



# ALL INDIA RICE EXPORTERS' ASSOCIATION (AIREA)



## About **AIREA**

Born out of necessity to accelerate India's external trade in rice, the All India Rice Exporters' Association (AIREA) was incorporated on 23rd October, 1989, under the Societies Registration Act XXI of 1980. The Founder Members of AIREA had envisioned the high potential of Indian rice at its very nascency. Having completed 33 years of its existence, the organization has come a long way since its inception.

The Association has been performing its role as a node between trade and the policy makers at both the Provincial (State) as well as Federal (Central) Government levels.

## Role of AIREA

**Role of AIREA :** AIREA has been actively pursuing its major objectives viz:

### A) International :

- **Counselling and advising trade** on emerging global trade scenario and assessment of potential markets.
- **Intimating about evolving Sanitary and Phytosanitary regime** in the world market is a regular and ongoing activity to keep trade apprised on any new requirements in any export destination.
- **Dissemination of Market Intelligence** to its members on a continued basis helps in understanding the trends and dynamics of trade in various markets and continents.
- **Exposure to International arena** through participation in major food events across the globe is another major activity through which leads are generated for expansion of trade for Indian exporters.
- **Interaction with Foreign Missions in India and Indian Missions abroad** helps in keeping abreast with latest developments and seeking intervention on issues wherever required.

### B) Domestic :

- **Liaison with Government** to highlight and project various trade issues from time to time for resolution
- **Organizing capacity building programs** for members on various issues contemporarily relevant from time to time
- **Organizing training programs for farmers** about adoption of precise technologies and judicious use of plant protection products (PPPs)
- **Participation in domestic exhibitions** with international attendance is a way to promotion Indian rice

## About Rice

**World Production :** Rice continues to be a staple food for more than half the global population. Globally rice production is around 503 million tonnes of which trade happens worth 50 million tonnes. Major rice producing countries in the world during 2021 are:

| S.No | Country   | Prod'n-mn Ts | S.No | Country     | Prod'n-mn Ts |
|------|-----------|--------------|------|-------------|--------------|
| 1    | China     | 148.30       | 2    | India       | 122.27       |
| 3    | Indonesia | 35.30        | 4    | Bangladesh  | 34.60        |
| 5    | Vietnam   | 27.38        | 6    | Thailand    | 18.86        |
| 7    | Myanmar   | 12.60        | 8    | Philippines | 12.42        |
| 9    | Pakistan  | 8.42         | 10   | Brazil      | 8.00         |

Asia accounts for around 90% of world production with China and India at first and second ranks accounts for more than 50%.

## India Production

The production of rice in India during 2020-21 state-wise was

| S.No | Country        | Prod'n-mn Ts | S.No | Country            | Prod'n-mn Ts  |
|------|----------------|--------------|------|--------------------|---------------|
| 1    | West Bengal    | 16.65        | 2    | Uttar Pradesh      | 15.66         |
| 3    | Punjab         | 12.18        | 4    | Odisha             | 8.77          |
| 5    | Andhra Pradesh | 7.89         | 6    | Telangana          | 7.70          |
| 7    | Tamil Nadu     | 7.28         | 8    | Chhattisgarh       | 7.16          |
| 9    | Bihar          | 6.88         | 10   | Assam              | 5.26          |
|      | Others         | 26.84        |      | <b>Grand Total</b> | <b>122.27</b> |

**Source:** Directorate of Economics & Statistics, Deptt of Agriculture & Farmer Welfare





## Kinds of rice in India

Indian rice production can be categorized as (i) Basmati rice and (ii) Non-Basmati rice

Basmati rice: is a registered Geographical Indication (GI) product and is cultivated in the defined region beneath the foothills of the mighty Himalayas. Basmati rice grain is slender, silky, tapering at the end and flat bellied and emits unique aroma. Upon cooking, the grains remain fluffy and give a typical mouth feel.



Several varieties of Basmati rice are cultivated. Premium varieties are Basmati 370, Ranbir Basmati, Taraori Basmati, Pusa Basmati 1, Pusa Basmati 1121, Pusa Basmati 1509, Pusa Basmati 1401, Pusa Basmati 1718, Type-3 (Dehradun Basmati) etc.



Ranbir Basmati



Taraori Basmati



Basmati 370



Type-3 (Dehradun)



Pusa Basmati 1121



Pusa Basmati 1509



Pusa Basmati 1



Pusa Basmati 1718



Pusa Basmati 1401

Basmati rice is known for its preparation in the form of Biryani which is the most favoured dish.



Basmati Mutton Biryani



Basmati Chicken Biryani



Basmati Meal



Veg Basmati Pulao

## Non-Basmati rice

Non-Basmati rice in India is cultivated in almost every Province in a large number of varieties. There are long grain varieties, medium and short grain varieties.

India has a treasure of high value fragrant variants also such as Seerga Samba, Mata, Ponni, Idly rice, Kolam, Sona Masoori of Southern India, Govind Bhog and Katarni varieties of Eastern India and Kalanamak variety of UP and Mushk Budji of Kashmir and Ambemohar of Western India and Chak Hao Amubi of North Eastern India.



Govindbhog Variety



Mushk Budji



Seerga Samba



Chak Hao Amubi



Ambemohar



Katarni



Sona Masoori



Ponni



Idly Rice

## Rice Exports from India

India has grown phenomenally in global trade of Basmati rice emerging from a non-significant player of 80's to the top player on present times. Export of both Basmati as well as Non-Basmati rice occurs to more than 150 countries across continents. The following figures speak volumes about this growth trajectory.

| Year    | Basmati Rice  |             | Non-Basmati Rice |             |
|---------|---------------|-------------|------------------|-------------|
|         | Quantity-Tons | Value-\$ mn | Quantity-Tons    | Value-\$ mn |
| 2016-17 | 39,85,196     | 3,217       | 67,70,804        | 2,531       |
| 2017-18 | 40,56,759     | 4,169       | 86,48,489        | 3,564       |
| 2018-19 | 44,14,584     | 4,723       | 75,99,674        | 3,048       |
| 2019-20 | 44,45,657     | 4,331       | 50,40,708        | 2,015       |
| 2020-21 | 46,30,463     | 4,019       | 1,30,95,130      | 4,800       |
| 2021-22 | 39,47,951     | 3,540       | 1,72,60,688      | 6,124       |

## How Can AIREA Help ?

- **Connections and matchmaking** : AIREA regularly help in connecting Indian Exporters and Overseas Importers for augmenting trade in rice. Any business interest received is shared with members to elicit their interest which is then conveyed to the other side.
- **Information sharing** : AIREA collates market intelligence data and carries out regular analysis to ascertain trade dynamics from time to time. This helps members to decide on their marketing strategies.
- **Business promotion** : As an integral activity, AIREA consistently endeavours to promote business amongst exporters and importers. Various instrumentalities are adopted towards achieving this objective.

### Our Contacts

Vinod Kumaar Kaul

Senior Executive Director

All India Rice Exporters' Association (AIREA)

511, 5th Floor, D Mall, Plot NO 1 A, Netaji Subhash Place Pitampura, New Delhi 110034

00-91-11-41071555/41070555/41327822, 00-91-9289099060

Email: vinodkumaarkaul.airea@gmail.com, riceassociationindia@gmail.com,

Website : www.airea.net