

# **Health and Wellness - Advantages of Rice Bran Oil**

**V Prakash, FRSC**  
**Distinguished Scientist of CSIR-India**  
**Vice President, International Union of Nutritional Sciences**  
**Mysore – 570 006**  
**India**

The concern for Health is generally one that of keeping healthy inclusive of wrong lifestyles and eating habits till the body gives up when one starts looking for healthy foods and better lifestyle and start doing exercises and of course one thing that people start consuming is RICE BRAN OIL ! Why does this happen ? As the individual gets aged in general is a decrease in metabolic activity levels, the bone porosity increases, the brain is not alert as it was and many immune dysfunctions makes the body succumb to many diseases and more importantly the lipid management is completely upset with the wrong use of fats and lipids and at the same time the genetically driven diseases rises its face as the person gets aged. It is in this context that the right food habits and the right lipid manager in the body at young age has a big impact on Health and Wellness of an individual later and preventing much of hospital cost in the later part of the ageing process.

The role played by Rice in India is very large as it is one of the staple food but to keep the rice after being hulled (from Paddy) for long periods of time in the domain of public distribution demands the removal of rice bran and convert the brown rice into white rice. But the gift that the industry gets as a result of this very important activity is the *Rice Bran* ! This is rich in proteins, oil, fibre, vitamins and minerals. Nearly 15 years back when the first Rice Bran Oil conference was held in Hyderabad in India, I very clearly remember the following words which I spelt “India is Rice Bran Oil and Rice Bran Oil is India” ! Mr. Goenka was astonished of this revolutionary statement but industry and the consumer luckily have proved me right though !

Today the researchers, the academicians and more importantly the industries one works globally on Rice Bran Oil and is consumed as one of the more healthy oil that one can afford in the market. Certainly there is more to Rice Bran Oil beyond Oryzanol and other bioactives. One of the great lipid managers that nature has given us need to be used for the purpose of edible oil with a tone of Health and Wellness and not for any other purpose since the constituents of Rice Bran Oil is very unique and to give that health in relation to the modern lifestyle of an individual with India’s per capita consumption reaching 15 kgs of edible (world is nearly 30 kg). Rice bran oil has more space to grow into a common household commodity.

Currently India only produces 40% of its total edible oil demand and the rest 60% being imported. With target for 2025 at 27 MnT the GAP continues to increase and RBO comes in handling if growth rate is taken care year on year. Unless a tax holiday for promotion of import of oilseeds for next 5 years is applied and domestic production boosted with agri inputs and support price for oil seeds to grow 30 MnT, the scenario will not change beyond net import of reaching almost 75% of edible oil by 2020 !? Therefore due diligence and planning is absolutely essential and this conference is timely for the purpose to set up a white paper.

This topic will be discussed in detail in my talk with a focus on what needs to be done further in Rice Bran Oil industry to make India globally a permanent leader in the production, consumption and sustainability of Rice Bran Oil. The challenge is not as simple as just to produce but to produce *quality* Rice Bran Oil with enough content of Nutraceuticals and other bioactive constituents. As it grows bigger and larger, more Science, Technology and Engineering is needed to put into this area in terms of investment for ensuring the sustainability of this mega industry. Attempts will be made to highlight the regulatory bottlenecks that may arise in due course and an advanced R & D right now may be needed to be ahead of the global regulations based on Science driven agenda for Rice Bran Oil.

-----