



SPICES BOARD

(Ministry of Commerce & Industry, Govt. of India)

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Azadi Ka
Amrit Mahotsav



Buyer Seller Meet & Interaction on Market Value Chain of GI Tagged **Kashmir Saffron**

17th - 18th October 2022

Dear Sir/Madam,

Sub: Buyer Seller Meet & Interaction on Market Value Chain of GI Tagged Kashmir Saffron, from 17th to 18th October 2022

Greetings from Spices Board India,

India is the largest producer, consumer and exporter of spices of the world. During 2021-2022, India exported 15,31,154 tons of spices and value added spice products worth Rs.30,576.44 crores to over 180 destinations worldwide. Further, the Indian spice industry aims at achieving an export target of 4.5 billion US\$ in FY 2022-23.

Spices Board (Ministry of Commerce & Industry, Govt. of India) is the flagship organization for the development and worldwide promotion of Indian spices. The Board is an international link between the Indian exporters and the importers abroad. The Board has been spearheading activities for excellence of Indian spices involving every segment of the industry.

Jammu and Kashmir region, which is often referred to as "Heaven on Earth" on account of its breathtaking beauty, is the leading producer of saffron in India. Saffron is the most expensive spice in the world and Kashmiri Saffron has fetched the GI tag, which has further increased its prominence in the global markets.

Spices Board with the view to further promote the export of spices and spice products, has been organizing buyer seller meets (BSM), so as to provide a common platform for the buyers and sellers of the Spices Industry, to interact directly and establish effective business linkages.

Accordingly, the Board, in collaboration with Agriculture Production & Farmers Welfare Department, J&K (UT) is organizing a Buyer Seller Meet & Interaction on Market Value Chain of GI Tagged Kashmir Saffron, on 17th & 18th October 2022 at Agriculture Complex, Lal Mandi, Srinagar. The program schedule is attached. The event would provide a platform for building direct market linkages with the sellers/ suppliers of saffron from the region as well as to reflect upon the pertinent aspects of the sector.

All exporters are cordially invited for the BSM so as to explore the possibilities to establish effective business linkages with suppliers/growers of saffron. Interested exporters/buyers may register for the BSM by sending an email to sbsrinagar@gmail.com with copy to shaiba.ck@nic.in, with the following details

Name of the company	Name of the person attending BSM	Phone No & email ID

For further information, please contact:

Mr. Ashusthosh Gautam, Scientist, Spices Board, Srinagar, Jammu & Kashmir.
Mob:7575940102

Regards,
Sd/-
B N Jha
Director (Mktg)

(Hindi version follows)



PROGRAM SCHEDULE

Day 1 – 17/10/2022		
Inaugural Session		
10:00–10:30	Registration	Participants & Delegates
10:30-10:45	Welcome Address	Shri B.N. Jha, Director (Marketing), Spices Board
10:45-10:55	Remarks by	President, Kashmir Chamber of Commerce (Role of KCC in Market Promotion)
10:55-11:05	Remarks by	Prof Sarfaraz A Wani, Director Research, SKUAST-Kashmir (Present market value chain of saffron, missing links and strategies for its improvement)
11:05-11:15	Remarks	Shri Chowdhary Mohd Iqbal, Director (Agriculture), Kashmir (Quality Standards of GI Kashmir Saffron and Opportunities/Facilities for e- marketing)
11:15-11:30	Inaugural Address	MD JK Trade Promotion Organisation
11:30-11:35	Vote of Thanks	Shri Ashutosh Gautam, Scientist & Officer I/C, Spices Board
TEA BREAK 11:35-11:45		
BUYER SELLER MEET – OPEN SESSION		
<p>Chairman: Shri B.N. Jha, Director (Marketing), Spices Board</p> <p>Co-Chairman: Shri Chowdhary Mohd Iqbal, Director (Agriculture), Kashmir</p> <p>Co-Chairman: Prof (Dr) Sarfaraz A Wani, Director Research, SKUAST-Kashmir</p> <p>Rapporteur: Shri Ashutosh Gautam, Scientist & Officer I/C, Spices Board</p>		
Time	Topic	Speaker
11:45-12:00	BSM At A Glance – Assistance & Working Procedure for Programs Under Export Development and Promotion For FY 2022-23	Shri B.N. Jha, Director (Marketing), Spices Board
12:00-14:00	Buyer Seller Meet – Open Session (Theme - Export Development & Market Promotion of Kashmir Saffron)	
14:00-14:10	Concluding Remark	Shri B.N. Jha, Director (Marketing), Spices Board
LUNCH BREAK 14:10-14:30		
<p style="text-align: center;">Holistic Discussion on Challenges of Available Market Value Chain of GI Tagged Kashmir Saffron</p> <p>Chairman: Shri Chowdhary Mohammed Iqbal, Director (Agri), Kashmir, Govt. of J&K</p> <p>Co-Chairman: Shri B.N. Jha, Director (Marketing), Spices Board</p> <p>Co-Chairman: Prof (Dr) Sarfaraz A Wani, Director Research, SKUAST-Kashmir</p> <p>Rapporteur: Prof (Dr) F. A. Nehvi, Consultant Spices Board</p>		
Time	Topic	Speaker
14:30-14:45	Regulation of Use of GI Tag Kashmir Saffron	Shri Chowdhary Mohammed Iqbal, Director (Agri), Kashmir, Govt. of J&K
14:45-15:00	GI and its Importance in Market Promotion.	Director ICAR-CITH, Srinagar

15:00-15:15	NHB for Export Development & Promotion	AD (J&K), National Horticulture Board
15:15-15:30	National Markets and Means of Linkage	Representative of APEDA, Srinagar
15:30-15:45	Role of FICCI in Trade Promotion	Chairman FICCI, Srinagar
Feedback Session 15:45-16:00		
16:00-16:10	Concluding Remark	Prof (Dr) Sarfaraz A Wani, Director Research, SKUAST-Kashmir
16:10-16:20	Concluding Remark & Sum Up	Shri B.N. Jha, Director (Marketing), Spices Board
16:20-16:30	Vote of Thanks	Dr. F.A. Nehvi, Spices Board
Day 2 – 18/10/2022		
10:30-16:00	Visit to IIKSTC (E-trading, Auction and Post Harvest Processing Center), ARSSSS (SKUAST-K), Pampore, Field of Progressive Farmers, FPO, Processing Units, GI Retail Stores along with Buyer & Seller	Shri B.N. Jha Shri Ashutosh Gautam Dr. F.A. Nehvi