

MDH CONTROVERSY: THE KING OF MASALA IS UNDER THE SCANNER IN INTERNATIONAL MARKETS

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ABSTRACT

A spice is a dried bark, seed, flower, fruit, herb, or plant used in small quantities to flavor food or added as a preservative. Spices have a special place in Indian cuisine. India has been the originator of using spices in cooking to enhance flavor and give medicinal benefits since ancient times. Indian cooking is incomplete without aromatic spices. Historically, spices have been valued for their role in food preservation, masking undesirable flavors and reflecting cultural identities through culinary traditions. Cumin and coriander are used to flavor lamb and chicken dishes. Beef dishes are flavored with black pepper, turmeric is used in fish dishes to add color and flavor, and desserts are flavored with cardamom and cinnamon. Spices globally enhance various dishes. India offers a kaleidoscope of flavors, from the earthy depths of cumin to the fiery heat of chili peppers. All spices are grown in India in large quantities because it has varying climates from temperate to tropical to sub-tropical.

Keywords: Exporter, GMP, HACCP, Quality Standards, Reputation, Spices, Safety Stand

The Organization (MDH)

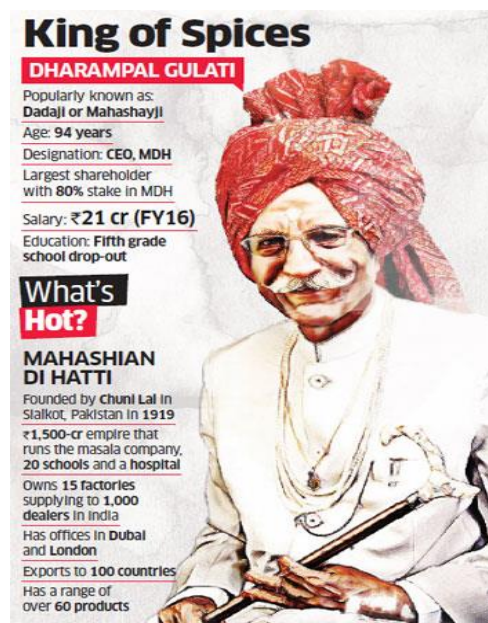


FIGURE 1
MDH ORGANISATION

Source: The Economic Times

Mahashian Di Hatti Private Limited is a spice manufacturing company that started in 1919 and became a household name among Indian families. Its journey started from Sialkot to a small shop in Delhi. MDH was started by Mahashay Chunnilal Gulati in 1919 at Sialkot. Then, his son, Mr. Dharampal Gulati, decided to head for Delhi in 1959 to start an outlet for

Indian spices, and he served as its CEO until Dec 03, 2020, until his death. Mahashay Dharampal was one of the most inspiring personalities; his down-to-earth charm and immense modesty gave him inspiring accomplishments. They are the manufacturer of 62 kinds of spices, and these spices are available in 150 packages. It has a 12% market share in the Indian market, followed by Narendrakumar's Everest Spices (Figure 1).

MDH has a 105-year-old legacy of providing quality products to consumers. They are committing to providing quality and safe products. “*Give to the world the best you can, and the best will come back to you automatically*” was the Philosophy of Mahashay Dharampal Ji, and it has come true because today, MDH stands as a trusted name in every household that stands for synonymous not for quality. It is also known for its help towards society's welfare. Now, the companies' products are trendy in India, exporting products to countries in Asia, Europe, and North America (Babu, 2017).

The importance of spice flavors was understood by MDH Masala, and in 1919, they came up with the ready-to-use packaged spices. They procure raw materials directly from the farmers to ensure uniform taste and quality. The MDH has a range of 62 products available in 150 types of packages. MDH Masalas packages the spices as single-ground spices and spice blends. Single ground and flake spices packaged by MDH are turmeric, cumin, coriander, dry mango, and saffron. Spice blends like Kitchen King, Sambhar Masala, Tandoori Chicken Masala, Pav Bhaji Masala, Garam Masala, and Chunky Chat Masala are produced by considering the specific flavors of these traditional dishes. It is easy for consumers to cook food without worrying about the proportions and balance of flavors in food. Different types of MDH Masala, different sizes of packets, and price lists are available on various e-store websites online. In 2017, Mr. Dharampal was awarded the highest-paid FMCG; he earned almost Rs. 21 cr. Salary. He was awarded Padma Bhushan for trade and industry by our president, Shri. Ram Nath Kovind. Now, after the death of Mr. Dharampal, his son, Rajeev Gulati, took charge of the company, and now he has become the face of the brand MDH.

Benefits of Eating Spices

Beyond the culinary appeal of spices, spices have medicinal properties; spices help boost immunity, aid digestion, and promote well-being. There are several medicinal uses of spices. Many spices used in the kitchen have certain medicinal activities like laxatives, purgatives, diuretics, expectorants, carminatives, etc. Indian people have been using herbs and spices for generations to treat ailments.

Many spices are rich in polyphenols and flavonoids, antioxidants that help reduce oxidative stress, neutralize free radicals that are harmful to the body, and lessen the probability of cancer, heart disease, and several other disorders. Several spices, like ginger, turmeric, and cinnamon, contain compounds having anti-inflammatory properties. Regularly consuming these spices may help reduce inflammation and relieve symptoms of inflammatory conditions such as asthma, arthritis, and inflammatory bowel disease. Spices such as saffron have mood-enhancing effects. Consumption of spices rich in anti-inflammatory and antioxidants reduces inflammation and oxidative stress in the brain and helps support mental health.

Side Effects of Consuming Too Much Spices.

Consuming excessive spices can lead to various side effects, including digestive issues like heartburn, indigestion, and stomach ulcers. Additionally, spices high in capsaicin, like chili and peppers, may cause irritation or discomfort in the gastrointestinal tract. Moderation is essential for enjoying spices' flavor and health benefits without any adverse effects.

About Ethylene Oxide (ETO)

As per EPA, Ethylene oxide is rich in carcinogenic properties and is used in spices as a pesticide to reduce microbial contamination. It is also used as a sterilizing agent and a disinfectant. It is created from natural resources and produced from water-filled soil and manure. According to the Spices Board under the Ministry of Commerce and Industry, ethylene oxide is a flammable and colorless gas at temperatures above 10.7 Celsius. Ethylene oxide treatment is not used for the domestic market. Still, in an international market, these products go through adverse weather and long travel days at sea ships and then at ports in adverse climatic conditions. So, to avoid any adverse climatic effect on the products, countries like the U.S. and Canada are allowing ethylene oxide sterilization for food safety at levels where it is banned in spices for domestic consumption in India. ETO's acceptance level is different in different geographic.

The Health Risks of Ethylene Oxide

Ethylene Oxide is used in several industries in limited quantities. Excess use of spices damages DNA, the brain, and the nervous system and increases the risk of breast cancer. Exposure to ethylene oxide can irritate the skin, eyes, and respiratory tract. Long-term exposure to this chemical may lead to cancer, reproductive disorders, and neurological effects.

India has become a global powerhouse of spices; it is the largest producer of spices, the largest consumer of spices, and the exporter of spices. It holds a prominent position in the world of spice production. According to the Spices Board of India, more than 200 spices and their value-added products worth \$4bn (2022) are exported from India to 180 countries, engaged in a significant role in the international market of spices. Turmeric, chili powder, cardamom, cumin, and mixed spices are mainly exported from India. Export of other spices includes saffron, nutmeg, asafetida, anise, clove and cinnamon. The U.S., China, and Bangladesh are the major markets for Indian spices, and other markets are Malaysia, the UAE, the U.K., Thailand, Indonesia, Australia, Hong Kong, and Singapore.

India's Spice Export

India is the biggest exporter of spice and spice items. The Spice Board is an international link between the Indian spice exporters and the importers in the overseas market. Spice exports are essential in boosting India's economy and earning foreign exchange. Spices worth \$4.2 billion were exported from India to the U.S., China, Thailand, Bangladesh, Malaysia, Indonesia, and UAE in the last fiscal, on-year growth of 12.3%. There is a robust global demand for Indian spices. Indian spices trade data shows that the significant spices-producing states in India are Kerala, Tamilnadu, Andhra Pradesh, Maharashtra, and Karnataka (Figure 2).

List of exporters of spices in India-

- a) MDH
- b) Everest
- c) Ajy Global Trade
- d) Patanjali Spices
- e) Priya Masala
- f) Adani Spices
- g) MTR Masala
- h) Zoff Spices
- i) Rajesh Masala
- j) Catch Masala

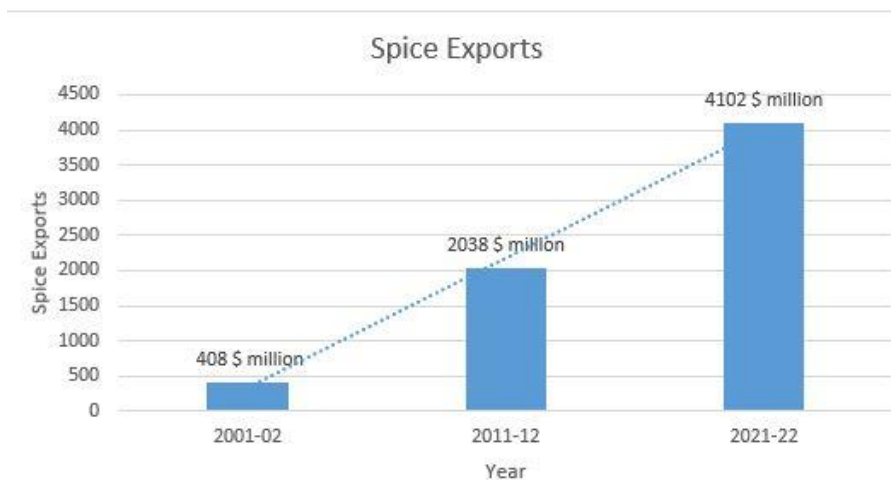


FIGURE 2
EXPORT OF SPICES FROM INDIA

Source: Spices Board

S.N.	Spice	Value (in ₹ Cr)
1	Chilli	10,445
2	Cumin	4,193
3	Spice Oils	4,085
4	Mint Product	3573
5	Turmeric	1666
6	Curry Powder /Paste	1416
7	Cardamom	875
8	Pepper	726
9	Coriander	665
10	Other Seeds	480

Source: Spices Board

Spices are more popular in India, and it is the world's largest consumer of spices with a \$10bn domestic market. MDH and Everest are the biggest spice producers and sellers in India. Products made by MDH and Everest are widely used for flavoring many dishes and curries in restaurants and home kitchens of Indian people. It has a user base in India as well as in overseas markets. The company promises to enhance the flavor of food dishes (Table 1).

Controversies over Contaminated Spices

Spices are the soul of cooking. They are taking food dishes from ordinary to extraordinary. But what if the spices are used to make food more noticeable, and the taste and flavor of foods turn into a toxic masala that can even cause death? Globally, spices enhance various dishes, but when these masalas become toxic, people start complaining about them. Recently, there has been havoc with MDH and Everest masalas; their masalas are being banned in Singapore and Hong Kong because it was found that these masalas contain ethylene oxide, which has carcinogenic properties, health risks, and also causes long-term health effects. It is an alarming development for MDH. Because they have enjoyed widespread popularity, there are emerging concerns regarding the safety of these popular spices. People have been debating MDH and Everest’s cancer-causing masalas. They are facing the heat in the global spice market. These recent controversies about the quality of the spices exported by MDH underscore the imperative for consumers' safety standards promise. And uphold the reputation of Indian spice exports in the world market.

MDH and Everest, these two prominent Indian spice brands, have been in a difficult situation because of controversies regarding pesticide contamination. Significant controversy was faced by MDH Masala when authorities in Hong Kong tested samples of MDH's Madras Curry Powder. They found the harmful pesticide Ethylene Oxide, a prohibited pesticide. Still, it was detected in several products, leading to the withdrawal of four MDH spice blends from the markets in Hong Kong. Ethylene oxide is a pesticide generally used in the process of fumigation of go-downs or warehouses of agricultural produce to reduce microbial contamination. Due to "*quality concerns*," Hong Kong and Singapore banned MDH spices.

The Hong Kong Center for Food Safety detected ethylene oxide in the SFA, which stated that it is a pesticide; it can be used to sterilize spices, but it has not been authorized for its usage in food. This issue became very serious because similar findings prompted recalls in the U.S. for pesticide and salmonella contamination in 2019. This leads to product withdrawals in Hong Kong and Singapore. The authorities directed all the vendors to stop the sale of these spices and remove these spices from the shelves of their shops.

In April, Hong Kong suspended the sales of 4 spice blends made by MDH Madras Curry Powder, Sambhar Masala, Mixed Masala Powder, and Curry Powder. They found ethylene oxide in these products, which is a cancer-causing chemical. The Maldives authorities also banned the sale of MDH and Everest products in the country. The European Union (E.U.) also tested samples of spices (peppers, chili, and peppercorns) imported from India, and they found that the ETO (cancer-causing substance) raised concerns of its own. Maldives, Bangladesh, and Australian food regulators have also launched investigations. The Singapore Food Agency stated, "*Ethylene oxide is allowed to be used in the sterilization of spices under Singapore's Food Regulations.*" Low levels of ethylene oxide in food are allowed. There is no immediate risk involved in consuming such food. However, long-term food exposure to such chemicals can lead to health issues. So, exposure to ETO should be minimized as much as possible.

According to a recent report by ANI, Nepal's Food, Nepal has banned the sale and consumption of spices and expressed concerns over traces of harmful chemicals in the products of MDH and Everest.

Testing of products of two Indian brands of spices for cancer-causing pesticide ethylene oxide has been started by the Technology and Quality Control Department of Nepal. The ban will continue until the final report comes. Both the spice brands have been household names in India for decades. These spices are also being tested in New Zealand, the United States, and Australia (Gidwani et al., 2022).

There are other significant importers of spices from India, and the severity of this current controversy mainly depends on these importers' responses. China is the major importer of spices, and it imported 928 million in the year 2024, but China remained silent on this issue. Over half of India's global exports could be affected if China questions the quality of Indian spices; the European Union regularly rejects Indian spice consignments over quality issues. The situation will worsen if the E.U. does the same thing, rejecting consignments based on contamination.

U.S. Spice Body Asked for Clarification.

Initially, the U.S. rejected its products because of salmonella infection, which causes gastrointestinal illness. Approximately 20% of MDH's shipments to the U.S. were denied between October 2023 and May 2023 due to failed salmonella checks (according to USDA). The repeated occurrences of such incidents suggest potential systemic issues within the companies' quality control measures. The recent burst has raised eyebrows and concerns in the national and international markets because of the contamination of MDH spice mixes with Ethylene oxide, a cancer-causing chemical. Since 2021, due to the presence of bacteria, an

average of 14.5% of its U.S. shipments were rejected, as found by Reuter's analysis of U.S. regulations under scrutiny for alleged contamination in some products of MDH.

The American Spice Trade Association (ASTA) asked for clarification from Dr. K.G. Jagadeesha, Secretary of the Spices Board of India, on the latest reports about the usage of ethylene oxide in spices exported by MDH to the U.S. ASTA is aware of recent reports from the media on the rejection of Indian spices from Hong Kong and Singapore due to the presence of ethylene oxide (ETO) residues. So, they ask for clarification on ETO and food safety regulations regarding spices imported into the United States. The letter sent by ASTA added that the U.S. is permitting the use of ETO on spices. Ethylene oxide is an approved antimicrobial fumigant in the U.S. However, the US FDA and EPA have concluded that consuming spices treated with ETO is safe. The U.S. FDA and the Spices Board did not comment on this issue. The U.S. Spice Board has been inspecting MDH and Everest facilities to test compliance with quality standards, but the results still need to be made public.

Claim of India's Health Ministry

India has been a spice exporter for centuries. India's health ministry claimed that India has one of the world's strictest Maximum Residue Limits (MRLs) standards. But in 2022, the FDA highlighted inadequate accommodation, sanitary facilities, and equipment cleanliness standards at a premier Indian spice plant, so because of the government's insufficient attention, the image of India as a spice exporter has been declining in the last few years. It is essential to know at which stage the contamination of spices is happening. Farmers are not using Ethylene oxide. But it is probably used at the post-harvest and post-processing stage for spices. If repeated excessive residues are found, it can have a long-term effect.

In April 2024, Gujarat food and drugs control authorities seized over 60,000 kg of adulterated spices (turmeric, chili powder, pickle masala, and coriander powder). So, are Indian spices safe? It is essential to reestablish the credibility of Indian exporters in the overseas market. This action serves as a reminder of the critical role that food safety regulations play in maintaining public health and the importance of compliance by food producers and importers. The central government has instructed all state governments to conduct quality tests. The Spices Board has issued guidelines to exporters of spices to check for the use of ethylene oxide in spices through five quality evaluation labs of the Spice Board. FSSAI also tests samples, and for compliance with quality and safety parameters, each product will be analyzed.

FSSAI has ordered quality testing of MDH and Everest products. It has taken details from the food safety regulators in Hong Kong and Singapore. The Regulator in India now ordered their officials to conduct inspections, sampling, and testing at all the units that are manufacturing powdered spices. The focus is mainly on those manufacturing units making curry powders and mixed spice blends for local and foreign sales.

MDH's Say

Immediately after the controversy over quality concerns about MDH's products erupted, MDH declared that its products were safe for consumption, and the company has not received any communication from regulators and authorities in Hong Kong or Singapore about the reported contamination in its products. MDH has denied claims of cancer-causing pesticides in its products and noted this as lacking a sound basis and supporting evidence. Allegations against the MDH are baseless. MDH told the consumers they do not use ETO when processing, packing, or storing spices. The company emphasized its adherence to the safety standards. MDH reassures its customers about the quality and safety of its products by maintaining optimal sanitary conditions throughout the production process, factories, sales points, and distribution channels until the spices and spice products reach the public for sale.

MDH is committed to providing high-quality and authentic spices and expressed confidence in its tagline “*Real Spices of India*” and “*Asli Masale Sach Sach, MDH MDH.*” MDH group reassures consumers that they abide by health and safety standards nationally and internationally (Jain & Gaur, 2014).

Moving Forward

Spice exports from India are at potential risk; there is an urgent need to take action related to improving spice quality and safety. Manufacturers and importers of spices must stick to the international food safety standards. For spice producers like Everest and MDH, it is crucial to implement careful quality control measures for products. Building consumer confidence and maintaining brand reputation is necessary, so transparency in the entire manufacturing process and regular product testing can help restore the brand. India must thoroughly renew its approach to food safety, stringent enforcement, transparency, and clear communication to safeguard the strong moral principles of its exports (Sharma, 2024).

For Indian exporters of spices, the future is promising, and there is enormous potential for growth in overseas markets because consumers prefer Indian spices and the increased popularity of Indian food worldwide. Exporters need to keep an eye on emerging trends, which include the demand for sustainable and organic spices, products with value, and unique flavors. Indian government should support exporters via suitable policies, subsidies, infrastructure development, programs for trade promotion, and necessary measures for making improvements in exports (facilitation role). The government should help spice exporters by employing various marketing techniques (such as digital marketing and branding of the products) for participation in trade shows and exhibitions and international partnerships for expansion in foreign markets. Strategic alliances will help exporters reduce risks and enhance their success in foreign markets.

Monitoring production processes helps maintain consistency and quality of products, raw materials, and finished products. Identifying and eliminating non-conforming products and reducing waste will help improve efficiency. Providing high-quality, safe spices and products will ultimately enhance customer satisfaction. Before releasing the products in the market, quality control helps identify and rectify the defects in finished products, eventually leading to ensuring the quality of the products as per regulatory standards for preventing contamination and ensuring product safety. Good manufacturing practices (GMP) and the HACCP system are needed to identify and mitigate potential hazards in spice production (Sadam, 2024).

CONCLUSION

It is the responsibility of the Indian spice exporters to ensure the safety of the spices produced them by regular testing of spices for contaminants, following strict hygiene methods, following traceability systems, and strict compliance with international regulations as well as abide by strict quality standards like HACCP, ISO, and organic certifications. This will help guarantee the supply of safe and high-quality spices. Spice Exporters must encourage organic farming and other sustainable farming practices, Fairtrade initiatives, support small farmers with organic farming, and they should promote environmental conservation. MDH must monitor its quality chain and control and prevent pesticide contamination by managing its vendors effectively. This is essential for maintaining consumer trust and complying with national and international quality standards (Jain, 2024).

It is also essential to take appropriate action to maintain cleanliness in the domestic spice market so that hygiene can be maintained and the raw material will not be contaminated at the market level. Maintaining hygiene, risk reduction and prevention, consistency, traceability, reliability, consistency, Consumer relevance, and transparency are the driving

principles for the MDH. This will help to regain the trust of the global market, and after that, only spices will be exported from India, and the spice industry can achieve the goal of \$10 billion by the end of 2030.

To reestablish reputation and credibility in the overseas market, timely action by the Indian Government and Regulatory Authorities is essential. Cleaning up the domestic production system in India and establishing quality and safety standards will help improve the quality of the products for export.

QUESTIONS

1. Analyze MDH as a global brand of spices and how MDH has been shaped over time?
2. What food quality and safety standards are violated in this case? Suggest alternative measures that could have been adopted.
3. What features of the company differentiate it from others?
4. Did the situation become complicated because of the company's negligence?
5. Can monitoring the production processes help to maintain the consistency and quality of MDH products?
6. What strategies should MDH follow to regain its trust in the global market?

CASE SYNOPSIS

In April 2024, MDH masalas were banned in Singapore and Hong Kong because it was found that these masalas contain ethylene oxide, which has carcinogenic properties, has health risks, and also causes long-term health effects. This case study will guide how monitoring production processes can help to maintain consistency and quality of products, raw materials, and finished products, how the Good Manufacturing Practices (GMP) and the system of Hazard Analysis and Critical Control Points (HACCP) are essential in spice production for identifying and mitigating potential hazards. This will help guarantee the supply of safe and high-quality spices for export. Manufacturers and importers of spices must stick to the international food safety standards. Timely action by the Indian Government and Regulatory Authorities is essential. Cleaning up the domestic production system in India through regular inspections of the manufacturing units and testing of samples will help to maintain the quality and safety standards and boost the export of spices from India.

TEACHING NOTE

Learning Objectives

Upon completion of this case analysis, students should be able to understand the following:

- a) The overview of spice export from India.
- b) Driving principles for the spice industry.
- c) Explain different concepts related to food quality and food safety for food export.
- d) Understand the MDH Controversy and the severity of the current controversy.
- e) The strategies spice industries should follow to gain the trust in the global market.

RESEARCH METHODOLOGY

This case was developed from secondary sources of data. The secondary sources included industry reports, company annual reports, news reports, social media sites, and company websites.

Case usage (level and course)

This case study is intended for graduate and undergraduate students studying Food Technology and Agriculture Business Management. Suitable for teaching Agriculture Import and Export management subjects. This case provides a general overview of the export of spices from India. It can help students comprehend the challenges when a significant business exports various products to the global market. This case is also of value for producers and processors of spices and policymakers as an example of how negligence in monitoring production processes leads to deterioration of the quality of the products as per regulatory standards.

The case is categorized as level on a 1-3 scale. This implies that the case study provides a complete description of the situation. The Student's task is to analyze the situation. They should apply various academic concepts and theories to their analysis.

Answers to Discussion Questions

Analyze MDH as a global spice brand and how the MDH Company has shaped over the time?

Mahashian Di Hatti Private Limited is a spice manufacturing company that started in 1919 and became a household name among Indian families. Its journey started from Sialkot to a small shop in Delhi. MDH was started by Mahashay Chunnilal Gulati in 1919 at Sialkot. Then, his son, Mr. Dharampal Gulati, decided to head for Delhi in 1959 to start an outlet for Indian spices, and he served as its CEO until December 3, 2020, and then his death. They are the manufacturer of 62 kinds of spices, and these spices are available in 150 packages. It has a 12% market share in the Indian market.

MDH has a 105-year legacy of providing quality products to consumers. They are committing to providing quality and safe products. *“Give to the world the best you can, and the best will come back to you automatically”* was the Philosophy of Mahashay Dharampal Ji, and it has come true because today, MDH stands as a trusted name in every household. It is a name that stands synonymous not only for quality spices but also for its contributions towards the welfare of society. Now, the companies' products are trendy in India, exporting products to countries in Asia, Europe, and North America.

The importance of spice flavors was understood by MDH Masala, and in 1919, they came up with the ready-to-use packaged spices. They procure raw materials directly from the farmers to ensure uniform taste and quality. The MDH has a range of 62 products available in 150 types of packages. MDH Masalas packaging the spices as single ground spices and spice blends are produced by considering the specific flavors of these traditional dishes. It is easy for consumers to cook food without worrying about the proportions and balance of flavors in food. Different types of MDH Masala, different sizes of packets, and price lists are available on various e-store websites online. In 2017, Mr. Dharmpal was awarded the highest-paid FMCG; he earned almost Rs. 21 cr. Salary. He was awarded Padma Bhushan for trade and industry by our president, Shri. Ram Nath Kovind.

How does the company face the challenges?

Recently, there has been havoc with MDH and Everest masalas; their masalas are being banned in Singapore and Hong Kong because it was found that these masalas contain ethylene oxide, which has carcinogenic properties, health risks, and also causes long-term health effects. It is an alarming development for MDH; they have enjoyed widespread popularity, but now there are emerging concerns regarding the safety of these popular spices. People have been debating MDH and Everest's cancer-causing masalas. They are facing the heat in the global spice

market. These recent controversies about the quality of the spices exported by MDH underscore the imperative for rigorous quality control measures to ensure the safety of consumers and to uphold the reputation of Indian spice exports in the world market.

Did the situation become complicated because of the company's negligence?

The situation became complicated because of the company's negligence. MDH enjoyed widespread popularity, but now there are emerging concerns regarding the safety of these popular spices. These recent controversies about the quality of the spices exported by MDH underscore the imperative for rigorous quality control measures to ensure the safety of consumers and to uphold the reputation of Indian spice exports in the world market. They have not taken care of the quality of the product.

Do you think monitoring production processes can help to maintain the consistency and quality of MDH products?

It is the responsibility of Indian spice exporters to ensure the safety of the spices produced by regularly testing them for contaminants, following strict hygiene methods, following traceability systems, and strictly complying with international regulations. They must also abide by strict quality standards like HACCP, ISO, and organic certifications. This will help guarantee the supply of safe and high-quality spices.

What strategies should MDH follow to regain its trust in the global market?

It is also essential to take appropriate action to maintain cleanliness in the domestic spice market so that hygiene can be maintained and the raw material will not be contaminated at the market level. Maintaining hygiene, risk reduction and prevention, consistency, traceability, reliability, consistency, Consumer relevance, and transparency are the driving principles for the MDH. This will help to regain the trust of the global market, and after that, only spices will be exported from India, and the spice industry can achieve the goal of \$10 billion by the end of 2030

Teaching Tips/Activities

Below are teaching exercises that faculty could facilitate and complete by students who have read the case study.

Section one

Introduce the case sequentially with students, addressing questions appropriate for each stage of the case process.

Specific questions that students should address include:

- a) Analyze MDH as a global brand of spices and how MDH has been shaped over time.
- b) What are the problems faced by spice exporters related to the export of spices from India?
- c) Is information about international food safety standards readily available to producers?
- d) How is the government's inadequate attention resulting in India's deteriorating image in the overseas market?
- e) Do exporters have access to new technologies to improve the quality of spices?
- f) Do exporters have access to food testing services to improve the quality and safety of spices?
- g) Is it necessary to develop a suitable quality control system?
- h) What are the alternative systems that can help to make spices safer?

Section two

This section discusses the major controversies over contaminated spices of MDH in different countries. Introduce information about alternatives available with MDH to regain the trust in the Global market.

- a) Is timely action by the Indian Government and regulatory authority essential?
- b) Who will help guarantee the supply of safe and high-quality spices?
- c) Can monitoring production processes help maintain consistency and product quality?
- d) What is meant by GMP and HACCP?
- e) What are the objectives of FSSI?
- f) How can a spice board help enhance the quality and safety of spices?
- g) Can strategic partnerships help exporters reduce risks and enhance their success in foreign markets?
- h) Can the Government of India provide training and facilities for quality spices production and export?

Epilogue

India is at potential risk; there is an urgent need to take action related to improving spice quality and safety. The Government's support to exporters via suitable policies, subsidies, infrastructure development, programs for trade promotion, and necessary measures will help improve exports from India.

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