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THE EMERGENT GLOBAL MARKETING CHALLENGES FOR KERALA CARDAMOM PRODUCERS VIS-À-VIS THE ROLE OF THE SPICES BOARD OF INDIA [ABSTRACT]

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ABSTRACT

Aim/Purpose	Since the late 1980s the Indian monopoly on the export of Cardamom has suffered a sharp and devastating setback from which India cannot recover. The research is looking into the reasons and suggests remedies.
Background	The main problems are the competition from Guatemala, higher production costs, an increasing domestic demand, the lack of action from the Spices Board of India
Methodology	The methodology used was not the conventional one, with an aim to obtain truthful and unbiased responses from all those involved using a mixture of all available methods.
Contribution	The paper focuses on the provocations, limitations and seriousness of the situation and highlights the facts and figures to make the plantation sector to regain its prosperity.
Findings	Lack of awareness among the farmers about the latest farming and post harvesting technologies and marketing strategies.
Recommendations for Practitioners	This paper suggests measures to be taken by the cardamom farmers and the market intermediaries, and analyses the future role of the Spices Board of India
Recommendation for Researchers	Further detailed studies are needed to ascertain current market share of the main competitors, to reduce the cost of production
Impact on Society	If the findings in this paper are followed, the Indian Cardamom industry could retain its previous position in the market
Future Research	Studies can be done export market, the use technology and export.
Keywords	cardamom, global marketing, Guatemala threat, Spices Board of India, export market

The final version of this paper will be published in the **International Journal of Community Development and Management Studies** and this link will be replaced with a link to that paper.

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