

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
STARRED QUESTION NO. 14
TO BE ANSWERED ON 02nd FEBRUARY, 2022

PROMOTION OF TURMERIC

*14. SHRI ARVIND DHARMAPURI:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) the quantity and value of turmeric consumed in the country during each of the last 10 years and current year, State-wise;
- (b) whether the Government is taking measures to market or promote turmeric through digital media, nationally and internationally in addition to the traditional ways of marketing and if so, the details thereof;
- (c) the amount proposed to be provided/spent for promotion of turmeric to boost its domestic and international consumption;
- (d) the quantity and value of turmeric exported from the country during each of the last seven years and the current year, country-wise;
- (e) whether the State Governments have requested for additional incentives/support to facilitate the export of turmeric to offset the losses suffered due to unseasonal rains in some parts of the country, including in Telangana; and
- (f) if so, the details thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)

THE MINISTER OF COMMERCE AND INDUSTRY
(SHRI PIYUSH GOYAL)

(a) to (f): A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (f) OF LOK SABHA
STARRED QUESTION NO. 14 FOR ANSWER ON 02nd FEBRUARY, 2022
REGARDING “PROMOTION OF TURMERIC”.**

a) The mandate for production, research, development, domestic marketing of Spices including Turmeric is vested with Union Ministry of Agriculture & Farmers welfare. However, Spices Board as per its mandate for production and research of Cardamom and post-harvest management, quality control and export promotion of 52 Spices, has been undertaking activities for post-harvest improvement, building market linkages, export promotion, etc. of spices including turmeric, which has benefitted the stakeholders.

The data on the quantity and value of turmeric consumed domestically is not available with the Government. However, the data on the state-wise production of Turmeric is available and attached as Annexure-I.

b) Government through Spices Board has been promoting Indian spices, including turmeric through various campaigns on its social media handles on Twitter, Meta (Facebook), YouTube, Instagram, Koo (Indian app), LinkedIn etc. These campaigns cover the culinary, medicinal and industrial applications of Indian spices besides providing authentic and scientific information on production, post-harvest processing, value addition, etc. The campaigns on spices are run on social media so as to transcend borders and appeal to spice enthusiasts all over the world. Social media posts are updated on a daily basis with interactive content.

In addition to routine social media updates, the Board has been organising various focus events in collaboration with various influencers and media houses for promoting the value and worthiness of Indian spices. Also, the Government, through the Spices Board, is actively conducting Virtual Buyers Sellers Meeting(VBSM) in various countries and by making use of the digital/ online medium for promoting spices and spice products, series of webinars, entrepreneurship development training programs, etc, involving various stakeholders have been organized.

c) Spices Board's scheme titled 'Integrated Scheme for Export Promotion & Quality Improvement in Spices and Research & Development of Cardamom', for implementation during the period from 2021-22 to 2025-26 has been approved. The Export Development & Promotion (EDP) component of the above said scheme aims at promotion of turmeric and other spices in the international market, supporting exporters for infrastructure development, value addition, trade promotion etc. Under the scheme, an annual outlay of Rs. 18.00 crores has been allotted to the EDP component for the period from 2021-22 to 2025-26, which will be used for activities/programs in connection with the international promotion of turmeric and other spices.

In addition to the programs under the EDP component, various programs are implemented under scheme components such as Export Oriented Production (EOP) (support for post harvest improvement, processing etc), Quality Improvement (QI) (quality management for exports, analytical services for assessing the intrinsic parameters such as curcumin in turmeric etc to the growers and other stakeholders) etc, which contributes to export promotion of turmeric from India.

Besides, Government of India, through the Ministry of Agriculture & Farmers Welfare implements several development programmes for horticulture crops, including turmeric, through State Departments under Mission for Integrated Development of Horticulture (MIDH) with an aim to improve production, productivity and quality of the produce and thus augmenting farmers' income. Major among them are the establishment of new gardens (area expansion), Integrated pest Management/Integrated Nematode Management, micro irrigation, organic farming, creation of water resources, post-harvest management, development of market yards, human resource development etc.

d) The Country-wise export quantity and value of Turmeric during 2014-15 till 2020-21 has been attached in Annexure-II.

e) No such proposals have been received by the Department of Commerce.

f) Not applicable

Annexure-I:

the quantity and value of turmeric consumed in the country during each of the last 10 years and current year, State-wise;

State wise area and production of Turmeric (2011-12 to 2020-21*)

Annexure I: State wise area and production of Turmeric																				
(Area in Hectare, production in Tons)																				
STATE	2011-12		2012-13		2013-14		2014-15		2015-16		2016-17		2017-18		2018-19		2019-20(*)		2020-21(adv.est)	
	Area	Production	Area	Production	Area	Production	Area	Production	Area	Production	Area	Production	Area	Production	Area	Production	Area	Production	Area	Production
TELANGANA					49638	252061	43480	216270	43475	216270	50580	305100	50150	294560	53104	345270	55444	386596	49000	313000
MAHARASHTRA	14039	13337	11000	11000	11000	11000	13480	32050	10710	177850	14050	44940	15760	38590	17224	38310	54248	218873	57669	226714
KARNATAKA	25439	128245	16104	100000	13975	65406	12820	76780	12825	76780	19330	114510	19340	122760	26579	153770	20740	132668	21496	130928
TAMIL NADU	67246	368413	35760	190100	31970	118000	26070	105000	34730	132400	35800	129560	18080	73130	23351	92360	18432	96254	20894	86513
ANDHRA PRADESH	81170	506865	68000	439000	17822	151906	16530	143230	19500	112695	19180	79730	19620	79730	28921	69410	29717	71321	30518	73244
MADHYA PRADESH	997	722	1437	1544	1394	1527	1417	1614	1650	1610	12876	45916	11700	41290	13666	47660	16272	57067	17053	60097
WEST BENGAL	16029	38950	15800	42000	15800	42000	15800	42000	15800	42000	18000	45500	17450	44700	17737	45460	17812	45648	17749	45698
ORISSA	26880	209080	2480	30000	2480	30000	2480	30000	2480	30000	27860	43600	27870	43610	27869	43615	27869	43615	27867	43611
MIZORAM	5580	29239	6050	22990	6050	22990	6350	25130	6350	25130	7480	28890	7740	29820	7738	29820	7653	29510	7653	29510
GUJARAT	2971	50493	2975	50493	2975	50493	3290	64070	3290	64070	3710	14630	4010	15780	4425	17386	4570	18181	7653	29510
ASSAM	15450	13440	16241	15429	16309	15782	16570	16340	1689	16750	16800	16750	16870	20790	15896	19395	17629	22829	16359	20885
Total including others (in 1000s)	251.82	1,398.86	194.33	986.69	207.57	1,092.63	178.47	846.25	190.42	843.53	247.63	925.27	231.64	863.46	261.92	957.13	296.18	1,178.75	294.54	1,101.92

Source :1) Spices - State Agri/Horti Departments/DASD
Kozhikkode
Figures from 2018-19 onwards are subject to revision

(Est): Estimate; (*) Provisional

the quantity and value of turmeric exported from the country during each of the last seven years and the current year, country-wise;

COUNTRY-WISE EXPORT OF TURMERIC FROM INDIA (2014-15 TO 2020-21*)

	2014-15		2015-16		2016-17		2017-18		2018-19		2019-20		2020-21(*)	
MAJOR COUNTRY	QTY	VALUE	QTY	VALUE	QTY	VALUE	QTY	VALUE	QTY	VALUE	QTY	VALUE	QTY	VALUE
	MT	RS.LAK HS	MT	RS.LAK HS	MT	RS.LAK HS	MT	RS.LAK HS	MT	RS.LAK HS	MT	RS.LAK HS	MT	RS.LAK HS
BANGLADESH	7283.06	5045.09	4802.80	2478.43	12772.51	10889.55	4276.80	3190.27	11602.11	12295.67	24126.49	16137.24	51308.22	32910.09
U.S.A	4717.80	6064.87	5543.95	9388.53	6830.39	11410.39	6434.75	11158.83	7339.85	16682.90	7276.45	15784.11	10408.56	16431.18
U.A.E	7264.29	5148.07	5905.65	5298.46	8195.76	7645.26	7952.30	6548.91	7461.38	6522.92	6736.27	7608.92	13795.50	9835.95
IRAN	10319.00	7280.96	13141.09	11975.44	14862.40	13575.50	13431.40	10290.83	19061.58	19328.90	14358.00	11057.12	11229.45	7602.91
MALAYSIA	5913.48	5222.30	6375.79	6593.10	6249.37	6408.74	6562.12	6104.92	6937.45	6467.32	6955.55	6119.41	7986.97	6656.32
U.K	3566.93	3358.02	3935.00	4410.65	3892.94	5473.00	4417.28	4878.40	4561.23	5633.30	4225.38	5017.49	5627.48	6005.11
MOROCCO	3002.50	2087.50	2294.14	2027.27	5271.30	4655.87	6220.14	4911.81	8760.20	6767.64	8693.72	6074.84	8905.76	5970.00
GERMANY	1993.40	2159.42	2450.90	3145.06	2838.15	4231.07	2872.23	3644.75	3635.64	5925.43	3628.30	4899.50	4260.10	5533.40
JAPAN	3179.60	3402.26	2531.13	3428.39	2421.28	3734.44	2835.11	3392.81	2787.69	3866.40	3110.96	3823.60	3866.16	4621.86
SRI LANKA	4838.38	3485.05	4634.09	4337.24	4758.18	4482.59	5252.54	4462.32	5303.03	4579.33	4579.50	3780.04	4905.47	4328.30
NETHERLANDS	2003.86	1913.32	2605.61	3200.18	2337.78	3087.44	2897.17	3336.95	2777.89	3729.29	3348.64	4214.20	3222.58	3860.03
SAUDI ARABIA	3413.09	2996.65	4105.28	4196.04	5257.16	5036.65	4006.50	3379.36	4499.11	3692.24	4729.36	4177.89	4756.80	3736.14
SOUTH AFRICA	2514.93	2293.83	2514.93	2293.83	2228.69	2444.97	2617.43	3172.24	2735.78	2812.19	2874.48	2923.07	3649.76	3283.12
TOTAL(INCL.OTHERS)	86000.00	74435.00	88500.00	92165.00	116500.00	124190.65	107300.00	103567.63	133600.00	141616.00	137650.00	128690.53	183868.17	172264.56

Source : DGCI&S, Kolkata/Exporters' Returns/DLE from Customs: (*) :
Estimate
