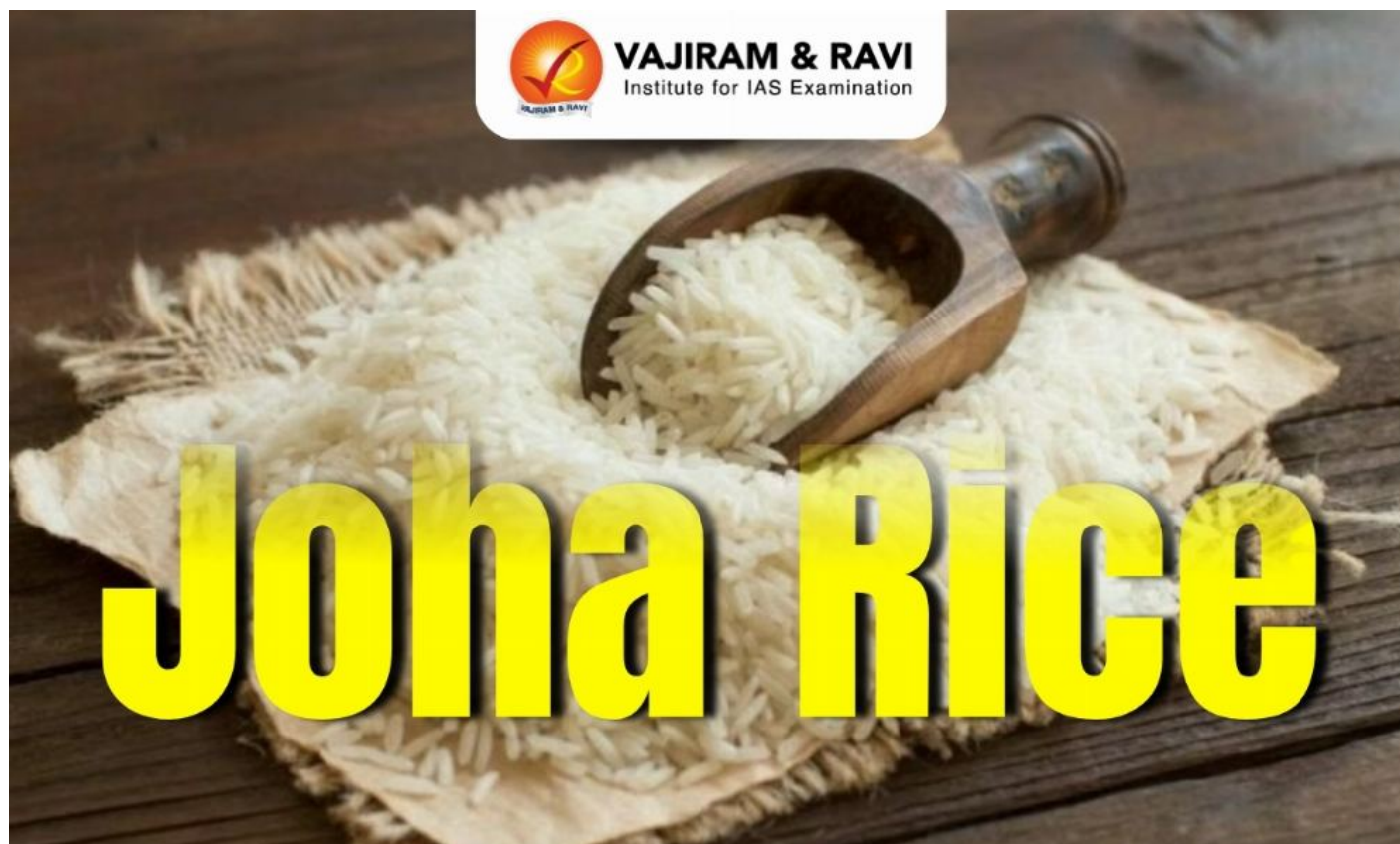


## Joha Rice

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### Joha Rice Latest News

Recently, India has facilitated the export of 25 metric tonnes of Assam's GI-tagged Joha Rice to the United Kingdom and Italy.

### About Joha Rice

- It is an **indigenous rice of Assam**.
- It is an **indigenous aromatic rice variety** known for its distinct fragrance, fine grain texture and rich taste.
- It is grown in the Sali/ **Kharif season**.
- Major Joha varieties included in this are **Kola Joha, Keteki Joha, Bokul Joha and Kunkuni Joha**.
- This rice is also rich in several antioxidants, flavonoids, and phenolics.
- It has got a Geographical **Indication (GI) tag in 2017**.
- This rice variety has two **unsaturated fatty acids viz., linoleic acid (omega-6) and linolenic (omega-3) acid**.

- These essential fatty acids (which humans cannot produce) can help maintain various physiological conditions.

## What is a Geographical Indication Tag?

- It is a sign used on products that have a **specific geographical origin and possess** qualities or a reputation that are due to that origin.
- This is typically used for agricultural products, foodstuffs, wine and spirit drinks, handicrafts and industrial products.
- The **Geographical Indications of Goods (Registration and Protection) Act, 1999** seeks to provide for the registration and better protection of geographical indications relating to goods in India.
- This **GI tag is valid for 10 years following** which it can be renewed.

**Source: News On Air**

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