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स्पाइसेस बोर्ड भारत
वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार
SPICES BOARD INDIA
Ministry of Commerce & Industry, Govt. of India

BUYER SELLER MEET

for Black Pepper in Arakku Valley,
Andhra Pradesh

29th - 30th
November 2022



Under the project implemented by
STDF, FOA and Spices Board





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NO/SB/P&C/0012/BSMPADERU

Date: 17th November 2022

Greetings to all,

Sub: Invitation to Buyer Seller Meet for Black Pepper in Arakku Valley, Andhra Pradesh under the Collaborative project implemented by STDF, FAO and Spices Board -reg

We wish to inform that Spices Board, Ministry of Commerce and Industry, Govt of India is implementing a project titled “Strengthening spice value chain in India and improving market access through capacity building and innovative interventions” in collaboration with Food and Agriculture Organization and Standard and Trade Development Facility (STDF), with an overall goal to ensure export of safe and high -quality spices from India to overseas markets.

Black pepper being one of the potential spices integrated into livelihood sustenance of the farming community in the Tribal belt of Paderu revenue division of Andhra Pradesh is one of the focus spices under the project. Paderu, a high altitude zone in the hilly tracts of Eastern Ghats of Andhra Pradesh, harbours luxuriant forest vegetation. The coffee and pepper plantations are in Ananthagiri, Araku, Dumbriguda, Paderu (Minumuluru), G. Madugula, and Munchingiputtu mandals of this division. The cluster under focus in the STDF funded project has as many as 200 tribal farmers, who are into cultivation of Black Pepper, as well as Turmeric and Ginger and its value addition (including white pepper production).

Empowering of the farmers in the project area is envisioned through IndG.A.P certification which is expected to be completed by mid of 2023. Mechanization aspect of the field has also been looked into to reduce the drudgery at the field and to help the farmers.

To provide a platform for better commerce and trade aimed towards direct linkages of the spice farmers of Paderu Region with exporters, Spices Board proposes to organize a Buyer Seller Meet with focus on Black Pepper on 29th at Haritha Valley Resort, Araku Valley, Andhra Pradesh, followed by a field visit on 30th November 2022.

In this regard, we cordially invite you to attend the event. The Agenda of the programme will be shared shortly.

Accommodation shall be arranged by the Board for interested participants, for two **nights on 28th and 29th November 2022**. The accommodation facility will be provided only to **one representative per firm/buyer** (twin sharing basis). Also, local conveyance from Vishakhapatnam to Arakku valley and back will also be arranged by the Board, on shared basis.

Interested exporters may register for the BSM, through the link given below, on or before 23rd November 2022.
Link: <https://forms.gle/VD26iwh1EzEZs7p98>

Director (Mktg)

Under the project implemented by
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Hindi version will follow

