

Scope of value added rice food products to boost demand

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■ **ABSTRACT** : The study was undertaken in Niali block of Cuttack district with a sample size of 200 farmwomen from 10 villages @ twenty in each to know the varieties of items made from rice which the people in Coastal Odisha consume in their daily breakfast as traditional products. Data were collected through personal interview, observation and focused group discussion methods by using a structured pre-tested interview schedule and then were analyzed with the help of appropriate statistical tools and techniques. The study reveals that highest percentage (90%) of farm families are habituated with beverage rice followed by rice cakes (16.00%), flaked rice (6.00%), puffed rice (5.00%), roasted rice (4.00%), cooked rice without draining water (4.00%), fried rice powder (3.00%), porridge (3.00%), rice upama (2.00%), rice papad (1.00%) and other items (3.00%) in their breakfasts. The study also indicates that the farmwomen in Odisha are quite skilled in preparation of different types of cakes made from rice in different occasions. So, it is clear that the rural women in Odisha have basic knowledge and skill on preparation of different types of rice products. To make them more empowered and employed in this field a small scale village industry can be established.

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■ **KEY WORDS**: Rice products, Beverage rice, Flattened rice, Puffed rice, Cakes

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