India Exports First GI-Tagged Joha Rice Consignment from Assam to UK and Italy

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India exported the first consignment of 25 metric tonnes of GI-tagged Joha rice from Assam to the United Kingdom and Italy on 12 March 2026, facilitated by the Agricultural and Processed Food Products Export Development Authority (APEDA) under the Ministry of Commerce and Industry.

Key Highlights

The export was facilitated by Agricultural and Processed Food Products Export Development Authority (APEDA).

The 25-metric-tonne consignment was sent from Assam to the United Kingdom and Italy.

The shipment was organised in collaboration with the Assam Department of Agriculture.

The export aims to promote indigenous agricultural products from Northeast India in global markets.

It is expected to increase income opportunities for farmers and boost India's agricultural exports.

About Joha Rice

Joha Rice is a short-grain aromatic rice variety traditionally grown in Assam.

It is known for its distinct fragrance, soft texture and rich taste.

The rice received Geographical Indication (GI) status in 2017, recognising its unique origin and traditional cultivation.

Major producing districts include Sivasagar, Jorhat, Golaghat, Nagaon and Majuli.

The crop is cultivated across over 21,000 hectares in Assam, producing around 43,000 metric tonnes annually.

Role of APEDA

Agricultural and Processed Food Products Export Development Authority is a statutory body established under the APEDA Act, 1985.

It functions under the Ministry of Commerce and Industry.

The authority promotes export of agricultural and processed food products and helps connect Indian producers with global markets.

APEDA also promotes GI-tagged agricultural products internationally.