

**Regarding need to establish a Haldi Board Satellite Office in Kandhamal district, Odisha-Laid**

**SHRI SUKANTA KUMAR PANIGRAHI (KANDHAMAL):** I wish to raise a matter of urgent public importance regarding the establishment of a Satellite Office of the proposed "Haldi Board" in Kandhamal district, Odisha. Kandhamal is renowned worldwide for its unique organic turmeric, "Kandhamal Haldi", which secured the Geographical Indication (GI) tag in 2019. Rich in curcumin content (4.5-5.5%), this turmeric is not just a spice but a symbol of tribal heritage, nutritional wealth, and India's wellness culture. Turmeric cultivation in Kandhamal spans nearly 20,000 hectares, producing about 30,000 metric tonnes annually, sustaining the livelihoods of over 60,000 tribal households. Despite this, farmers suffer due to lack of direct market access, distress pricing, weak processing facilities, and inadequate branding support. India contributes nearly 80% of global turmeric output with exports worth 1,600 crore annually, yet Odisha's share is minimal, with only 1,500 MT exported in 2023-24. I urge the Hon'ble Minister to establish a Haldi Board Satellite Office in Kandhamal for research, marketing, and export facilitation; provide financial, technical, and branding support for turmeric farmers, SHGs, and FPOS; and include Kandhamal under special incentives for organic and GI products. This step will transform Kandhamal into a Global Haldi Capital, empowering tribal farmers and strengthening India's agri-export leadership.