

**PARTICULARS OF ITS ORGANIZATION DIVISION, FUNCTIONS AND DUTIES**

The Coffee Board (known as the Indian Coffee Market Expansion Board, till 1948) is the lineal successor of the Indian Coffee Cess Committee, the First Statutory All India Organization of the Indian Coffee Industry, constituted by the Central Government, in response to the unanimous request of all the Coffee Interests for an Organization and funds of their own for the improvement of the industry. The Coffee Board is a Statutory Body under the Coffee Act of 1942(Act of 1942) having perpetual succession and a common seal, with powers to acquire and hold property, to contract and to sue to be sued.

The Board consists of a Chairman appointed by the Central Government and 32 Members representing the various interests as provided under Section4(2) of the Coffee Act read with Rule 3 of the Coffee Rules,1955. The distribution of Members of the Board among the several interests is as under:

1.	Chairman: Appointed by the Govt. but does not (Represent any particular interest)	1
2.	Members of Parliament(Lok Sabha-2,Rajya Sabha-1)	3
3.	Representative of Governments of principal coffee growing States viz., Karnataka, Kerala, Tamil Nadu & Andhra Pradesh (one each)	4
4.	Representatives of Governments of Coffee growing States other than principal growing States	2
5.	Representative of large coffee growers	3
6.	Representatives of Small coffee growers	7
7.	Representatives of coffee trade interest	3
8.	Representatives of coffee curing establishments	2
9.	Representatives of Labour interests	4
10.	Representatives of Consumer interests	2
11.	Representatives of instant coffee manufactures	1
12.	Representative of an eminent personality in the filed search/marketing/management/promotion of coffee	1
	<b>TOTAL</b>	<b>33</b>

## **MISSION**

To function as the leader in conducting Research and providing Extension support to improve production, productivity and quality in undertaking promotional efforts to boost exports and domestic consumption ;gathering statistical and other relevant data concerning the industry and disseminating the information to various segments of the industry; to act as the recognized spokesperson on behalf of the coffee industry to the Government, media, trade and general public; and to guide the overall growth and development of the coffee industry in the Country.

Represent the Indian Coffee industry in the International Coffee forums viz., International Coffee Organizations, Specialty Coffee Associations and work with them for the benefit of coffee industry.

## **OBJECTIVES**

\* Carryout focused research on coffee to develop suitable coffee varieties and package of practices to achieve improved production, productivity and quality.

- Undertake transfer of technology from lab to land through the extension net work spread all over the country
- Implement development plan programs like replanting, new planting and quality up gradation.
- Carryout export promotion activities like participation in overseas trade fairs, organizing visit of roaster delegations to Indian Coffee tracts and cupping sessions.
- Take up domestic promotion efforts involving the private sector to expand domestic consumption.
- Establish and develop database on all aspects of the industry.

- Dissemination of market information on a regular basis to various segments of the industry.
- To give policy formulation advice to Government and the self regulated industry
- Provide necessary support to the planters in crisis and carryout necessary labour welfare measures
- Conducting training programs which aims to develop and provide qualified cup tastes to various segments of the industry.
- Carrying out necessary steps for the improvement of coffee quality.

## **DIVISIONS, FUNCTIONS AND DUTIES**

### **1. SECRETARIAT DEPARTMENT**

The Secretariat Department deals with the entire staff related matters and office establishment matters. It also deals with convening of meetings of the Board and the statutory committees, administration of funds allocated under Labour Welfare Measures for the benefit of children of plantation labourers and allocation of funds for construction/maintenance of hospitals/schools in plantation areas etc.,

The following are the wings of the Secretariat Department

- (a) Administration (b) Official Language Wing (c) Legal Cell (d) Engineering Division  
(e) Vigilance Division

### **2. RESEARCH DEPARTMENT:**

The Research Department undertakes research in plant breeding, cultural operations and rendering advisory services to the planting community. The personnel in the Research Department mainly comprise of Scientific officers in the respective disciplines.

Analytical Lab and Quality Evaluation Centers are the other wings of Research Department.

### **3. EXTENSION AND DEVELOPMENT DEPARTMENT :**

The Extension Department anchored between the Research fraternity and the coffee growers focused on transfer of coffee technologies standardized by the research Scientists to the growers for achieving improved levels of production/productivity and also to enhance quality of coffee in line with the objectives envisaged in the plan for coffee development. It also renders assistance to planters in the various facets of coffee cultivation.

### **4. PROMOTION DEPARTMENT:**

The Promotion Department of the Coffee Board promotes the consumption of coffee in India and abroad through various measures. The following are the wings of Promotion Department (a) Market Promotion section (b) Indian Coffee Section.

### **5. EXPORTS & MARKETING:**

The Board performs the role of a facilitator to the coffee industry in respect of export promotion.

The following are the wings of the Marketing Department (a) Exports Section (b) General Section (c) Market Intelligence Unit.

### **6. ACCOUNTS & FINANCE:**

The Accounts Department is in charge of administration/allocation of funds of the Board:

The Wings of Accounts and Finance department are (a) Plan Fund Accounts (b) Non Plan Fund Accounts (c) Budget Section (d) Internal Audit party (e) Development Accounts (f) Pension Section (g) Pool Fund Accounts.

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