

# Quarterly Newsletter



Dear Readers,

We wish you and your loved ones a very Happy New Year!

We are pleased to present the first quarterly National Sustainable Spice Program (NSSP) newsletter. Through this, we look forward to keeping you informed about NSSP activities and highlights. Since its launch, the programme has made steady progress in reaching out to key industry stakeholders including leading spice retailers, farmer producer organizations (FPO), government agencies and departments to collectively work towards promoting sustainability in the spices industry in India. Please enjoy the first volume of the NSSP newsletter feel free to reach out in case of any questions or recommendations.

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## Programme Launch

The project took off in the last quarter of 2019 with a prelaunch meeting in Mumbai followed by events in Gujarat, Guntur, Hyderabad and Madikeri. Each of these events saw participation from NSSP stakeholders including farmers, traders, retailers and exporters. The event in Madikeri was conducted on February 4, 2020 at the research station of Indian Institute of Spices Research (IISR). During the event, Dr. Santhosh J. Eapen (Principal Scientist, IISR) offered assistance from IISR as a technical partner to the programme.



*NSSP events at Guntur(left) and Hyderabad(right).*

## Launch Event

The NSSP was officially launched by Mr. Som Prakash, Union Minister of State for Commerce and Industry, on February 22, 2020 in Cochin, Kerala. The launch was attended by several dignitaries including Mr. Hibi Eden, MLA, and representatives from the Spices Board India, World Spice Organization (WSO), GIZ-Global Project on Private Business Action for Biodiversity and IDH, the Sustainable Trade Initiative.



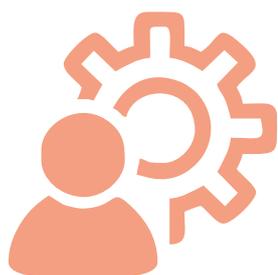
*NSSP launch at ICAR-IISR research station in Appangala, Karnataka.*

## Webinars

- A webinar on **Spice Business Opportunities in North-East States** was organized for the NSSP stakeholders from North-Eastern states on June 15, 2020 to officially launch NSSP in the region. The webinar was attended by **246 participants** from different stakeholder groups and interactive sessions were conducted between them to have active discussions about the platform and sustainability challenges in the sector. More details can be found [here](#).
- A webinar was held on **“Cardamom-Way forward”** on 29<sup>th</sup> September 2020 and saw the participation of more than **300 planters**, traders and exporters from the cardamom growing areas of Kerala and Tamil Nadu. Participants were informed about the NSSP, the marketing prospects of cardamom and various government schemes to support cardamom production. The attendees participated actively in the live Q&A session.



## Resources



NSSP looks to facilitate learning and share resources to create awareness about sustainable practices in the spice sector. A guidance document on sustainable agriculture practices for chilli, turmeric, cumin and coriander was circulated among all FPOs. Raw material specification documents, which specify parameters that FPO produce should comply with, have also been prepared and shared on the NSSP website. You can view these documents [here](#).

## Farmer Participation

NSSP has been working to reach out to FPOs – the programme is currently focusing on FPOs working in Andhra Pradesh and Telangana. Four NGOs covering 20 FPOs with around 20,000 farmers have been shortlisted to participate in the programme. The selected NGOs are based in Warangal, Khammam, Visakhapatnam and Guntur areas and are involved in cultivation of chilli, turmeric and other spices.

## Training Programmes

Providing training to farmer groups is a major component of NSSP. A two-day guideline setting programme was held for the 5 selected NGOs in December 2020. Through the guideline setting programme, NSSP created awareness on sustainable agriculture practices and also identified participants for the training of trainers (ToT) programme. Each NGO will be conducting further ToT programmes for the FPOs affiliated with them. Proposals from 4 NGOs for conducting ToTs have been approved and the training programmes are expected to start this month.

## Action Plan For 2021

- In 2021, NSSP is looking to extend the programme to other regions in the country. Initially, seed spices including cumin and coriander from Gujarat and Rajasthan will be focused on.
- The programme will also work towards selecting FPOs and NGOs and ensure the participation of local experts and consultants in all activities. Selected NGOs will receive aids to help conduct training programmes.
- The programme will focus on increasing farmers' awareness of the recommended sustainable agriculture practices. These practices will support in growing the right quality of spices that meets the quality norms of buyers – both domestic and international.
- NSSP looks forward to the active participation from all stakeholders in helping to achieve better livelihood for farmers and promotion of sustainable agriculture.

## About Us

NSSP was launched with a vision to make 20% of the spice grown in India sustainable by 2025. The programme has been jointly undertaken by the World Spice Organisation (WSO - The technical arm of All India Spice Exporters Forum), Spices Board of India, IDH - the Sustainable Trade Initiative and GIZ - Global Project on Private Business Action for Biodiversity, to address the human, social, economic and environmental issues faced by the industry.

### Collaboration Partners

