



BUYER SELLER MEET & Holistic Discussion on Challenges of Available Market Value Chain of GI Tagged *Kashmir Saffron*

Oct 17, 2022, 10:00-16:00 hrs,
Agriculture Complex, Lal Mandi, Srinagar

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 the spice industry. India is popularly known as the "Spice Bowl of the World" as a wide variety of spices are grown in the country since ancient times. India is the largest producer, consumer and exporter of spices of the world. India's spice exports, with a volume of 17,58,985 tons valued Rs.30973.32 crores during 2020-21, scaled the landmark level of 4.1 billion US\$ in value realization, besides recording a growth rate of 37% in volume, 16% in rupee terms and 11% in dollar terms of value over the previous year, despite the global pandemic.

The Jammu & Kashmir Region of India is distinct for producing saffron. As per the estimates of 2021-22, the region produced 3-4 M.T of saffron, which is of high demand both in India and abroad. The major export destination for Indian saffron in last five years are Vietnam, Australia, USA, UAE, Israel New Zealand, Canada, etc .

Average Domestic Price of Saffron in India over the last 5 years ranged between Rs 79500.00/kg to Rs 185479.00/kg. The market price trend in recent times is indicative of challenges in the supply chain, with many players at various levels of marketing channels. Hence, to assist the farmers and buyers , interface like Buyer Seller Meet is being organized by Spices Board to mitigate the same.

Spices Board as per its mandate for export promotion is undertaking activities for post-harvest quality improvement and export promotion of saffron. The responsibility of production, research and domestic marketing of Saffron is vested with the J&K Agriculture Department. The has been conducting training programs to the saffron growers every year and has established a Regional Office in Srinagar.

The Board's schemes provide financial support to farmer groups to set up mini processing unit to improve the quality. In 2017-18, a farmer group in Pulwama District was assisted by the Board to set up a mini processing unit for saffron. Also, support was extended by the Board in 2020-21 to up-grade the facilities at the unit. In 2017, the Board co-hosted the 'saffron festival' along with the State Tourism Department to promote tourism in the state as well as to promote cultivation and export of Saffron. To promote the export of spices and spice products from UT of J&K, Board had organized an online Buyer Seller Meet with focus on Saffron on 25th November, 2020, in association with Department of Agriculture, UT of J&K .

Kashmir Saffron was awarded the Geographical Indication (GI) tag by the Geographical Indications Registry during the year 2020 based on the application filed by the Directorate of Agriculture, Government of Jammu and Kashmir, and facilitated by the Sher-e-Kashmir University of Agriculture Sciences and Technology, Kashmir and Saffron Research Station, Dussu, Pampore.

To boost and to facilitate direct market of saffron for the Growers, India International Kashmir Saffron Trading Center (IIKSTC) with e-trading facilities has been established by National Horticulture Board, Govt. of India, under "National Mission on Saffron" and is currently being run by the Department of Agriculture, Kashmir. The e-auction provides a platform for the registered saffron growers to sell their GI tagged produce to buyers across India.

The Buyer Seller Meet (BSM) is being Organized to :

- ▶ To attract potential National/International buyers to trade in Kashmir Saffron using available E-marketing channel of IIKSTC.
- ▶ To popularize merits of Kashmir saffron as a Functional Food.
- ▶ To bridge existing gaps in market value chain for export promotion
- ▶ To develop road map for better marketing avenues for GI tagged Kashmir Saffron aimed at livelihood security of saffron growers and Stakeholders.

The BSM will involve participation of around 65 delegates as sellers/producers representing FPOs, progressive farmers, farmer's societies, processors, traders, exporters and officials from allied departments working in Spices Value Chain from Jammu-Kashmir . Delegates from the region and other parts of country will also attending this event via online mode.

The list of prominent buyers and sellers attending the BSM to explore prospects of better business opportunities is as follows.

List of Buyers		
S.N	Name & Address	Contact Details
1	Mane Kancor Ingredients Pvt. Ltd, Kancor House, 23/173 - A Old NH Road, HMT Jn., Kalamassery, Ernakulam - 683 104, Kerala	99958 06504 www.manekancor.com
2	APSP Exports Private Limited, Kanpur, Uttar Pradesh	98390 53428 info@apspexports.com
3	Himalayan Herbs, WZ-43, 2nd floor, Rajeev Nagar,Begumpur, Delhi:-110086	99102 68829
4	Aetronic Overseas Pvt Ltd B-11/272 S/F KH No-1/22, GALI No 11 Brijpuri, B- 11/272 S/F KH No-1/22, East Delhi, Delhi, 110094	72890 20049 Aetronicoverseas@gmail.com
5	Munnar Spices Unit No 206 Raigad Darshan Coop HSG Soc Ltd JP Road Opp Indian Oil Andheri West Mumbai 400053, Greater Mumbai Ward-K/W, Greater Mumbai (Maharashtra), - 400053	90291 59037 munnarspices1935@gmail.com
6	Banday Impex Private Limited Agro Division, Food Park - Phase 2, Industrial Estate, Khunmoh, Srinagar	99063 47777 lab@bandayimpex.com
7	Antique Saffron Namblabal Pampore, J&K, 192121	96226 20055 97979 04045 arsheedahmad.87@gmail.com
8	Amin Bin Khalik ABK House, 1/A, Polo View, Srinagar, Kashmir	97970 61924 info@abk.co.in
9	Himalayan Bioorganic Foods Private Limited Seora, Baba Fareed Nagar, Bishnah Kunjwani Road, Jammu 181132\	94191 02488 Pooja.gupta@nimbarkfoods.com

List of Sellers		
10	Kesar Impex, Near Bund, Srinagar, Jammu & Kashmir 192 121	94190 11211 info@kesarimpex.net
11	MNO Traders Tulbagh, Namblabal, Pulwama, Jammu & Kashmir 192 121	70063 29095 peerimpex@gmail.com
12	GT Brothers & CO 111, Dar Complex, Drangbal, Pampore, Jammu & Kashmir, 192 121	70067 12300 gtsaffroners@gmail.com
13	K-Luxe Exports House No. 3, Qasmia Lane Botashah Mohalla, AL Rashid, Child Home, Lal Bazar, Srinagar, Jammu & Kashmir 190 023	93431 02121 kluxeexports@outlook.com
14	Sarwa Impex Private Limited 8-B Friends Enclave, Humhama Heights, Near International Airport, Srinagar, Jammu & Kashmir 190 021	60052 00665 Jmir56@yahoo.com
15	Basu Kesar Co Drangbal, Pampore, Jammu & Kashmir 192 121	80828 28281 info@basukesar.com
16	Kanwal Foods & Spices (I) Pvt Ltd Industrial Estate, Anantnag, Jammu & Kashmir 192 101	96977 00207 info@kanwalfoods.com
17	The Kashmir Kesar Mart Munawarabad, Near Azad Petrol Pump, Srinagar, Jammu & Kashmir 190 001	94190 08786 n1azad@kkmart.net www.kkmart.net
18	Space Communication & Exports 151, Rajbagh, Srinagar, Jammu & Kashmir 190 008	9190 21787
19	Jahlam Organic Farmers Producer Company Limited Galandar, Pampore, 192 121	70069 79244 Saffronirshad9@gmail.com
20	The Kashmir Agro Collection and Processing Cooperative Ltd., Kral Bagh Colony, Wuyan, Pampore, Jammu & Kashmir 191 102	9419 02272 kashmiragrocooperative@gmail.com
21	Pampore Saffron Farmers Producer Company Ltd 598, Gujjar Basti, Galandar, Pampore, Jammu & Kashmir 192 121	96225 06078, 70067 44170, umarmanzoor873@gmail.com



Trade Bodies & Government Departments			
1.	Trade Bodies	Kashmir Chambers of Commerce	KCCI - 94190 09643 (President)
		Industries, Srinagar Federation of Indian Chambers of Commerce & Industry, Srinagar	FICCI - 99112 21482 (Asst. Director)
		Agriculture Production & Farmers Welfare Dept, Kashmir	Directorate of Agriculture, Lal Mandi - 94190 09259 (Chief Tech Officer)
		Policy Advocacy and Research, Centre (PARC) Mumbai 208, 2nd Floor, Shilpin Centre, 40 G.D. Ambekar Marg, Mumbai-400031	Project Coordinator, Ruchita Rane contact@parcfornation.org +91 98691 70717
2.	Government Departments	APEDA, Srinagar	70060 02970 (Officer I/c, Srinagar)
		National Horticulture Board, Srinagar	National Horticulture Board - 97978 26079 (Dy. Director J&K)
		ICAR - Central institute of Tropical Horticulture, Srinagar	0194 230 5044 (General Reception)
		SKUAST-K, Shalimar	94190 88688 (Director Research)



Spices Board India

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