

Marcha Dhan: Preserving the Aromatic Heritage of West Champaran's GI-Tagged Rice

Profile of Innovator

Name : Anand Singh
Age : 53 Years
Education : Graduate
Experience : 20 Years
Contact Details : Village: Samhauta,
District: West Champaran, Bihar
Mobile No. : 7739111100



Brief description of Innovation

“Marcha Dhan” of West Champaran is an indigenous paddy variety renowned for its unique aroma and high-quality rice flakes. It has been awarded a Geographical Indication (GI) tag. The variety is named “Marcha” due to its pepper-like grains. It matures in about 140-150 days and provides an average yield of 20-25 quintals per hectare. Currently, it is cultivated over an area of 150-200 hectare.

Innovation's Highlights

Renowned for its distinctive aroma and exceptional quality of rice flakes, this variety has been awarded a Geographical Indication (GI) tag, recognizing its unique regional identity and heritage value. It is named for its pepper-like grains, whose small, rounded shape and characteristic appearance set it apart from other rice varieties. Celebrated both for its culinary appeal and cultural significance, it continues to be a prized choice for traditional dishes and specialty markets.

Benefits/Advantages

“Marcha Dhan” of West Champaran, known for its unique aroma and quality rice flakes. It matures



Farmers with products of Marcha Dhan



Products of Marcha Dhan

in 140-150 days with a yield of 20-25 q/ha. Farmers getting premium price of flex Rs. 200/ kg in local market. The flex has shelf-life of 120-180 days at ambient.

Scope & Potential of Innovation for Wider Reach/Out Scaling

Marcha Dhan yields soft, aromatic, short-grain rice flakes that are especially prized for preparing Poha.

Known for their superior texture and fragrance, these flakes command a premium market price, offering farmers a profitable return on cultivation. With the rising demand for traditional and aromatic rice varieties, Marcha Dhan presents significant potential for expanding production and strengthening farmers' income opportunities.

Scientific Validation required

To secure its long-term viability and productivity. Through scientific assessment and varietal improvement, management practices or breeding solutions can be developed to improve lodging resistance while retaining its desirable grain and flake qualities, thereby boosting both farmer profitability and consumer satisfaction.

Domain

Conservation of Indigenous Variety of Paddy