



SPICES BOARD

(Ministry of Commerce & Industry
Govt. of India)

Sugandha Bhavan
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(वाणिज्य एवं उद्योग मंत्रालय,
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सुगन्ध भवन
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SB/e-Spice Bazaar/01/2014

12th November 2015

APPEAL TO THE TRADE

Subject: e Spice Bazaar traceability and e commerce project

The "e- Spice Bazaar: e-Commerce platform for better market reach and price realization of Chilli farmers of Andhra Pradesh and Telangana" which the Spices Board India is implementing with the support of the Department of Electronics and Information, Government of India is a unique project in ensuring cent percent farmer traceability.

This IT enabled project is now getting initiated in Chillies and Turmeric crops of Andhra Pradesh and Telangana. In the next two years, the project will cover the districts of Guntur and Prakasom in Andhra Pradesh and Warrangal and Khammam districts in Telangana. This e Spice Bazaar project will soon get extended to the other principal spices and the farmers in other spices producing states will also get covered. Field level coordinators and village level scouts of the project will link the farmer to the technical information base using android tablets to ensure that the farmer is well informed of the farm practices.

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The farmer registry is almost complete and the agri web portal of the project is to be launched very soon. The first phase of the project is being implemented in Edlapadu mandal of Guntur district covering around 1000 farmers. A database has been created incorporating the basic information of the farmer, farm land and the crop. The web portal will enable all registered entities to view the farm practices, varieties grown, quantities harvested and place of aggregation of merchandise for purchase.

The e Spice Bazaar web portal will be anchoring point of this initiative visible across the world enabling cross regional, cross border and pan world transactions keeping the farmer in his prime place. I am happy to invite the trade to be part of this novel exercise and be part of this system.

It is my request to all of you be part of this novel exercise by registering on line using the following link:
<http://espice.lsipl.com/buyer/buyer/BuyerRegistration.aspx>



Dr A Jayathilak IAS

Chairman