

GOVERNMENT OF INDIA  
MINISTRY OF AGRICULTURE AND FARMERS WELFARE  
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

**LOK SABHA**  
**UNSTARRED QUESTION NO.3616**  
TO BE ANSWERED ON THE 17<sup>th</sup> DECEMBER, 2024

**PROMOTING CULTIVATION AND EXPORT OF GI-TAGGED KANDHAMAL TURMERIC**

3616. Shri Sukanta Kumar Panigrahi:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) whether the Government has taken any recent steps to promote the cultivation and export of GI-tagged Kandhamal Turmeric, recognized for its unique quality and heritage;
- (b) the manner in which the Government ensures the protection of the intellectual property rights associated with the Kandhamal Turmeric and the extent to which the farmers in the region benefitting from this recognition;
- (c) whether the Government plans any initiatives for value addition of Kandhamal Turmeric, including processing, packaging and branding to enhance its market presence both domestically and internationally with training and Skilling; and
- (d) whether there are any plans to include Kandhamal Turmeric in Government schemes for the development of spice crops and organic farming thereby ensuring sustainable growth and profitability for farmers in the region?

**ANSWER**

THE MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण राज्य मंत्री (SHRI RAMNATH THAKUR)

(a) & (b): The Government has taken various steps to promote cultivation and export of GI (Geographical indication) tagged Kandhamal turmeric through Spices Mission of State of Odisha for better price realization of Kandhamal turmeric. The Agricultural and Processed Food Products Export Development Authority (APEDA) has been organizing promotional events like buyer-seller meets to enhance the export potential of Kandhamal Turmeric. These efforts focus on accessing international markets including Europe, United States of America and Australia.

Spices Board is implementing Central Sector Scheme “Sustainability in Spices Sector through progressive, innovative and collaborative intervention for Export Development” (SPICED) for post-harvest improvement and export promotion of spices of Odisha including Kandhamal Turmeric.

Further, ICAR-All India Coordinated Research Project (AICRP) on Spices centre at Odisha University of Agriculture and Technology, Pottangi, Odisha is providing continuous training on organic production and its value addition to GI-tagged Kandhamal turmeric farmers and Farmers Producer Organisations (FPOs) in this region so that farmers can also export their organic product.

The Government of Odisha ensures the protection of intellectual property rights (IPR) associated with Kandhamal Turmeric, recognized as a GI tagged product through local producers who meet the quality standards for branding of Kandhamal Turmeric. The Government in collaboration with Mission for integrated Development of Horticulture (MIDH), Odisha University of Agriculture and Technology, APEDA and Kandhamal Apex Spices Association for Marketing conducts training and awareness programs for farmers and producer groups. These initiatives educate to farmers on value and legal implications of the GI, ensuring compliance and empowerment.

(c): The Government has introduced several initiatives to promote value addition for Kandhamal Turmeric through Common Facility Centres (CFCs) for cleaning, drying, powdering and packaging to maintain quality standards for export. APEDA is supporting for infrastructure for food processing and packaging including state-of-the-art solutions. Export promotion is done through branding strategies including initiatives like Indo-German Agriculture Market Development project to boost recognition in international markets.

Further, APEDA linked programs are implemented through organizing workshops and training sessions on food safety, certification and export requirements.

(d): The Ministry of Agriculture & Farmers Welfare through Directorate of Arecanut & Spices Development (DASD) under MIDH is promoting turmeric cultivation including Kandhamal turmeric using a cluster-based approach through FPOs for ensuring sustainable growth with organic cultivation and profitability to farmers in the region.

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