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## 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

1 message

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Thu, Nov 17, 2022 at 5:36 PM

To: isfeavashi@gmail.com

Cc: RESHMI EG &lt;reshmi.eg@nic.in&gt;, KULDEEP RAI FIELD OFFICER &lt;kuldeep.rai@nic.in&gt;

NO/SB/P&amp;C/0012/BSMPADERU

Date: 17<sup>th</sup> November 2022

Greetings from Spices Board,

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

Ref: Email from Secretary, Spices Board; dt 1<sup>st</sup> April 2022, Sub: Proceedings of steering committee meeting held on 17<sup>th</sup> Feb 2022.

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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 luxurious 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 29<sup>th</sup> at Haritha Valley Resort, Araku Valley, Andhra Pradesh, followed by a field visit on 30<sup>th</sup> November 2022.

In this regard, we cordially request you to circulate the invitation among the members of your association. The Agenda of the program will be shared shortly.

Accommodation shall be arranged by the Board for interested participants, for two **nights on 28<sup>th</sup> and 29<sup>th</sup> 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 22<sup>nd</sup> November 2022.

Link: <https://forms.gle/VD26iwh1EzEZs7p98>

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सादर/Regards,  
नितिन जो /Nithin Joe,  
उप निदेशक /Deputy Director,

मसाला बोर्ड/Spices Board,  
(वाणिज्य और उद्योग मंत्रालय)/(Ministry of Commerce & Industry),  
भारत सरकार / Govt. of India.

