



**THE IMPACT OF WTO ON THE PEPPER ECONOMY OF
KERALA: CHALLENGES AND PROSPECTS**

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ABSTRACT

The spices economy of Kerala is a thriving sector of foreign exchange even from 2nd century AD. The various extracts from Sangam to that of foreign author speaks about the Romans, Greek and the Egyptians coming to the Kerala coast for trade in spices especially 'Pepper'. The various free trade agreements (FTA), fluctuating prices, disease have posed serious problems to the spices economy of Kerala. The revival of the spices economy should be such that it should produce maximum forward and backward linkage effect on the economy. Though the modern trade reform era can bring about many adverse impacts on the Pepper economy, if we can comply with the trade and export requirements, improve the R&D department to introduce new products of Pepper, then the export basket can definitely fetch a good amount of foreign reserve and skilled demographic dividend.

KEYWORDS

Spices, Pepper, R&D, Export basket, Backward and forward linkages