

## **S.S.m.24. GOPALAKRISHNAN NAIR, K.—Problems and Prospects of Marketing Indian Cardamom at Home and Abroad—1987— Dr. N. Parameswaran Nair**

Cardamom is a versatile spice. It can flavourfully blended with anything edible or drinkable. Because of its odour, aromal flavour and taste, it goes extremely well with coffee, tea, milk, fruit juices, soft drinks and alcoholic beverages. It also enhances the taste and flavour of toffees, baking products and vegetable and meat preparations. In suitable quantities it makes the experience of food a more exciting one.

India produces more than 35 renowned spices of the world. Next to pepper, cardamom is the most important spice produced in India. The annual value of the total crop can be estimated around Rs. 1000 million, at present.

In view of the anticipated increase in the world supply cardamom, it is important that product and market development studies are undertaken in those countries where consumption is low so as to encourage wider uses of cardamom and cardamom products. In view of the increasing competition it is also important to strengthen the existing markets through improved marketing techniques, packaging, development of new end uses and aggressive promotional measures. This thesis is the outcome of a serious study in the above direction.

The main objective of the study has been to analyse the marketing problems of Indian cardamom and examine courses of action which will lead to increased consumption and marketing of cardamom and cardamom products both within India and abroad in the context of the anticipated increases in the Indian and world supply of cardamom.

Though few market surveys have been conducted on cardamom in India and abroad, no comprehensive study has been undertaken so far on the total marketing problems of Indian cardamom. Hence this is an original work. Maximum care was taken to make this study useful to the industry. The shortcomings have also been identified and solutions recommended for the benefit of the industry.