

Dear Sir / Madam,

E-Commerce is gaining momentum as a preferred channel for the sale of commodities including spices, directly to the consumers across the world. The e-commerce channel helps in avoiding the middlemen and in improving the value chain. Ministry of Commerce & Industry, Govt. of India has identified E Commerce as one of the strategies to promote exports under District as Export Hub initiative.

In order to tap the increasing potential of the e-commerce channel, Spices Board proposes to conduct webinars, in association with M/s. Amazon, to sensitize and onboard the stakeholders of the spices sector for domestic selling (domestic market) as well as global selling (export) of their spice products (consumer packs / brands) through Amazon Platform.

Webinar for Global selling of spices through Ecommerce Platform will be organized at 10.45 am on 1.3.2022. Registered exporters of spices, who are interested to participate, are requested to submit the registration form given in the following link on or before 26.2.2022.

[https://docs.google.com/forms/d/e/1FAIpQLSdJ6Qat5l6v\\_kZKyYvfc1cjBYswFe8L9NWzRA1oRkrRA6eaew/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdJ6Qat5l6v_kZKyYvfc1cjBYswFe8L9NWzRA1oRkrRA6eaew/viewform?usp=sf_link)

Webinar for Domestic selling of spices through Ecommerce Platform will be organized at 10.45 am on 8.3.2022. Registered exporters, processors, FPOs / Farmers Groups, who are interested to participate, are requested to submit the registration form given in the following link on or before 5.3.2022.

[https://docs.google.com/forms/d/e/1FAIpQLSdyDeKRnBvYmP92hqGYaaTEC0CqBqw6cAeNQKFaM4u\\_zy0hdQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdyDeKRnBvYmP92hqGYaaTEC0CqBqw6cAeNQKFaM4u_zy0hdQ/viewform?usp=sf_link)

For any enquiries, may please contact Mr. M S Ramalingam, Deputy Director, Spices Board @ 7679010960, [ramalingam.ms@nic.in](mailto:ramalingam.ms@nic.in) / Ms. Sapna Tomar, Assistant Director, Spices Board @ 8639584065, [sapnatomar.sb@gov.in](mailto:sapnatomar.sb@gov.in)

Regards

Nithin Joe  
Deputy Director  
Spices Board  
Kochi-25.