



ISFEA <isfeavashi@gmail.com>

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

1 message

MARKETING MARKETING <marketing.sb-ker@gov.in>

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To: ed@aisef.org, ipsta57@yahoo.com, anand@kishorspices.com, secretary@fissh.org, isfeavashi@gmail.com, admin@aisef.org

Cc: NITHIN JOE DEPUTY DIRECTOR <nithin.joe@nic.in>

MKT/BSM/SRINAGAR/2022-23

10.10.2022

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.

In this connection, I cordially invite all the spice exporters who are members of your forum/association/federation 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)



SPICES BOARD

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