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Title: Need to extend e-chilli project in all villages of Guntur district, Andhra Pradesh.

SHRI JAYADEV GALLA (GUNTUR): Mr. Deputy-Speaker, Sir, thank you. Guntur is the main producer and exporter of chillies and chilli powder to Asia, Canada, US, Latin America and Europe. But in the last few years, in spite of considerable increase in the cost of chilli cultivation, market prices remained almost static. Farmers used to get Rs. 6,500 for 100 kgs. in 1998 and now, even after 16 years they are getting almost the same price.

Farmers are demanding to find out innovative ways and means to market chilli even by using technology so that chilli farmers get more money for their produce.

Now, Chilli Board has undertaken e-Chilli Project in Guntur by selecting 10 villages. Database of 1,000 chilli farmers from these villages is created and their produce is updated regularly on Internet. The Chilli Board will give unique code number to each farmer and their stock will also have GPS stickers to track chilli movement. The Board is also helping farmers in packing chillies with designer bags to attract prospective buyers. The project proved to be successful and more and more chilli farmers are showing keen interest to sell their chillies through cyber space.

In view of the successful implementation of e-Chilli Project in 10 villages in Guntur, I request the Chilli Board and the Government of India to extend this project to all other villages in Guntur. Also, setting up of separate Chilli Board will definitely boost export of chillies since APEDA is finding it extremely difficult to justify promotion and export of chillies.

HON. DEPUTY-SPEAKER: *m02 Kunwar Pushpendra Singh Chandel is permitted to associate with the issue raised by Shri Jayadev Galla.