

RESEARCH PAPER

# Challenges of marketing Indian spices in India

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## ABSTRACT

Flavors are the pearls of creating nations. Flavors are request in the industrialized world, the fare of these fundamental rural products by India can be depended upon to acquire important outside trade. India, favored with agro-climatic zones, sends out flavors to 120 nations. At show, generation is around 3.2 million tones of various flavors esteemed at roughly 4 billion US\$, and holds a conspicuous position in world zest creation. Her greatest exchanging accomplices are the US, Europe and Japan. India has the status of negligible aware exporter in these business sectors, aside from flavour oils and oleoresins. Out of the 109 flavors recorded by the ISO, India creates upwards of 75 in its different agro climatic districts. India represents around 45% (2,50,000 tons) of the worldwide flavor sends out, however trades constitute just somewhere in the range of 8 per cent of the assessed yearly generation. Over all, flavors are developed in nearly 2.9 million hectares in the nation. Zest generation in India, as a significant part of the farming in the nation, is embraced in a huge number of modest possessions and decide the business of huge number of the country populace. The primary test is for pepper, cardamom, coriander, ginger and turmeric. Among these flavors pepper is confronting real test in sending out in India.

**KEY WORDS :** Marketing, Indian spices, Clove, Coriander, Cumin

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A flavor is a dried seed, organic product, root, bark, or vegetative substance basically utilized for enhancing, shading or, on the other hand safeguarding nourishment. Flavors are distinguished from herbs, which are arts of verdant green plants also used for seasoning or as embellishment. Many spices have antimicrobial properties. A spice may have an extra use,

typically restorative, religious custom, beautifying agents or scent creation, or as a vegetable. For turmeric roots case, are devoured as a vegetable and garlic as an anti-infection.

## History of Indian spices :

The history of Indian spice is categorized by three modules they are early period, middle period and early modern period (Fig. A).

## Early period :

The history and culture of Indian flavors is presumably as old as human development itself. The Vedas, the Bible and the Quran are for the most part packed with references - immediate or roundabout - to

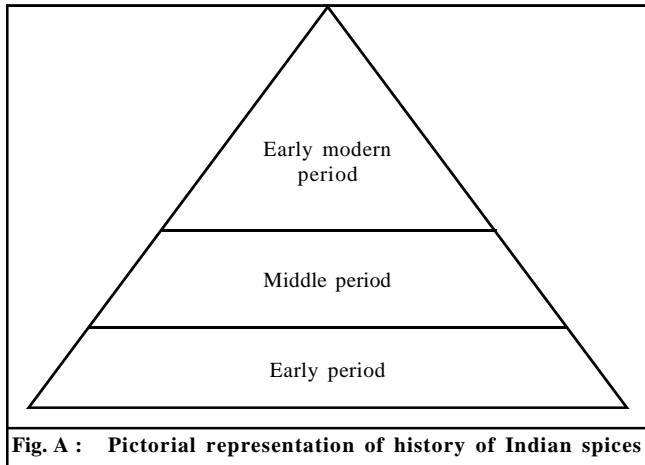
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**Fig. A : Pictorial representation of history of Indian spices**

Indian flavors. The most punctual abstract record in India on flavors is the Rig Veda (around 6000 BC), and the other three Vedas - Yajur, Sama and Atharva. Flavors constitute an imperative gathering of farming wares, which are for all intents and purposes basic in the culinary workmanship. They can be basically characterized as homestead items utilized as a part of different structures *viz*; new, ready, dried, broken, powdered and so forth which contributes smell, taste, flavour, colour and sharpness to sustenance, instead of a solitary nourishment flavoring factor. Flavors might be bark, buds, blooms, natural products, leaves, rhizomes, roots, seeds, marks of shame and styles or the whole plant tops.

### **Middle period :**

Flavors were among the most requested and costly items accessible in Europe in the Middle Ages, the most well-known being pepper, cinnamon, cumin, nutmeg, ginger and cloves. It has been assessed that around 1,000 tons of pepper and 1,000 tons of the other regular flavors were transported in into Western Europe every year amid the Late Middle Ages. The estimation of these products was what might as well be called a yearly supply of grain for 1.5 million people. The most exclusive was saffron, used as much for its vivid yellow-red colour as for its flavour.

### **Early modern period :**

With the revelation of the New World came new flavors, including allspice, chime and bean stew peppers, vanilla, and chocolate. This improvement kept the flavor exchange, with America as a late comer with its new seasonings, beneficial well into the nineteenth

century. They are outstanding as tidbits or additives and a significant number of them have rich restorative properties and are utilized as a part of pharmaceutical, perfumery, corrective items, religious customs and so forth. The spices board, India is the summit body for the fare advancement of Indian flavors. Built up in 1987, the Board is the impetus of these emotional advances.

### **Medicinal properties of Indian spices :**

- Allspice : Stimulant, digestive, carminative, anodyne against rheumatism and neuralgia
- Aniseed : Mild expectorant, stimulating, carminative, diuretic, diaphoretic, in asthma powders, in veterinary medicine.
- Bay leaves (laurel) : Stimulant in sprains, narcotic and in veterinary medicine
- Bishop's weed (Ajowan): Digestive, antispasmodic, stimulant, carminative, expectorant.
- Capsicum : Digestive, thermogenic, carminative, stimulant, cardiotoxic, antipyretic, serdorific, rubefacient and sialagogue.
- Cardamom (small) : Stimulant, tonic, diuretic, carminative, digestive, expectorant, cardiotoxic and used in several pharmaceutical preparations.
- Cardamom (large) : Hypnotic, appetizer, astringent to bowels, tonic to heart and liver.
- Cambodge : Astringent, digestive, thermogenic, constipating, used in haemorrhoids, diarrhea, and to control obesity.
- Cinnamon : Astringent, diuretic, carminative, aphrodisiac, deodorant, expectorant, febrifuge, stomachic.
- Clove : Refrigerant, ophthalmic, digestive, carminative, stomachic, stimulant, antispasmodic, antibacterial, expectorant, rubefacient, Aphrodisiac, appetizer, emollient.
- Coriander : Carminative, diuretic, tonic, stimulant, stomachic, refrigerant, aphrodisiac, analgesic, anti-inflammatory
- Cumin : Digestive, carminative, astringent, anti-inflammatory, constipating, diuretic, revulsive, galactogogue, uterine and nerve stimulant.

|              |   |
|--------------|---|
| Curry leaf : | Astringent, anthelmintic, febrifuge, stomachic, appetizing, carminative, constipating, anti inflammatory, antiseptic, used in skin diseases, in diarrhea, ulcers.   |
| Garlic :     | Anticholestrol, antifungal, tonic, rubefacient, stimulant, thermogenic, aphrodisiac, used in cough, asthma, cardiopathy.  |
| Ginger :     | Digestive, carminative, emollient, appetizer, stomachic, rubefacient, anodyne, expectorant, anthelmintic, stimulant.  |
| Mint :       | Stimulant, stomachic, carminative, antiseptic, digestive, contraceptive, used in vomiting, skin diseases, Amenorrhoea, dental caries.   |
| Mustard :    | Thermogenic, anodyne, anti inflammatory, carminative, digestive, anthelmintic, sudorific, tonic, emetic, used in vomiting, abdominal colic, dyspepsia, flatulence, skin diseases.   |
| Pepper :     | Anthelmintic, carminative, alterant, antiperiodic, diuretic, digestive, emmenagogue, rubefacient, stimulant, stomachic, used in fever, asthma, cough, dyspepsia, flatulence, arthritis.   |
| Tamarind :   | Refrigerant, digestive, carminative, laxative, antiscorbutic, febrifuge, ophthalmic useful in gastropathy, datura poisoning, alcoholic intoxication, scabies, constipation.   |
| Turmeric :   | Thermogenic, emollient, anodyne, anti inflammatory, vulnerary, depurative, antiseptic, appetizer, carminative, expectorant, stomachic, anthelmintic, stimulant, ophthalmic, tonic, used in skin diseases, dyspepsia, asthma, cough, bronchitis, inflammations, ulcers, worms, skin discoloration. |
| Vanilla :    | Aphrodisiac.  |

## METHODOLOGY

India develops more than 50 distinct assortments of flavors. Add upto generation is around 2.7 million tons. Of this, around 0.25 million tons (8-10 for every penny) is sent out to more than 150 nations. The Indian offer of

the world exchange flavors is 45-50 for every penny by volume (25 for each penny in esteem terms). The world interest for naturally created sustenances is developing quickly in created nations like Europe, USA, Japan and Australia. The current assessed offer of natural sustenances in these nations is roughly 1 to 1.5 for each penny. Around the world, nourishment patterns are changing with a stamped wellbeing introduction. Since natural nourishments are free from substance contaminants, the interest for these items ought to consistently increment in the new thousand years. Natural development is just the same old thing new to India. The nation has dependably been rehearsing the customary methods for utilizing indigenous innovations and data sources for the most part in accordance with present day natural cultivating standards. The per capita utilization of composts and pesticides in India is far beneath that of created nations. Which implies, it is simple for Indian agriculturists to embrace natural zest cultivating in its actual sense.

Fare of natural flavors from India has begun in right sincere. The nation at show sends out around 50 tons of various assortments of natural flavors. Fares will get a huge lift in the coming a long time as more ranchers change to natural strategies. Flavors Board India has arranged an archive on generation of natural flavors. It includes the natural ideas, standards, fundamental models, creation rules, documentation, assessment and accreditation. The report has been distributed after endorsement by the National Standards Committee constituted by the individuals from IFOAM in India.

Distinct research has been embraced to contemplate the present status of flavors creation and promoting combined with examination of in reverse and forward linkages in flavors exchange and to investigate the conceivable channels of flavors showcasing and sending out that could supplant the current channels and turn out to be more fruitful. Both essential and optional information was required for satisfying the destinations of the examination. Auxiliary information identified with creation was taken from Indian Spice leading body of India. Books, diaries, magazines and web are likewise utilized as an information source. Essential information and data is gathered through individual meetings of agriculturists, Traders, Government authorities, Hoteliers, transporters, Restaurant proprietors and Primary processors. Three locale of Idukki, Wayanadu, Malabar

were considered as these areas need to good agro-climatic conditions for zest development and are in nearness to the business sectors. The specimen estimate was chosen in light of accessibility and limitations.

#### No. of survey results :

Traders = 3  
 Hoteliers = 5  
 Growers=10  
 Exporters=15

In view of the information gathered with the assistance of poll having both open and shut finished inquiries by connecting with agriculturists, exporters and different functionaries associated with showcasing of flavors in Kerala. The information gathered were first arranged at that point broke down and deductions drawn and deciphered on the premise of straight forward measurable devices (normal, rate, and graphical introduction).

#### ANALYSIS AND DISCUSSION

The findings of the present study as well as relevant discussion have been summarized under the following heads :

#### Market overview :

In light of ISB the present gauge of world Spice promoting in 1,68,700 tons is given in Table 1. This is against various creating nations a world generation of 8.5 million tons esteemed at US \$ 25 .From the given table it is unmistakably demonstrated that India is the main advertiser of flavors on the planet.

| Table 1 : ISB data for world spice marketing |           |            |
|--|-----------|------------|
| Developing countries                         | Tones     | Percentage |
| India  | 1 600 000 | 86%        |
| China  | 66 000    | 4%         |
| Brazil                                       | 48 000    | 3%         |
| Pakistan                                     | 45 300    | 2%         |
| Turkey                                       | 33 000    | 2%         |
| Mexico                                       | 15 500    | 1%         |
| Other countries                              | 60 900    | 3%         |
| Total  | 1 868 700 | 101%       |

#### India's position in spice production and exports :

India is the biggest maker, buyer and exporter of flavors, with a 46 for each penny share by volume and

23 for each penny share by esteem, on the planet advertise. The Indian flavor send out crate comprises of around 50 flavors in entire frame and more than 80 items in esteem included shape. In any case, a couple of flavors and esteem included structures constitute a noteworthy fragment of the nation's aggregate fare income. India represents 25-30 for every penny of world's pepper creation, 35 for each penny of ginger and around 90 for each penny of turmeric generation. Among the Indian Federal states, Kerala beat in pepper (96 for every penny), Cardamom (53 for each penny), Ginger (25 for every penny) creation in the nation. Andhra Pradesh leads in Chilly and Turmeric generation in the nation with 49 for each penny and 57 for every penny. In coriander, cumin and fenugreek generation in the nation, Rajasthan develops as the biggest maker with 63 for every penny, 56 for each penny and 87 for every penny of household creation. Inside the span of 2008-09 to 2011-2012, India's flavor sends out expanded imperceptibly by 1.20 for every penny as far as volume however trade profit in rupee terms enlisted a noteworthy 45.72 for each penny development reflecting checked esteem expansion. In US \$, the development in income was 13.40 per cent (Fig 1).

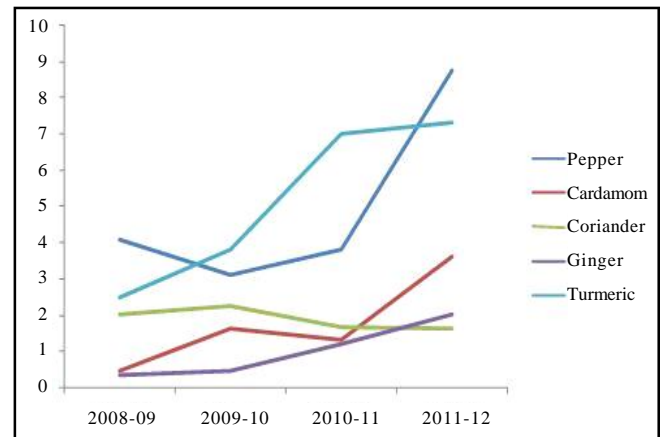


Fig. 1 : India's Export of Spices (Rs. in Lakhs)

#### Marketing difficulties :

- Low efficiency in the spice division is one of the significant issues confronting the Indian spice industry.
- Poor item quality at cultivate level is another issue frustrating sensible value acknowledgment by the maker.
- Insufficiency of legal provisions
- Inadequate surplus for exports

- Insufficient quantities of quality spices

**Conclusion :**

The interest for flavors and its items are consistently expanding both in the interior and outer markets. India has an overall notoriety as the main nation which creates a wide range of flavors and it is through these flavors trades the nation acquires the truly necessary remote trade over a drawn out stretch of time. India is the biggest maker and additionally the buyer of the flavors on the planet. A few sorts of flavors are developed in India since time immemorial; it is a result of this he nation is referred to the world as “The Home of Spices”. Despite the fact that there is huge significance of flavors, it is fairly lamentable that the division has not accomplished the required level improvement due to the issues in the promoting, store network, trades, pre and post-collecting exercises. Likewise exporters abroad are battling. From one viewpoint they need to manage many little scale agriculturists who need a decent cost for their create. Then again, exporters need to convey items that agree to quality prerequisites and progressively with social and ecological measures of unpredictable markets. This requires expensive quality administration frameworks and preparing of agriculturists. A focused on exertion is expected to incorporate poorer family units in esteem chains: authoritative improvement, specialized redesigning, administration aptitudes and access to financing are altogether required.

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