

Mircha' rice gets GI tag

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In news— Mircha' rice of Bihar's West Champaran has been awarded the GI tag recently.

About the rice-

- The size and shape of the grain appear like that of black pepper, hence it is known as Mircha or Marcha Rice.
- **It is also known as Marchaiya, Marichaetc locally.**
- The grains and flakes of this rice have **a unique aroma that makes it different.**
- This rice is famous for its aroma, **palatability and its aromatic chura (rice flakes) making qualities.**
- The cooked rice is fluffy, **non sticky, sweet and easily digestible with a popcorn-like aroma.**
- The **major growing areas** of Marcha rice include Mainatand, Gaunaha, Narkatiyaganj, Ramnagar and Chanpatiya blocks of West Champaran district.
- An application for GI tag was submitted on behalf of Marcha Dhan Utpadak Pragatisheel Samuh, a registered organization of paddy cultivators.

What is GI Tag?

- According to the World International Property Organization or WIPO, a GI or Geographical Indication Tag is used for products which have specific geographical origin or have qualities that can be attributed specifically to the region.
- In addition, the qualities, characteristics or reputation of the product should be essentially due to the place of origin.
- Once a product gets this tag, any person or company

cannot sell a similar item under that name.

- This tag is valid for a period of 10 years following which it can be renewed.