



JANUARY 2020 NEWSLETTER

ISSUE 8

After three years of field-level engagement to promote sustainable spice production in the country through the Sustainable Spices Initiative – India, IDH has now joined forces with the other partners working towards a similar goal, to set up the National Sustainability Spice Programme (NSSP). We are happy to share more information about the programme with you and look forward to continue to keep you updated with our interventions in promoting sustainability in the spices value chains.

National Sustainability Spice Programme (NSSP)

NSSP is a joint initiative by World Spice Organization (technical arm of All India Spices Exporters Forum), Spices Board of India, IDH and GIZ to address the human, social, economic and environmental challenges in the spices industry in India.

The primary objective of the Initiative is to focus on ‘Food Safety and Sustainability’ in major spice growing areas of the country, by bringing together key players in the sector with a commitment on sustainable spice production. The programme takes forward the vision of SSI-I – ‘**To make 25% of the spices grown in India sustainable by 2025**’.

How will NSSP work?

- Conduct meetings with individuals and groups of stakeholders to build awareness on sustainable spices.
- Establish direct market linkages between the end users, retail brands and exporters, and the farmers and farmer producer organizations (FPO), so they are encouraged to adopt sustainable farming practices.
- Conduct road shows in the major spice centers and invite all business groups and farmers/farmer collectives to present their interest and topics in the forum.
- Train the trainers and farmers on sustainable and biodiversity standard of production in their local languages.
- Assist the Ministry of Agriculture, Quality Council of India and FSSAI in establishing national standards for sustainability and biodiversity in spices.

Programme Launch

The NSSP is being launched in five locations key to spices sector in India. So far, the program has been launched in Guntur, Andhra Pradesh; Hyderabad, Telangana; and Unja, Gujarat.

The events were attended by representatives from the public sector, private sector and other spices industry stakeholders, who agreed to work together towards a common goal of promoting sustainability in the sector.

At Guntur, the event was inaugurated by Chiranjiv Chaudhary, IFS Horticulture Commissioner Andhra Pradesh and in Hyderabad, the event was launched by Venkatram Reddy, Director of Horticulture and Sericulture - Telangana, who appreciated the joint initiative by the programme partners.

During the event, interactive sessions between the sector stakeholders and farmer and farmer groups were also conducted to facilitate discussions on farming practices and market linkages.

In the coming months, the programme will also be launched in Madikeri, Kerala and Guwahati, Assam.



Launch events in Guntur and Hyderabad