

Scented Rice

Khowai Tripura



Action Plan for ODOP – Khowai District (Scented Rice)

Prepared by: District Industries Centre, Khowai

Under ODOP Initiative, Govt. of India

1. Background

Khowai District, Tripura, has been identified under the **One District One Product (ODOP)** initiative for **Scented Rice (Aromatic Rice)**. This crop has cultural, economic, and nutritional significance. Presently:

- **Area under cultivation:** 240 ha
- **No. of farmers involved:** 1,320
- **Annual production:** ~480 MT
- **Existing schemes support:** MOVCDNE, RKVY, RGBC, etc.
- **Marketing channels:** Farmers' Producer Companies (FPCs), local markets, direct selling by farmers.

However, productivity is lower than potential, and branding/processing facilities are limited. This action plan aims to address these gaps.

(Insert photo of a farmer with rice crop or harvesting scene)- not provided by Agri Deptt.

2. Objectives

1. Expand cultivation of scented rice in Khowai district.
2. Increase productivity and ensure sustainable practices.
3. Establish modern processing, storage, and packaging facilities.
4. Develop branding and market linkages for "Khowai Aromatic Rice."
5. Enhance farmers' income and create rural employment opportunities.

3. Current Challenges

- Limited coverage (**240 ha only**).
- Low yield due to traditional practices and poor seed quality.
- Post-harvest losses from lack of storage facilities.
- Absence of branding and market visibility outside Tripura.
- Inadequate processing infrastructure.

(Insert photo of unprocessed rice grains and storage facility)- not provided by Agri Deptt.

4. Strategic Action Plan

A. Production Enhancement


General Manager
District Industries Centre
Khowai, Tripura

- Provide **quality seed varieties** of scented rice.
- Train farmers through **KVK & ATMA** on improved techniques.
- Expand area to **400 ha by 2026**.
- Promote **organic cultivation** for higher market value.
- Ensure irrigation through convergence with **PMKSY & MGNREGS**.

B. Processing & Post-Harvest Management

- Establish **2 modern processing & packaging units** under **PMFME/PMEGP**.
- Provide mini rice mills to **SHGs/FPOs**.
- Create **scientific storage & warehousing facilities** in cluster villages.

(Insert photo of rice processing/packaging unit)-not provided by Agri Deptt.

C. Branding & Marketing

- Launch a **district brand identity** – “Khowai Aromatic Rice.”
- Apply for **GI Tag/Organic Certification**.
- Design **eco-friendly packaging with QR codes** for traceability.
- Promote through **ODOP Melas, Food Festivals, Buyer–Seller Meets**.
- Facilitate e-commerce sales (GeM, ONDC, Amazon, Flipkart).
- Tie up with **retail chains, hotels, and exporters**.

(Insert photo of branded rice packets as sample illustration)

D. Institutional Convergence

- Leverage **MOVCDNE, RKVY, PMFME, PMEGP, PM Vishwakarma, NABARD**.
- Strengthen **FPOs/SHGs** for collective production & marketing.
- Engage **DIC, Agriculture Dept., NABARD, APEDA** for financing & export.

E. Capacity Building & Skill Development

- Train **1,500 farmers & SHG members** by 2026.
- Conduct entrepreneurship programs for youth under **Swavalamban/PMEGP**.
- Exposure visits to successful **ODOP models** in Assam/West Bengal.

F. Monitoring & Evaluation

- Establish **District ODOP Monitoring Committee** under GM, DIC.
- Conduct **quarterly review meetings**.
- Track key indicators: area expansion, farmer income, processing units, market linkages.

5. Targets (2025–26)

- Area expansion from **240 ha → 400 ha**.
- Increase production from **480 MT → 800 MT**.
- Farmers engaged: **2,000+**.


General Manager
District Industries Centre
Diphu District Tripura

- Establish **2 modern processing units & 5 mini mills.**
- Brand presence in **5 states & 2 e-commerce platforms.**
- **25–30% increase in farmers' income.**

6. Expected Outcomes

- Khowai becomes recognized hub for **premium scented rice.**
- Reduced post-harvest losses and higher value realization.
- Strong domestic and export market presence.
- Sustainable livelihood and employment generation.

(Insert photo of farmers group/FPO meeting)- not provided by Agri Deptt.

Will be provided later....


General Manager
District Industries Centre
Khowai District Tripura