

Sir/Madam,

Sub: Buyer Seller Meet for Spices at Kolli Hills, Namakkal District,
Tamil Nadu on 31st October 2019

Spices Board (Ministry of Commerce & Industry, Govt. of India), the flagship organization for the development and worldwide promotion of Indian spices has been spearheading activities for promotion and facilitation of spice trade by strengthening linkages at various levels of spice industry. The Board has been organizing Buyer Seller Meets (BSM) in the major spice producing regions of the country, with a view to provide a common platform for the buyers and sellers of spice industry, to interact directly and establish effective business linkages.

Tamil Nadu, holds a significant position in the spice sector of India, with abundant production of spices across the South-Eastern region of the country. The State, produces sizeable quantities of Black Pepper, Turmeric, Clove, Chillies, Tamarind, Coriander, Cardamom, Curry leaves etc. The ports at Chennai, Kattupalli & Tuticorin of Tamil Nadu handle around 27% in volume of India's total exports of spices.

Pepper is grown across the state and extensively in eastern and western ghat regions. The soil and the environment suitability pave the way for Black Pepper cultivation in Kolli Hills and surrounding areas, where mostly IPM and traditional practices are adopted in Pepper cultivation, thereby making the produce '*Organic by default*'.

With the view to showcase the potential of the spices produced in the Kolli Hills and surrounding areas of Tamil Nadu and to facilitate linkages between the exporters from across the country & sellers/growers of the state, Spices Board is organizing a Buyer Seller Meet (BSM) at **Silver Line Retreat Hotels**, Valazhavandhanadu, Kolli Hills, Namakkal district, Tamil Nadu on 31st October, 2019 at 10 AM. Around 200 sellers representing progressive farmers, farmer's societies, processors and traders from Kolli Hills and nearby areas of the State will be participating in the BSM. The focus spice for the BSM is Black Pepper.

An open house with spices' stakeholders is scheduled on the sidelines of the BSM, to identify initiatives to boost export and reduce imports of spices and to derive action points to address the issues faced by the spice sector.

All exporters of spices are cordially invited for the BSM & Open house, which would provide a platform for building direct market linkages with the sellers/suppliers of spices from the region, as well as to reflect upon the pertinent issues grappling the spice sector. Interested exporters may inform the willingness to participate in the BSM by mail to ddsbbodi@gmail.com, rosberode@gmail.com, with copy to sureshkumar.r@nic.in, dm.sb-ker@gov.in & nithin.joe@nic.in latest by 18th October 2019, 4.00 PM, with the following details;

Name & Full address of the Firm with contact no & email id:

Spices Board Exporter Regn. No (CRES):

Name & designation of the representative(s) attending with contact no & email id:

Requirement of Accommodation: YES/NO

For outstation exporters, the Board is open to providing accommodation (one single/double room per firm), if required.

For details/ enquiries, kindly contact:

Shri R Suresh Kumar, Deputy Director, Spices Board Regional Office,
Bodinayakanur, 09446002444/ 04546-280317

Spices Board, Regional Office Erode, Tamil Nadu, 0424 2214300

Shri. R Shivalingam, Extension Assistant, 6369271961

Shri. K Vivekananth, Agri. Demonstrator, 9995819876

Director,
Spices Board