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Title: Need to set up chilli Board on the lines of Tobacco Board.

SHRI JAYADEV GALLA (GUNTUR): Madam Speaker, even though red chilli may not be the king of spices, it matches with the king of spices – black pepper – in terms of pungency, taste and flavour and has become the most important ingredient of spices and hence called the universal spice.

Out of the major chilli producing countries, Indian chilli has dominated the world due to its superior quality and pungency. In India, Andhra Pradesh, Maharashtra, Karnataka, Odisha, Rajasthan and Madhya Pradesh are the major chilli producing States. Out of these, within Andhra Pradesh, Guntur district produces more than 20 per cent of the global output of chillies. In spite of having many advantages, we are not able to capitalise the market, produce and export more chillies to other countries. It is all due to unorganised way of production, marketing, R&D, export, maintaining world quality standards, etc.

I strongly feel, to address all these deficiencies, that there is an urgent need to have a separate Chilli Board on the lines of Spices Board, Rubber Board, Tobacco Board, Coffee Board, etc. as APEEDA is not able to justify the promotion and export of chillies.

So, I request, through the hon. Chair, the Government of India to immediately set up a separate Chilli Board with its Headquarters at Guntur, Andhra Pradesh for production, promotion and export of Indian chillis. I submit that the proposed Board can take up the following measures which will not only help the chilli farmers but also the domestic and export market of chillis such as regulation of area and production, easy and timely access to credit, timely availability of inputs, development of new market avenues, promotion of exports, capacity building of the stakeholders, access to post harvest technology and infrastructure, regulation of market and avoiding middle men, fair and remunerative price to the farmers, assured production in term of quality , scope for establishment of value added and other allied industries.