

'Ankurita Asom' launched to conserve Assam's indigenous rice varieties



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GUWAHATI, July 22, 2026 — A new initiative, 'Ankurita Asom', was launched on Wednesday with the objective of conserving, promoting and adding value to Assam's indigenous rice varieties while supporting farmers and sustainable agriculture.

The initiative seeks to preserve traditional paddy varieties, strengthen the capacities of farmers and encourage the sustainable use of Assam's rich agricultural heritage for future generations. It also aims to enhance the commercial potential of indigenous rice through value addition and market-oriented approaches.

Speaking at the launch, agricultural expert and Technical Advisor to the programme, Dr. Arunima Deb Chowdhury, stressed the importance of conserving indigenous rice diversity, saying such efforts could open new avenues for sustainable agricultural development in the state.

The programme was attended by Ankurita Asom President Naser Hussain, General Secretary Ramesh Pandey Chetri, Assistant Secretary Nilufa Rahman, along with local farmers, villagers and other office-bearers. A ceremonial paddy seed planting marked the launch, with participants pledging collective efforts to make the initiative a success.

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BY MOWSAM HAZARIKA

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