



Tamil Nadu Agricultural University  
Coimbatore – 641 003

Dr. M. Jegadeesan, Ph.D.,  
Assistant Public Relations Officer  
Mobile: 94890 56730

Phone: 0422 - 6611302  
Fax: 0422 – 2431821  
E-mail: [pro@tnau.ac.in](mailto:pro@tnau.ac.in)

---

To  
The Editor,

Date: 27-10-2015

Sir,

I request that the following matter may kindly be published in your esteemed daily:

### **Farmers can take up chilli sowing positively**

Chilli is extensively used as spice in curried dishes and also as an ingredient in curry powder and in seasonings. According to Third Advance Estimates, released by Ministry of Agriculture, chilli is cultivated in 7.44 lakh ha with an annual production of 14.53 lakh tonnes in India during 2014-15. India exported 3.47 lakh tonnes of chillies in 2014-15 which is 11 per cent higher than previous year. Slight decline in chilli production at national level and increased exports during last season caused the price to increase in the current year. Generally, fresh chilli arrivals from all over India hit the market from November to May.

During 2013-14, Tamil Nadu produced 11,294 tonnes of dry chillies from an area of 41401 ha which is 38 per cent lesser than the production in 2012-13. Mundu and sannam are two major types of chillies grown in Tamil Nadu of which sannam accounts for 80 per cent of total chilli production of the State. Sowing of chillies will be taken up in mid-October in major chilli growing districts.

Declined chilli production in Madhya Pradesh due to irregular monsoon and anticipated decline in production of Andhra Pradesh during this season coupled with good export and domestic demand will keep the chilli price to rule around higher side. At present, the price of sannam type red chillies are ruling around Rs.120 per kg in Thoothukudi market.

Farmers in Tamil Nadu are eager to know the price of dry chilli that would prevail for mid- October sowing crop to be harvested in February, 2016. To help the farmers, Back

office of Agro Marketing Intelligence and Business Promotion Centre (AMI & BPC), in Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University analysed the past 18 years red chilli prices that prevailed at Thoothukudi regulated market for sannam variety. The analysis and traders survey results showed that the farm gate price would be ruling between Rs.85-90 per kg in February to March, 2016. Based on the above price farmers are requested to take up their sowing decision.

**For further details contact:**

Domestic and Export Market Intelligence Cell,  
Centre for Agricultural and Rural Development Studies,  
Tamil Nadu Agricultural University,  
Coimbatore – 641 003.  
Phone: 0422-2431405.

**For Technical Details contact:**

Professor and Head,  
Department of Spices & Plantation Crops,  
Tamil Nadu Agricultural University,  
Coimbatore – 641 003.  
Phone: 0422-6611284.

Asst. Public Relations Officer