

PROPAGANDA DEPARTMENT

CHAPTER I

REORIENTATION OF PROPAGANDA POLICY

1. Early in 1957, the Board reviewed its propaganda activities with a view to assessing its effectiveness and impact and came into the conclusion that the pattern and organization of the Board's propaganda activities had become outmoded and cumbersome and ceased to serve the purpose for which they were originally intended. It had come to almost a routine of routine of running a chain of coffee houses and the very purpose for which they were created was lost. In the circumstances, the Board approved the plan for re-orientation of propaganda activities drawn up by the Chairman and as recommended by the propaganda committee (Decision of the Board at its 42nd meeting held on 29th/30th May 1957).

2. The following were the salient features of the plan for reorientation of propaganda activities of the Board referred to above:-

- 1) The coffee house run by the Board throughout the country should be closed down gradually and, in their stead, an arrangement should be made by the Board, for vending coffee to the public in coffee houses run by private individuals. The idea was to supply to these coffee houses, coffee powder at subsidized or fair prices and make them brew and sell coffee, according to the Board's standards, and also issue to them a certificate that they are working and selling coffee under conditions stipulated by the Board.

- 2) The emphasis on propaganda should be shifted from the south to North India and propaganda gradually expanded to new venues, making use of such media as mobile vans, cinema shows, advertising campaigns, etc.,
- 3) The field units would comprise of 15 depots supplying the needs of three or four cities each, of the selected 50 cities in India ; the functions of the depot being to blend, stock, roast and grind coffee and to pack and despatch coffee powder to recognized dealers in the cities under its jurisdiction.
- 4) Lady Demonstrators should be appointed for extension work, under the control and guidance of AdsP.
- 5) A whole-time Director of propaganda, who is an expert in public relations and publicity methods, should be appointed to direct and execute the new propaganda policy.
- 6) The staff found surplus after the closure of coffee houses should be disbanded on payment of terminatory benefits payable under the law.
- 7) Certain items of work centralized in Head Office should be transferred to the AdsP in the field and they should shoulder greater responsibility, with the idea of making them responsible for all propaganda and publicity work in their jurisdiction.

8) The work in Head Office would be split into two sections. One section would be in charge of routine matters, like movement of stocks of coffee, allotted to the department, from the Marketing Department, maintenance of the offices of the ADsP, grant of leave, allowances, pay, etc., to staff, supply of grainders, roasters etc., to depots and the other will deal with promotional activities such as designing of posters, films, display materials, and literature, for both internal and external publicity.

3. In August 1959, it was decided that the Marketing Department should bear the expenditure relating to coffee depots run by the propaganda department and the items of expenditure relating to propaganda be met by the propaganda department. It was also decided that control of the branches in the propaganda department, other than those relating to publicity, advertisement and public relations be transferred from the director of propaganda to the Chief Coffee Marketing Officer (vide decisions of the first and second joint meetings of the propaganda and marketing committees held on 20-2-1959 and 7-8-1959).

4. However, the coffee depots and agencies were transferred back to the propaganda department and the entire expenditure on them charged to the general fund as before, with effect from 1-8-1960 (vide decisions of the 4th joint meeting of the propaganda and marketing committees held on 5-6-60).

5. Again, in December, 1965, there was a further change in the set up of the propaganda department, as, in pursuance of the suggestions made by the expert committee and approved both by the Board and the

Government of India, the propaganda department and marketing department came under a single directorate known as the “Directorate of Marketing” with the CCMO as its Head, with effect from 21st December 1965. For details refer to Chapter I and *Appendix I*-part IV Marketing. Further the administrative control and the jurisdiction over the JCDs were transferred from the CCMO to the DP on 23-12-1965 (vide SE 121417 dated 23-12-1965).

6. In may 1969, the propaganda committee, vide its decision at the 87th meeting held on 26-5-69 decided that vigorous steps be taken to increase internal consumption of coffee from the then level of 38,000 tonnes to around 45,000 tonnes by 1972-73. In that context, the propaganda committee decided that more ICDs be opened in the South provided that overall loss in running the propaganda units was not allowed to go up further.

7. The Marketing Committee at its meeting held at Madras on 15th July 1970, decided that the sale of blend coffee powder consisting 2/3rd plantation Triage and 1/3rd Robusta Cherry AB from all the propaganda units of the Board be made effective from 15-7-1970.

8. It was felt that the propaganda department being a wing of the Directorate of Marketing should not be isolated, particularly as far as the internal propaganda was concerned, it was only projecting the image of coffee and various facts of the Coffee Industry, the role of the Coffee Board and its various schemes on behalf of the industry. This image has to be

continuously built up and sustained (vide Minutes of the 89th propaganda committee held on 15-9-1970).

9. The National Commission on Agriculture, in their report inter alia made demand projections on coffee up to the year 1985-96, taking into consideration the various factors relating to the consumption of coffee within the country. According to this, the internal consumption of coffee will have to grow to about 70,000 tonnes by about 1980 and 110,000 tonnes by about 1985 paripassu with increase in coffee production both from the existing areas and expansion in non-traditional areas should be of the order of 2.25 lakh tonnes.

10. The propaganda committee at its 99th meeting held on 19-10-1976 decided as part of the programme for promotion for internal consumption of coffee, in stages, in the potential and non-traditional areas in the context of the estimated consumption made by the National Commission on Agriculture for the next 25 years. The committee authorised at the Chairman to take steps to open new ICDs and review the existing locations and redistribute them wherever necessary.

11. Keeping this in view and the importance of the growth of domestic consumption, as envisaged by the National Council of Applied Economic Research in their perspective plan for coffee Development, the Board has drawn up a phased programme for promotional of internal consumption for 1977-78 and 1978-79. In doing so, the locations of different units, in new coffee growing areas, potential areas and traditional areas has been taken into consideration.

12. The propaganda committee decided that the agency system which has been in vogue should, following the Govt. policy, be oriented to subserve the need to create employment avenues, strengthen the public distribution system of the department, largely catering to the weaker sections of the society. The main thrust of the promotional activity including distribution by the agency system will be concentrated in non-traditional areas (vide decision of the 100th meeting of the propaganda committee held on 28-7-1977).

CHAPTER II

ORGANISATION AT HEAD OFFICE

13. As explained in the Part I Chapter I, the Propaganda Committee is constituted every year in accordance with Section 7 of the Coffee Act and the rule 18 of the coffee rules. The committee shall discharge all the functions of the Board, subject to such restrictions as may be undertaken for promoting sale and increasing consumption in India and elsewhere of coffee produced in India.

14. *Director of propaganda:-* The Director of Propaganda is the chief officer of the propaganda department and he is responsible for its administration. The overall head of the propaganda department is the CCMO, by virtue of his being the Head of the directorate of marketing of which the propaganda is assisted by DDP (one), ADP (HQ) one, ADP(E&D) one and ADP (Publication).

15. Consequent on the formation of the Directorate, the following changes in the designation of officers are contemplated, from a date to be notified later :

- i) Director of Propaganda to be designated as Director of Promotion.
- ii) Deputy Director of Propaganda to be designated as Deputy Director of Promotion.
- iii) Assistant Director of Propaganda (Headquarters) to be designated as Assistant Director of Promotion (Headquarters).

- (iv) Divisional Assistant Directors of Propaganda as Assistant Directors of Marketing.

16. *Deputy Director of Propaganda* : - The Deputy Director of Propaganda will, besides being in over all supervisory charge of Marketing Promotion Section and PPS shall assist the Director of Propaganda in all departmental matters.

17. *Assistant Director of Propaganda (Headquarters)*:- He will assist the DDP and Director of Propaganda in publicity and promotional activities besides being in direct charge of both market promotion and propaganda and publicity sections.

18. *Assistant Director of Propaganda (E & D)* : He will be in charge of exhibitions and demonstrations, whenever the Board decides to participate and conduct fairs and exhibitions anywhere in India. He will take suitable instructions from the Director of Propaganda/Deputy Director of Propaganda in matters relating to this.

19. *Assistant Director of Propaganda (Publication)* :- He will be in charge of the work relating to the publication of “Indian Coffee” under the direct guidance and control of the Director of Propaganda.

20. *Disposal of files – Procedure*:- Drafts of communication which do not required the approval of Chairman/CCMO, but which pertain to important subjects or fairly complex matters, should be put to the Director of Propaganda, through the Deputy Director of Propaganda. The Deputy

Director of Propaganda will put up the files requiring the orders of the Director of Propaganda/Chief Coffee Marketing Officer/Chairman as the case may be to DP. The Asst. Director of Propaganda will put up files seeking orders on drafts for approval through the Deputy Director of Propaganda. Fair copies of communications to the Government will be signed by the Director of Propaganda or Deputy Director of Propaganda when the former is absent and routine communications to the Government will be signed by the Deputy Director of Propaganda and Assistant Director of Propaganda. In the absence of the Director of Propaganda/Deputy Director of Propaganda, the Assistant Director of Propaganda (Headquarters) will submit files requiring orders to the Chief Coffee Marketing Officer.

21. The Director of Propaganda is responsible for the contents and manner of presentation of cases and matters for discussion by the Propaganda Committee. Each section will put up, well in time, papers relating to the Committee meetings, to the Section Officer who will, in turn, check up and then submit them.

22. For administrative and financial powers of various officers in the Propaganda Department : Refer to *Appendix II* of Part II Secretariat.

23. *Inspection of Divisional Officers and Propaganda Units :-* Calendar of inspections by the Deputy Director of Propaganda/Deputy Director of Propaganda/Assistant Director of Propaganda will be drawn up every year in advance and the inspection of divisional offices and Propaganda units will be conducted by the Director of Propaganda/Deputy

Director of Propaganda/Assistant Director of Propaganda as per approved programme. Inspection reports of the Director of Propaganda/Deputy Director of Propaganda will be examined by the concerned Sections and put up to the higher authorities after noting the salient features of the report. If there are any reports of adverse nature or suggestions for improvement, action should be initiated after taking orders.

24. The Propaganda Department at the Head Office consists of 3 Sections, viz., Market Promotion Section, Propaganda and Publicity Section and Indian Coffee (Publication) Section.

25. The sanctioned strength and functions of each of the above are dealt within the following paragraphs under the respective Sections.

Market Promotion Scheme (MPS)

26. The sanctioned strength of MPS as on 1-6-1977, is Head Clerk (One), Junior Assistant (One), Senior Clerks (6), Junior Clerks (3).

27. The Head Clerk will sign fair copies of the subjects shown below :-

- (a) Turnover statements
- (b) Calling for returns

- (c) Seeking clarification regarding the discrepancies in the turnover statement and such other routine correspondence with units.
- (d) Routine correspondence with divisional offices and other departments.

28. *Functions* :- This Section deals with the following subjects :-

- (i) All establishment matters, such as staff, buildings, supply of uniforms to Class IV staff etc., (ii) Raw Coffee Supplies, (iii) Agency and Approved Coffee Houses, (iv) Supply of consumable articles to Coffee Houses/Coffee Rooms/Vans, and (v) Budget.

29. *Staff* :- All matters relating to the staff of the Propaganda Department will be handled by the section. Files dealing with promotions, inter-departmental transfers, filling up of vacancies and other matters in respect of which the sanctioning authority is the Chairman, should be sent to the Secretariat with a note for obtaining Chairman's orders.

30. *Postings and transfers* :- Transfers of ministerial and field staff are governed by the General principles laid down in Part I-B – Office Procedure – Chapter XVI.

31. Gradation List :- Gradation list of Officers, Ministerial Staff and Field Staff should be prepared annually as outlined in Part I-B-Office Procedure – Chapter XVI.

32. *Staff list* :- The list should be prepared as on the 1st January of each year of all the units and Head Office and copies sent to Accounts.

33. Procedure relating to fixation of pay, granting of leave, increment, advances like conveyance, provident fund, house building etc., is given in Part I-B-Office Procedure – Chapter XVI.

34. Personal files, service books and Leave account of all the officers both at Head Office and in the divisional offices and those of Class III Staff and Group ‘D’ staff at the Head Office are maintained by the Section. The personal files, service books leave account of the staff working in the Offices of the Assistant Director of Propaganda, Deputy Director of Propaganda, Special Officer (Promotion) are maintained in the respective Offices. The personal files, service books and leave account of the field staff of the Propaganda Department, other than the officers are maintained in the office having jurisdiction over the field units. The procedure relating to maintenance of service books is given under Part I-B-Office Procedure – Chapter XVI.

35. *Confidential rolls* :- The procedure in regard to writing of the confidential reports of staff, review thereof and their maintenance is given in Part I-B Office Procedure – Chapter XVI.

36. Advance Tour Programmes : Advance Tour Programmes of the ADP will be approved by the Special Officer (Promotion), New Delhi/DCCMO Bombay as the case may be. Tour Programmes of Special Officer (Promotion), New Delhi, DDP will be submitted to the Director of Propaganda/Chief Coffee Marketing Officer for approval and orders thereon communicated.

37. *TA Bills* :- The TA Bills of the Deputy Director of Propaganda/Special Officer (Promotion), New Delhi, will be scrutinized with the advance tour programme and put up to the Director of Propaganda for counter-signature.

38. The TA Bills of the ADP will be scrutinized by the Deputy Director of Propaganda and Special Officer (Promotion), New Delhi and Deputy Chief Coffee Marketing Officer, Bombay.

39. *Medical Bills* :- Claims for reimbursement of medical expenses of the Officers and Staff in Head Office will be scrutinized and put to the Officers empowered as per delegation of powers.

40. Medical bills of the officers and staff working in the field will be scrutinized by the respective offices and forwarded to the Head Office for further scrutiny and sanction.

41. *Working hours, weekly holidays* :- The fixation of working hours, weekly holidays etc., of the various propaganda units are dealt with in this section.

42. *Inventory* :- Inventory of articles in the Head Office should be maintained in the prescribed register. Inventory at the various Field Offices/Units will be maintained in the respective Offices/Units. As on 1st July of each year, inventory statement should be prepared at the Head Office and similar lists called for from the Assistant Director of Propaganda/Deputy Director of Propaganda and Special Officer (Promotion), New Delhi, and are checked with the previous year's list and purchases effected during the year. Discrepancies if any should be pointed out and clarifications obtained from the concerned officers.

43. *Accommodation* :- Buildings for locating India Coffee Depots/Rooms/Vans/Houses/Buffer and the Divisional Offices are generally taken on lease for a period of 11 months or for such other period as mutually agreed upon with option to renew the same for a further period, on the same terms and conditions. The Assistant Director of Propaganda/Asst. Coffee Marketing Officer, Deputy Director of Propaganda/Special Officer (Promotion) will execute lease deed in terms of the delegation of powers or under Power of Attorney given to them by the Director of Propaganda.

44. Standard terms and conditions of lease deed are at *Appendix I*. However based on the circumstances prevailing at the time of negotiations for the building, suitable amendments duly approved by the competent authority may be incorporated.

45. *Raw Coffee* :- As per the decision of the Marketing Committee, a quantity equal to 10 percent of the internal consumption of coffee during a calendar year, could be earmarked for the Propaganda Department. However, types of coffee and actual quantity allotted varies from year to year depending upon the actual requirements subject to the overall ceiling fixed.

46. Quarterly indents are received from the propaganda units in the prescribed form which are tabulated in the Section and the quantities required by each unit are examined and fixed. The Marketing Department is addressed to allot coffee from the Pool Agents/Pool Depots in close proximity to the Propaganda Units. As per instructions of the Marketing Department, the Pool Agents/Pool Depots tender coffee. On receipt of the intimation, the Section issues despatch advices to the Pool Agents/Pool Depots in the prescribed form with a copy to the Propaganda Units. It may be mentioned that it is the responsibility of the ACMO having jurisdiction over the Pool Agents/Pool Depots to ensure that the coffee despatched to the Propaganda units are FAQ or above in quality.

47. An extract of the minutes of 176th meeting of the Marketing Committee held on 18-7-1970 relating to the Correctives suggested by the Ministry of Commerce, Government of India and Government's decision thereon is given below:

“ From a communication No. 27(42)/76 Plant (B), dated 7-9-1976, received by the Chairman of the Board from the Government of India, Ministry of Commerce, New

Delhi, the Committee noted that it had been decided by the Government:-

- a) that payment by the Propaganda Department to the Marketing Department in connection with the coffee purchased by the Propaganda Department for sale in various forms through its various units is subject to the following correctives with effect from 1st April 1976;
- b) that the Marketing Department should revert to the 1967 practice of charging minimum release price to the Propaganda Department as recommended by the Public Accounts Committee; and
- c) that the establishment expenses and deficit should be shared in an agreed manner between the Propaganda Department and Marketing Department of the Board and that the Finance Department may be informed of the expenses by the Coffee Board of the above and thereafter the Coffee Board may seek release of necessary funds from the Government.”

48. Considering that such expenditure as is incurred by the Propaganda Department, on items like running depots etc., would legitimately form part of the marketing expenditure; the Committee noted the correctives suggested by the Government of India for necessary implementation with the understanding that the expenditure on establishment charges and deficit, if any, should be shared in the ratio of 50:50 between the Propaganda and Marketing Department.

49. The Section prepares the retail selling prices for raw coffee and powder taking into consideration the following factors :

Price Structure for raw Coffee:-

- | | |
|--|---|
| i) Reserve Price | ii) F.O.R. Charges |
| iii) Average Freight | iv) Octroi if any |
| v) Provision for loss in transit and storage | vi) Overhead charges |
| vii) Total-price per 50 kg. | viii) Price per ½ kg |
| ix) Sales Tax | x) Price per ½ kg inclusive of Sales Tax. |

Powder :

- i) Retail price to consumer per ½ kg. of raw coffee
- ii) Add 20% for loss in roasting
- iii) Roasting and grinding charges at paise 6 per ½ kg
- iv) Retail Sale Price per ½ kg.
- v) Retail price per ½ kg pegged down to subsidised price for sale.

50. *Payment on raw coffee to Marketing Department :-* The invoices, debit notes, transport charge bills, received from the Pool Agents/Pool Depots through the Propaganda Units and the Assistant Director of Propaganda are scrutinized and forwarded to the Accounts Department for arranging payment.

51. *Insurance of raw coffee :-* Raw coffee is insured against fire, riot, strike, civil commotion risks, war and a policy taken from the Life Insurance Corporation of India. Statements of stocks of coffee received from the Propaganda Units quarterly and these statements are furnished to the Life Insurance Corporation of India duly checked up.

52. *Transport of coffee by road :-* The Marketing Department arranges for the appointment of transport contractors to Pool Sales Depots and also for India Coffee Depots, if they are situated in the same place, as the Pool Sales Depot, if the transport contractors are agreeable to transport coffee, on the same terms and conditions applicable to Pool Sales Depots. In other cases, the section calls for tenders from registered transport contractors separately to finalise the tenders.

53. Terms and conditions of the tender notice are given in *Appendix - II*.

54. *Preferring of claims on coffee lost in-transit :-* The Section watches claims preferred by the Sales Officers on the coffee lost in-transit and examines and takes further action on reports received in respect of such claims.

55. *Appointment of agencies :-* The Section deals with the appointment of agents for the sale of raw coffee and coffee powder in areas approved by the Propaganda Committee. The terms and conditions attached to the Agencies are given in *Appendix III*.

56. *Retailers and roasters :-* Coffee is also allotted to roasters and retailers who are permitted to sell coffee powder at the rates fixed by the department which takes into consideration the commission payable to them.

57. *Shortage statements* :- The monthly shortage statements received from the Propaganda Units through the Assistant Directors of Propaganda for shortages in transit and storage are examined in the section and put up to the higher authorities in an office note for acceptance or otherwise of such shortages.

58. A register is maintained in the section showing the shortages received by the Sales Officers both for in-transit and storage shortages – month-wise and this is examined to check whether shortages are recorded habitually or only occasionally.

59. *Disposal of empty gunnies* : - The Assistant Director of Propaganda/Assistant Coffee Marketing Officer will intimate the surplus gunnies available in the propaganda Units and on receipt of the information, necessary steps will be taken by the Deputy Chief Coffee Marketing Officer/Deputy Director of Propaganda to call for tenders from the registered dealers of gunnies. The tenders when received are opened, tabulated and orders of acceptance passed.

60. *General- Monthly turnover statement* :- A statement in the prescribed form showing the number of cups of coffee sold, raw coffee, powder and other catering items sold in the Coffee Houses/Coffee Vans/India Coffee Depots are prepared each month and issued to the Propaganda Committee Members/Units.

61. *Preservation of records* :- Procedure relating to the preservation of records, etc., is detailed in Part I – B Office Procedure – Chapter VIII.

62. Returns ‘Due in’ and ‘Due out’ – Vide *Appendix IV*.

63. Registers to be maintained Vide *Appendix V*.

PROPAGANDA AND PUBLICITY SECTION (PPS)

64. The sanctioned strength of the Propaganda and Publicity Section as on 30-6-1977 is – Head Clerk (1) Senior Clerks (4), Junior Clerks (4), Stenographers 3 (including PA to Director of Propaganda), Artist (One) and Gestetner Operator (One).

65. The following are the main subjects dealt with in the Section:-

- (1) External Publicity
- (2) Internal Publicity
- (3) Stores
- (4) Budget relating to Propaganda and Publicity Section,
- (5) General matter
- (6) Trade Fair/Exhibitions and
- (7) Fair copy and despatch

66. *External Publicity* :- The external publicity for India coffee is done through (a) Press advertisements in important trade journals and

Women's magazines, (b) screening of films produced by the Board, (c) participation in important fairs/exhibitions, and (d) Presentation of samples of green coffee/coffee powder.

67. *Press Advertisement* :- Every year advertisements stressing the excellence and quality of Indian coffee are released in important trade journals and women's magazines published in foreign countries. The Advertising Agents of the department obtain and furnish estimates from these journals and magazines indicating the circulation figures and rate per insertion. The estimates are scrutinized and selection made of the journals/magazines in which advertisements are to be released with reference to the amount provided for the purpose.

68. The Government of India is addressed to release the foreign exchange to the extent covered under the estimate. On receipt of the Government Orders, an application in Form A is sent to the State Bank of India, through the Accounts Department, for the release of foreign exchange sanctioned by the Government.

69. The Advertising Agents are then informed to reserve the space and release the advertisements accordingly. The payment is made to the advertising agents on receipt of the bill, together with the voucher copies of the journals/magazines.

70. The design and the advertisement material is prepared by the Artist of the Section/Advertising Agents, under directions from the Director of Propaganda.

71. Enquiries received from the trade in response to the advertisements released in these journals and magazines are circulated among the Registered exporters in India for follow up.

72. *Screening of films* :- The Board has produced export promotional films like Coffee for Connoisseurs. Both 35 mm and 16 mm prints of the film are available. Besides English, copies have been taken in French, Italian, German and Russian. In consultation with the Ministry of Foreign Affairs, Government of India, the Board despatches the film to concerned Indian Missions in different countries. The Board meets the incidental charges towards screening of the film. Foreign exchange is required in case any expenditure is to be incurred for screening the films abroad. This is arranged by approaching the Government as and when the Indian Embassy to whom the film is sent requests for funds. Reserve Bank is then requested to release the foreign exchange sanctioned by the Government.

73. The Indian Embassies send reports on the reaction of audience to the film and these are brought to the notice of the Members of Propaganda Committee.

74. A register is maintained in the section detailing the number of film prints in each language, description of the film, date of production and cost thereof.

75. *Participation in important fairs/exhibitions:-* The Trade Fair Authority of India attached to the Ministry of Commerce, Government of India, furnishes every year to the Board a list of important fairs and exhibitions conducted abroad. The Propaganda Committee decides about the fairs and exhibitions in which the Board may participate.

76. When the decision is taken to participate in a particular Fair/Exhibition, arrangements are made to send specially designed panels, a set of photographs on coffee, coffee caddies, literature on coffee and samples of all exportable varieties of coffee. The display panels are prepared by the Board's Artist under the directions from the Director of Propaganda. 2 kg. each of exportable varieties of coffee are sent for display. Export permit is required for sending the samples of coffee overseas exhibitions when it exceeds the limit prescribed under the Coffee Rules for despatch by air or postal parcel. The Assistant Director of Propaganda, Bombay will be instructed to send these materials for overseas exhibition, through the Shipping Agents approved by the Government of India, to the Embassies concerned and to the Director of Exhibitions, Ministry of Commerce/Indian Council of Trade Fairs and Exhibition, Bombay.

77. Fourteen copies of invoices of exhibits are handed over to Shipping Agents, 6 copies each to the embassies concerned and the Director of Exhibitions, Ministry of Commerce/Indian Council of Trade Fairs and Exhibition, Bombay at the time of handing over the exhibits.

78. The Assistant Director of Propaganda, Bombay, has to account for the exhibits and samples of coffee despatched by him.

79. Coffee caddies are distributed by the Embassies in charge of the Indian Pavilion to important visitors to the Fairs/Exhibitions. In a few exhibitions, arrangements are also made for serving coffee in the cup through the assistance of the Directorate of Exhibitions in India.

80. A report of the results of the Board's participation in such foreign fairs/exhibitions when received is placed before the members of the Propaganda Committee for information.

81. Samples of coffee left over after the exhibition is concluded will not be returned to the Board, but will be disposed of locally, to the best advantage of the Board or sold to the embassy staff at the invoiced rates and the proceeds credited to the Board's account. In cases where this is not possible, the coffee will be used up at the embassy for the service of liquid coffee, to the important visitors during the course of the year. The display materials will be retained by the embassy themselves for further publicity.

82. *Presentation of samples of coffee and coffee caddies :-* Samples of green coffee are sent for publicity purposes on request from Indian Missions located in some of the countries. Further, the coffee caddies are also sent for distribution among the traders and local dignitaries to introduce Indian coffee in new markets.

83. A report is received from the High Commission of India in UK in respect of the Board's publicity work of which the embassy is in charge.

Internal Publicity

84. Internal publicity is achieved through :-

- (a) Press advertisements,
- (b) Screening of films/slides,
- (c) Running Prestige Coffee Houses/Coffee Rooms/Vans/India Coffee Depots,
- (d) Participation in fairs/exhibitions,
- (e) Appointment of Lady Demonstrators
- (f) Recognising well run Coffee Houses as Approved Coffee Houses,
- (g) Selling domestic filters,
- (h) Displaying Hoardings and Neon signs, and
- (i) Production and distribution of Publicity literature.

85. *Press Advertisements* :- Press campaigns are undertaken depending upon the availability of budget provision and the special need for releasing advertisement of Indian Coffee in dailies, periodicals, published in India, besides casual advertisements released.

86. The advertisements are routed through the Advertising Agents appointed by the Board. The Propaganda Committee reviews the work of the Agent/campaign proposals and decided about the continuance or otherwise of the Advertising Agents services. Usually appointment is done for a period of three years at a time.

87. The Advertising agents are not paid any remuneration, but in case of foreign press advertisement, they are paid servicing charges.

88. The terms and conditions under which the advertising agents are appointed are given in *Appendix VI*.

89. The Advertising Agents will furnish estimates from dailies/magazines/periodicals with circulation figures, rate per insertion, etc. These estimates are examined and selection made regarding the dailies, magazines and periodicals in which advertisements should be released in a year. The estimate for the same is to be put up to the Director of Propaganda/Chairman, for approval.

90. The Director of Propaganda will proposed a theme for the press campaign and the advertising agents, after due discussions with the Director of Propaganda, will furnish the designs.

91. The payment is made to advertising agents on receipt of the bills together with voucher copies in which advertisements appear.

92. *Screening of films/slides* :- The Board has been producing films on coffee and also slides for screening, in important theatres in India and also at fairs/exhibitions. It has produced the following films:

- (a) How to Brew Coffee,
- (b) From Seed to the Cup,
- (c) A day at Home, and,
- (d) A day at Office,

93. The films have been produced with the assistance of reputed producers, appointed by the Board from among the panel of firms registered with the Government of India, on the usual terms and conditions. The script of the film, terms and conditions, are put up to the Propaganda Committee for approval.

94. Estimates are called for, from the advertising agents of the department for the release of these films and cinema – slides in various theatres throughout India and on receipt of the estimates, orders are obtained from the Director of Propaganda/Chairman for the rates quoted therein. While releasing the films due consideration is made for selecting theatres situated in industrial area and tourist centers in North India where there is real need for coffee promotion.

95. *Maintaining prestige Coffee Houses/Rooms/Vans* :- Coffee Houses/Rooms are being run departmentally at present in Srinagar, Delhi, Calcutta and Bangalore, as a promotional measure. Besides serving good cups of coffee to consumers, these Coffee Houses serve as demonstration centers for educating the public in the art of brewing coffee.

96. The Sales Officers occasionally arrange for demonstration in the proper method of brewing coffee after prior publicity among those who visit the Coffee Houses. Literature on preparation of good coffee issued by the department is distributed at these demonstrations. Coffee parties are also arranged by the Coffee House on special occasions.

97. *Coffee Vans* :- Coffee Vans work in industrial and other areas for popularizing coffee in the cup among workers in factories and the general public. These Vans not only serve coffee in the cup but also vend powder, and arrange for the screening of films at College functions, exhibitions, festivals etc.,

98. *Participation in fairs/exhibitions*:- The department participates in important fairs/exhibitions conducted in India. A list of fairs/exhibitions is drawn up and with the concurrence of the Propaganda Committee, arrangements are made to participate in them effectively.

99. On receipt of a requisition from the exhibition authorities, steps are taken to select a suitable site.

100. Limited tenders are called for from the registered contractors who have registered themselves with the Exhibition authorities for the construction of the Board's pavilion and the rates tabulated and put up to the Director of Propaganda/Chairman for approval.

101. The Section makes arrangements for the dispatch of panels/posters/domestic size filters, translites, films, photos, slides, literature on coffee in the regional languages and samples of coffee for display at the Board's pavilion.

102. When arrangements for Board's participation in exhibition/fair are decided upon, further action in regard to drawing up the plan, blue-print, obtain the estimates and finalizing the work order are done in the Section. The Section requests the market Promotion Section to post requisite number of staff to work in the Pavilion in the exhibition. Lady Demonstrators are also appointed wherever found necessary. The Officer-in-Charge of the Board's Pavilion will attend to the following :-

- i) Supervising the work of the contractors for expeditious completion of the pavilion;
- ii) Contacting Municipal, Health, Police Authorities, etc., for obtaining necessary licences ;
- iii) Arranging for the regular supply of water, Power and other supplies needed for running the pavilion;
- iv) Display of panels, posters, photos etc., and samples of coffee;
- v) Arranging for supply of milk, sugar and other catering items at competitive rates;

- vi) Preparing the price structure for coffee and snacks served in the pavilion and obtaining orders thereof from the Head Office;
- vii) Arranging furniture like chairs, tables, sofa, etc., for the use in the pavilion on hire basis;
- viii) Arranging for the regular supply of freshly roasted and ground coffee powder, either from a local departmental depot or from the depot nearest to the exhibition place, for the preparation of liquid coffee and for sales of coffee powder.

103. The Officer-in-Charge will also supervise the work of the Lady Demonstrators who are expected to conduct demonstrations in the art of brewing coffee, at the exhibition as well as at hostels and other institutions in the locality where the exhibition is held.

104. The Officer-in-Charge will explain the work of the Board to important visitors to the exhibitions.

105. At the conclusion of the exhibition, he will arrange for the dispatch of serviceable articles to the respective Units/Head Office duly covered under transit risk insurance for all the articles dispatched. He will also arrange for dispatch of unserviceable articles locally and credit the sale proceeds to the Board's account.

106. He will render accounts for the receipts and expenditure on account of the Board's participation in the exhibition and send a special report regarding the important features of the exhibition.

107. *Recognising well run Coffee Houses as approved Coffee Houses :-* With the closure of departmental Coffee Houses, except the prestige coffee houses, in Delhi, Calcutta, Srinagar, Patna and Bangalore, the Board has followed a policy of approving some well run Coffee houses by private enterprenuers and according recognition to them as Appoved Coffee Houses. As an incentive, the Board allots raw coffee/coffee powder for brewing coffee and for sale to the public. A commission is also paid to the Approved Coffee Houses as fixed by the Propaganda Committee. The approved coffee houses sell raw coffee and coffee powder to consumers at rates fixed by the Board and in addition display the posters supplied to them duly framed. They should also exhibit the Board's plaque "Approved Coffee House" in a prominent place. The Approved Coffee Houses are subject to inspection by Officers of the Board.

108. The terms and conditions governing the appointment of Approved Coffee Houses are given in *Appendix VII*.

109. A new Coffee House which desires to obtain recognition of the Board, as approved Coffee House, should send application through the Assistant Director of Propaganda. The questionnaire in respect of inspection of Coffee Houses is given in *Appendix VIII*. The Assistant Director of

Propaganda inspect the coffee houses and send reports with their recommendation for approval or otherwise as approved Coffee Houses.

110. *Renewal of recognition* :- date for the renewal of recognition of Approved Coffee Houses is fixed as 1st January of each year in all cases. The recognition granted in the middle of the year will also expire on the 31st December of the year. Application for renewal should be received by Sales Officers/ADPs not later than 15th November each year. Sales Officers/ADPs should forward such applications from the Coffee Houses situated in their locality with their specific recommendations or renewal or otherwise of recognition on the basis of performances and off-take of coffee for the previous year to Head Office, so as to reach the office, on or before the 10th December.

111. As regards Approved Coffee Houses which are situated in mufussil places, such requests should be routed through the Assistant Director of Propaganda who will, in turn, forward these to Head Office with their specific recommendations.

112. *Selling domestic size filters* : - The Coffee Board, arranges for the manufacture of specially designed filters of two and four cup capacities, made of stainless steel. Tenders are called for, from the manufacturers of stainless steel in the prescribed form as in *Appendix IX* who are expected to send their tenders with samples of filters made of stainless steel. According to the specifications given by the office. On receipt of such tenders, the rates tabulated and put up to Chief Accounts Officer/Director of Propaganda/Chief Coffee Marketing Officer/Chairman, for approval.

113. The filters are supplied through Departmental Depots, Coffee Houses, and Vans and also Approved Coffee Houses, Agencies, after fixing a suitable selling price on a 'no profit no loss' basis as a propaganda measure.

114. *Displaying Hoardings and Neon Signs :-* Attractive hoardings and neon signs are displayed in big cities like Delhi, Bombay, Calcutta and Madras and Coffee advertisement plaques are exhibited at important railway stations and aerodromes by entering into a contract with the respective railways and airport authorities. Neon signs are displayed through reputed advertisers. The form of agreement is given in *Appendix X*. Hoardings are displayed near aerodromes as arranged by the Board's advertising agents at agreed rates. The material for hoarding and neon signs is prepared by the Director of Propaganda and the design by the Advertising Agency/Artist as instructed by the Director of Propaganda.

115. *Publicity literature :-* The department published the following literature/booklets :-

- (1) Two of a type – both Indian and English
- (2) How to brew coffee in restaurants and Coffee Houses – English, Kannada, Tamil and Malayalam.
- (3) Guide to coffee roasting – English, Kannada and Tamil
- (4) Fun with coffee – English.

116. These booklets are distributed among important visitors to the exhibitions and fairs in India where the Board participates, as well as in foreign countries.

117. Before these booklets get exhausted, the Board's advertising agency is asked to obtain estimates from reputed printers for the printing of these booklets. These estimates are tabulated and put up to the Director of Propaganda/Chairman for approval of the rates. Sufficient numbers are got printed after revising the booklets and bringing upto date.

118. *Stores section :-* The Stores arrange for the supply of stationery articles, printed forms, crockery, cutlery, filters etc., to the units against indents which are duly scrutinised and orders obtained.

119. Supply of stationery articles and printed forms to be various units are made once a quarter against the indents received by the Stores. Supplementary indents received in case of urgent requirements. The indents received from the various Units should be properly scrutinised and orders obtained from the ADP (HQ) before arranging supply of the articles to the staff and officers of the Propaganda Units.

120. Invoices are made out by the Stores, sent to the Units, copy of which is returned with their acknowledgement.

121. Stores also maintain an imprest cash for meeting day to day expenses for receiving and sending the articles to the Units. The Imprest Cash book should be maintained which will be scrutinized by the ADP (HQ). The amount is got reimbursed whenever the cash is exhausted.

122. For further details regarding work of the Stores, refer to Part I-B-Office Procedure – Chapter XIV.

123. A monthly statement of supplies made is prepared and furnished to the Accounts for raising the debits against the Units concerned.

124. *Supply of consumable articles to Coffee Houses/Coffee Rooms/Coffee Vans:-* The Section calls for tenders for the supply of consumable articles (such as milk, sugar, bread, charcoal etc.,) required by the Coffee Houses, through advertisement in the press early in January/February of every year. The terms and conditions of the tender are given in *Appendix XI*. The Sales Officer will also be asked to furnish their reports on the working of the existing tenderers. Rates quoted by the tenderers will be tabulated and put up to the Director of Propaganda/Chairman for approval. The successful tenderers should start supplying articles from 1st April of the year.

125. *Supply of uniforms :-* Every Class IV staff who has put in one year of service is entitled to the uniforms supplied by the department. The Class IV Staff working in cold places like, Srinagar, Delhi, Calcutta etc., are provided with woolen uniforms, jersies, etc., once in three years. The

woolen uniforms are also supplied to the temporary staff who have put in continuous service of 3 years and working in permanent establishment.

126. The scale of supply of uniforms to be supplied to Class IV Staff is given in *Appendix XII*.

127. The uniforms are being got stitched locally by Sales Officer/ADP who obtain quotations from local reputed tailoring firms and send them to Head Office for approval. This section deals with this subject.

128. *Warm clothing advance* :- A fixed amount of Rs.200/- is granted as advance to Class III staff working in cold places, like Srinagar, Delhi, Calcutta etc., for the purchase of woolen cloths, reimbursable in ten monthly instalments. The staff should furnish vouchers for the purchase of woolen cloths.

129. *Budget* :- The figures for the revised estimates for the current year and budget estimates for the subsequent year are furnished to the Accounts Department during July/August of the year in respect of publicity – both external and internal. Work relating to this is attended to by this section.

130. *General – Monthly turnover statement* :- A statement in the prescribed form showing the number of cups of coffee sold, raw coffee, powder and other catering items sold in the Coffee Houses/Coffee Vans/India Coffee Depots are prepared each month from the information returns furnished by the units.

131. *Administration Report* :- The annual report of the administration of the department should be prepared and forwarded to Secretariat for transmission to the Government of India.

132. *Fair Copy* :- The entire typing work of the Propaganda Department at Head Office is done in the Section. The Stenographers, in addition to attending to dictation and transcription work will attend to such other duties as entrusted to them from time to time.

133. The Personal Assistant attached to the Director of Promotion attends to such work as may be entrusted to him by that Officer.

134. *Despatch* :- This branch deals with the work in respect of receiving and dispatching tapals. Detailed instructions regarding the opening, and diarising of the daily tapals and dispatching of letters are given in Part I – B Office Procedure – Chapters II and V.

135. The dispatch branch also maintains a register for dispatch of letters and accounts for the use of service postage stamps purchased and for the Franking done every day.

136. *Franking Machine* :- Once in a year, a contract valid for a year is entered into with M/s. Roneo Vickers Ltd., Bangalore for quarterly servicing of the franking machine used in the dispatch branch. The charges for the four quarterly servicing to be done by them are paid in advance at the time of renewal of the contract every year. For further details regarding the

marking of the franking machine and Telex services etc., refer to Part IV – Marketing Chapter II.

137. *Weighing Scales* :- Once in two years a rate contract valid for two years is, entered into with M/s. Avery India Ltd., Bangalore for half-yearly servicing of Avery weighing scales held at Propaganda Units after obtaining sanction of competent authority i.e.CCMO/CHAIRMAN. As and when any unit requires new weighing scales, such requests are examined and put up for sanction of the competent authority on whose approval, orders are placed with M/s.Avery (India) Ltd., for supply.

138. *Preservation of records* :- All the sections should have with them only the current records and records relating to the previous year if constant reference to these are required for the day-to-day working of the section. All other records should be listed, docketed, stitched and entered in the transit register section-wise indicating the period of preservation against each record.

139. ADP, (HQ)/DDP will pass final orders on the destruction in respect of the sections under their coverage. For details Vide Part I-B Office Procedure –Chapter VIII.

140. Returns ‘due in’ and ‘due out’ Vide *Appendix XIII*.

141. Registers to be maintained Vide *Appendix XIV*.

INDIAN COFFEE SECTION

142. With the sanction of the following staff, with effect from 1-8-1977, a new Section called Indian Coffee section was formed – Technical Assistant (Editorial) – One, Technical Assistant (P) – One, Junior Stenographer – One and Junior Clerk – One. The section is under the supervisory control of the Assistant Director of Propaganda (Publications).

143. The chief functions of the section relate to the publication of Indian Coffee, Board's monthly bulletin, which is published in English, Kannada, Tamil and Malayalam.

144. The journal "Indian Coffee" is registered with the Registrar of Newspapers for India, Simla and the following are the registration numbers in respect of English, Kannada, Tamil and Malayalam.

English	Reg. No.	13373/57
Kannada	M.	7127
Tamil	M.	7159
Malayalam	Bg.	402

145. During January of each year an annual statement in the prescribed form regarding Indian Coffee should be filed with the Press Registrar.

146. Under Rule 8 of the Registration of Newspapers, a statement about the Indian Coffee in the prescribed form should be published in Indian Coffee February Issue of each year.

147. Indian Coffee has been registered with the Senior Superintendent of Post Offices, Bangalore East, Bangalore, to post copies at the City R.M.S. Office, Bangalore, at concessional rates for English (KRNA 11), Kannada (KRNA 65), Tamil (KRNA 30) and Malayalam (KRNA 48) and without prepayment for English. The journal is posted under the licence issued by the Senior Superintendent of Post Offices, Bangalore, and the due dates for posting are 24th and 25th for English edition and last two days of the month for language editions. Extension of time for posting any edition is granted by the Senior Superintendent of Post Offices, Bangalore, on prior application by the Board. An account of the number of copies so posted should be presented to the Postal authorities every month for assessing the postage payable at the concessional rates.

148. The annual subscription per edition is Rs.6/- (inland) and Rs.15.60 per edition (foreign).For the convenience of the subscribers, the subscription is reckoned from January to December.

149. Each subscriber is allotted a plate number which appears on the address wrappers. Any change in address requires replacement of the Address plate. The address plates are supplied against our orders by M/s. Bradma of India Ltd., Bangalore. The wrappers are printed at this office on the Addressograph machine and sent to different printers of Indian Coffee for posting the journal.

150. Advertisements of interest to coffee growers are published in the Indian Coffee and they are chargeable at rates fixed from time to time by the Editor-in-Chief.

151. Material for publication in Indian Coffee is to be sent to the Editor-in-Chief, by all the departments, sections concerned regularly by the 15th of each month (Vide Office Circular No. PPS/1C/137, dated 12-5-1977).

152. Printing of Indian Coffee is entrusted to printers at regular intervals on the basis of lowest tenders consistent with quality, Service contract for Bradma Addressograph machine is renewed every year.

153. From 1-4-1973 the expenditure on Indian Coffee is being met from the Pool Fund as per the budget approved for this purpose.

154. There is a panel of approved translators. Material for language editions are translated by them and they are paid honorarium at rates fixed by the Editor-in-Chief.

155. The following registers are maintained by the Indian Coffee Section :-

Subscription Register for Indian Coffee in English and language editions.

Mailing registers for sending Indian Coffee to
Subscribers/Departments/Complimentary.

Index Register.

Advertisement Register showing advertisements booked for
Indian Coffee.

Registers of monthly schedule of advertisements appearing in
Indian Coffee.

Bills Register.

CHAPTER III

DIVISIONAL OFFICES

156. For administrative purposes, the various Indian Coffee Units (Coffee Houses/Rooms/Depots/Vans etc.,) have been put under the charge of Divisional Officers having jurisdiction over those. Some of the Units by virtue of their being located in the jurisdiction of some of the Assistant Coffee Marketing Officers, viz., The Assistant Coffee Marketing Officer, Mysore, Calicut, Coimbatore, Salem, Madras, Batlagundu and Vijayawada are under the supervisory and administrative control of those Assistant Coffee Marketing Officers who attend to the work of the Propaganda Department in their divisions in addition to the regular work relating to Marketing Department.

157. Officers of the Assistant Directors of Propaganda are functioning at Bombay, New Delhi, Patna and Tirumala. There is also the Office of the Special Officer (Promotion), at New Delhi, who is having jurisdiction over the Propaganda Units in North India.

158. The Deputy Director of Propaganda, Calcutta, is in charge of the Coffee House at Calcutta and is responsible for the proper working of this Unit. He is assisted by one Assistant Director of Propaganda (Accounts), one Sales Officer and six Assistant Sales Officers, and on the ministerial side he is assisted by one Senior Clerk and one Junior Clerk/Typist.

159. The Deputy Chief Coffee Marketing Officers at Bombay, Vijayawada, Coimbatore and Mysore (Headquarters) are in over-all supervisory charge of the work relating to the Propaganda Department in their jurisdictions. DCCMO, Bombay, is assisted by ADP, Bombay, and on the ministerial side by one Head Clerk, one Senior Clerk and four Junior Clerks/Typist, apart from the Field Officers in his region.

160. The names of the India Coffee Depots/Coffee Houses coming under the jurisdiction of the different Divisional Offices are given below:-

India Coffee Depots :

- | | | | |
|----|----------------------------|---|--------------|
| 1. | Museum Road, Bangalore | } | |
| 2. | Visveswarapuram, Bangalore | } | |
| 3. | Jayanagar, Bangalore | } | ADP (E&D) |
| 4. | Kempegowda Road, Bangalore | } | HQ Bangalore |
| 5. | Malleswaram, Bangalore | } | |
| 6. | Mysore | } | ACMO, Mysore |

7.	Lamington Road, Bombay	}	
8.	Sion, Bombay	}	
9.	Belgaum	}	
10.	Baroda	}	ADP, Bombay
11.	Bhopal	}	
12.	Nagpur	}	
13.	Indore	}	
14.	Panjim	}	
15.	Hubli	}	
16.	Tolstoy Lane, New Delhi	}	
17.	Karol Bagh, New Delhi	}	
18.	Kanpur	}	ADP, New Delhi
19.	Allahabad	}	
20.	Ranchi	}	
21.	Rourkela	}	ADP, Patna
22.	Jamshedpur	}	
23.	Ernakulam	}	
24.	Kottayam	}	
25.	Kottayam Market Complex	}	
26.	Kozhikode	}	ACMO, Calicut
27.	Trichur	}	
28.	Trivandrum	}	
29.	Palghat	}	

30.	Coimbatore	}	ACMO, Coimbatore
31.	Salem	}	
32.	Salem – Ancillary	}	ACMO, Salem
33.	Trichy	}	
34.	Madurai	}	ACMO, Batlagundu
35.	Mount Road, Madras	}	
36.	T. Nagar, Madras	}	
37.	L.C. Street, Madras	}	ACMO, Madras
38.	ICF, Perambur, Madra	}	
39.	Mylapore, Madras	}	
40.	Tirupathi	}	
41.	Hyderabad	}	
42.	Vijayawada	}	
43.	Vishakapatnam	}	ADP, Vijayawada
44.	Warrangal	}	
45.	Rajamundry	}	

Coffee Houses :

1.	Bangalore	}	ADP (E & D)
2.	Calcutta	}	DDP, Calcutta

3.	Patna	}	DDP(ADP), Patna
4.	Srinagar	}	
5.	Super Bazaar, New Delhi	}	
6.	ICB, Parliament House, New Delhi	}	
7.	ICR, Udyog Bhavan, New Delhi	}	ADP, New Delhi
8.	ICR, North Block, New Delhi	}	
9.	ICR, All India Radio, New Delhi	}	
10.	India Coffee Van, New Delhi	}	

Special Officer (Promotion), New Delhi

161. In order to cope up with the work of expansion of Coffee consumption in Northern India, the post of Special Officer (Promotion), New Delhi, has been created. The Special Officer (Promotion), New Delhi, will co-ordinate, direct and supervise the promotional campaigns in North India, to augment the consumption of coffee. He will also be in charge of the liaison work between the Coffee Board and the Government of India in respect of all matters of importance. He will also be in charge of the crash programmes in Faridabad and Jamshedpur. He will have supervisory jurisdiction over the work in the areas covering the jurisdiction of DDP, Calcutta, and the DCCMO, Bombay – in respect of the latter except matters relating to Marketing Department.

162. The Special Officer will be responsible for the proper co-ordination of all aspects of work relating to production of Instant Coffee for export on Board's account, at the Instant Coffee Factory at Moga; its clearance, transport and shipment. He will also attend to such other items of work relating to this that might arise from time to time.

163. *Assistant Director of Propaganda* : The Assistant Director of Propaganda is responsible for the proper administrative and efficient discharge of work in his division. He is assisted by an Officer on the ministerial side and by Sales Officers/Assistant Sales Officers on the Executive side.

164. When in Headquarters, tappals will be opened by the ADP and disposal instructions issued. At other times, tappals are opened by the Head Clerk who should ensure that all important correspondence which need the attention of the Assistant Director of Propaganda are put up to him and the rest are attended to by him.

165. The Assistant Director of Propaganda, in places where he is in independent charge, unlike in the case of Bombay and Delhi, will carry on all important correspondence with the Director of Propaganda. Subject to the overall control of the Assistant Director of Propaganda, the Head Clerk will be in charge of the current work of the office.

166. The Assistant Director of Propaganda should carefully verify and atleast entries in the cash book each day. He should do so immediately

on return to headquarters in regard to entries made during his absence. At the close of every month a certificate of physical verification and reconciliation of the cash balance should be recorded in the cash book over his signature.

167. *Confidential roll* :- For details please refer to Part I – B- Office Procedure – Chapter XVI.

168. *Inspection* :- The Assistant Director of Propaganda/Assistant Coffee Marketing Officer/Deputy Chief Coffee Marketing Officer/Deputy Director of Propaganda/Special Officer will inspect Indian Coffee Depots/India Coffee Houses/India Coffee Vans periodically according to the schedule of inspections and submit the reports of inspection in the prescribed form. The Assistant Director of Propaganda/Assistant Coffee Marketing Officer will also inspect Approved Coffee Houses and Agencies and furnish a report in the prescribed form. The inspection programme should be drawn up so as to ensure that all the Units are covered at least once in the course of the year. The Assistant Director of Propaganda/Assistant Coffee Marketing Officer will submit reports to Special Officer/Deputy Chief Coffee Marketing Officer/Deputy Director of Propaganda and the inspection reports to Deputy Chief Coffee Marketing Officer/Deputy Directors of Propaganda/Special Officer will be submitted to the Director of Propaganda.

169. *Advance Tour Programme* :- The Assistant Director of Propaganda/Assistant Coffee Marketing Officer should send his advance tour programme for approval to the Special Officer/Deputy Chief Coffee Marketing Officer/Deputy Director of Propaganda concerned. The Deputy

Director of Propaganda, Calcutta and Special Officer (Promotion), New Delhi, will send their tour programmes for approval to the Director of Propaganda. If for any reason, a particular Unit is not inspected, the fact should be reported to the Special Officer/Deputy Director of Propaganda/Director of Propaganda together with reasons thereon and inspections should be taken up as early as possible. He should mention in the tour programme the purpose, last date of inspection and the camp address.

170. *Diary*:- The Assistant Director of Propaganda should furnish fortnightly diaries within a week after the end of the fortnight.

171. *TA Bills* :- The TA bills of the Assistant Director of Propaganda should be sent to the Deputy Director of Propaganda for counter-signature. In the case of the Deputy Director of Propaganda, Calcutta and Special Officer (Promotion), New Delhi TA bills should be sent to the Director of Propaganda, for countersignature who will forward them to Accounts Department duly counter signed for payment.

172. *Establishment Work*:- Matters relating to staff, stores accommodation within the competence of the Special Officer/Deputy Director of Propaganda/Assistant Director of Propaganda are dealt with by him and those requiring orders or instructions referred to Director of Propaganda/Deputy Director of Propaganda/Deputy Chief Coffee Marketing Officer as the case may be.

173. Personal files, service books, and leave accounts of all the Group 'D' staff are maintained in the Divisional Office. Instructions regarding maintenance of service books are outlined in Part I B- Office Procedure – Chapter XVI.

174. The Special Officer/Deputy Director of Propaganda/Assistant Director of Propaganda will deal with the transfer of Group 'D' Staff within his region/division subject to restrictions imposed by higher authorities, if any.

175. The Assistant Director of Propaganda will sanction earned leave for all the Group 'D' staff in cases where substitutes are not required and Casual Leave for all the Class III staff and Group 'D' in his jurisdiction. Leave for Assistant Directors of Propaganda will be sanctioned by Deputy Director of Propaganda/Special Officer as the case may be and Director of Propaganda shall be kept informed. Earned leave will however be sanctioned by Head Office.

176. The Assistant Director of Propaganda will sanction increments to Group 'D' staff except in the case of crossing EB in which case, the increment certificates should be sent to the Director of Propaganda for sanction with a special report. Increments for staff will be sanctioned by the Officers authorised as per delegation of power.

177. Administrative and financial powers of Deputy Director of Propaganda/Deputy Chief Coffee Marketing Officer/Special Officer :- Refer to *Appendix II – Part II – Secretariat*.

178. Pay bills of the Special Officer, Deputy Director of Propaganda and Assistant Director of Propaganda and his staff will be prepared on the last working day of the month except in the case of pay for the month of March when the pay bill is prepared on the 1st of April, and the amount disbursed after pay order is made by Special Officer/Deputy Director of Propaganda and the Assistant Director of Propaganda. Procedure to be followed in respect of preparation of pay bills is detailed in Part I B- Office Procedure – Chapter XVI.

179. Sanction of pay advance, TA advance, Festival advance, PF advance, PTO concession, Overtime Allowance, Children's Educational allowance etc., are governed by the delegation of powers.

180. TA bills of the staff of the Office and the Units are to be countersigned by the Assistant Director of Propaganda and sent to Accounts Department, Head Office. However, TA bills of the Assistant Director of Propaganda should be forwarded to the Deputy Director of Propaganda/Special Officer for verification, counter-signature and forwardal to Head Office. Similar procedure should be followed in respect of Medical bills also.

181. Action should be taken on the extracts from the Visitors' Book furnished by the Sales Officers/Assistant Sales Officers, as the case may be.

182. The divisional office shall take appropriate action in getting Group 'D' staff medically examined every year;

183. *Accommodation* :- Lease deeds of depots, Coffee Houses/Divisional Offices are executed by the Assistant Director of Propaganda/Assistant Coffee Marketing Officer under a power of attorney given to him by the Director of Propaganda. The Assistant Director of Propaganda will also attend to the minor repairs of the buildings when the expenditure does not exceed Rs.50/- under each item per year.

184. *Inventory* :- An inventory as on 1st July of the Office of the Assistant Director of Propaganda should be prepared and sent to Head Office every year. Similar lists should be called for from India Coffee Depots/Coffee Houses/Vans etc., and checked with the previous year's list and purchases effected during the year. Discrepancies, if any, should be pointed out and clarification sought from the person concerned. These lists should be forwarded to Head Office over the signature of the Assistant Director of Propaganda/Assistant Coffee Marketing Officer. A register should be maintained in the prescribed form for recording inventory.

185. *Preservation of records* :- Detailed instructions regarding preservation of records, destruction of time barred files and disposal of waste papers are given in Chapter VIII – Part I B- Office Procedure.

186. *The following registers should be maintained :-*

- (1) TA Advance Register; (2) Rent Register; (3) PF Register;
- (4) Conveyance Purchase Advance Register; (5) Festival Advance Register; (6) Refundable Advance Register; (7) Increment Register; (8) Superannuation Register; (9) Duty Report Register; (10) Attendance Register; (11) Cash in transit register and (12) Inspection Minutes book.

187. *Sales Work :-* The Assistant Director of Propaganda will also supervise the work relating to allotment of coffee to Local Sales Permit holders from the stocks of India Coffee Depots/Pool Sales Depots if any. The Assistant Director of Propaganda should also inspect periodically the establishments and accounts of Local Sales Permit holders attached to the India Coffee Depots/Pool Sales Depots under his jurisdiction and submit reports to the Deputy Director of Propaganda/Special Officer concerned.

188. Applications received from Agencies, Approved Coffee Houses should be forwarded to Head Office with remarks.

189. Routine correspondence with Agents, retailers and roasters will be attended to.

190. Indents should be obtained from the Units for raw coffee required for sale, and a consolidated statement prepared and sent to Head Office.

191. *Shortage of Coffee* :- Shortage statements received from the Sales Officers of India Coffee Depots/Coffee Houses/Vans for the shortage of coffee in transit/storage will be examined by the Assistant Director of Propaganda/Assistant Coffee Marketing Officer and forwarded to Deputy Director of Propaganda/Special Officer/Deputy Chief Coffee Marketing Officer having jurisdiction, for an adjudication of cases which are in excess of the powers of the former. Cases which are beyond the powers of Deputy Director of Propaganda/Deputy Chief Coffee Marketing Officer/Special Officer are forwarded to Head Office by these Officers with their remarks for adjudication by Director of Propaganda/Chief Coffee Marketing Officer.

192. Indent for supply of bill books, packing labels, printed forms, registers, etc., should be obtained from the Units and forwarded to Head Office.

Accounts

193. *Imprest* :- Indent for imprest towards expenditure of pay, allowances and contingencies of the divisional office should be sent to the Accounts Department by the 20th of the month. An imprest cash book should be maintained for the accounting of money received and expended.

194. *The following accounts are received from the Units:-*

- i) Forms No. 4, 19, 20, 99 and 100.
- ii) Cash and Credit bills

- iii) Form No. 1 – Cash Accounts
- iv) Form No. 80
- v) Form No. 101
- vi) TA Bills
- vii) Pay bills, and
- viii) Bills for supplies made.

195. The forms No. 4, 19, 20, 99 and 100 should be checked and forwarded to Head Office duly counter-signed by the Assistant Director of Propaganda.

196. *The following registers should be maintained:-*

- (a) Coffee register,
- (b) Catering register,
- (c) Charcoal register, and
- (d) Paper bag/polythene bag register

197. The particulars from the above forms should be extracted and posted in the registers to verify excess and consumption of articles, if any, by the Units.

198. Audit objection slips should be issued to Sales Officers with a copy to Head Office, whenever discrepancies are noticed during checking of these forms.

199. The imprest accounts and pay bills of the Units and also of the divisional office should be sent to Head Office duly checked and countersigned by the Assistant Director of Propaganda/Assistant Coffee Marketing Officer. Instructions regarding checking of imprest accounts are given in Part IV-Marketing – Chapter V.

200. *Checking of duplicate cash bills :-* Assistant Directors of Propaganda/Assistant Coffee Marketing Officers should watch the receipts of the duplicate cash bills and form 13 (abstract of cash bills) from the Units. DCBs received along with Form 1(Cash Accounts) are checked with a view to detect (1) Arithmetical inaccuracies and unauthorised sales, etc., (2) Whether the totals agree with the figures in Form 13 and ; (3) Whether the rates charged are in order. Shortages noticed between the amount of the bills and the amount credited in Form 13 should be intimated to the Sales Officers concerned for prompt rectification and adjustment. These should be entered in a register against the particular unit concerned and if frequent shortages are noticed further action should be initiated. These DCBs after checking will be retained in the divisional office.

201. *Form 13 (Abstract of Cash bills):-* This form is submitted by the Units monthly. Entries in these are made daily in the serial order of the DCBs, each entry representing the sum total of each duplicate bill sheet containing twenty bills, classified under the relevant heads provided for the purpose, both in terms of quantity and amount. These figures are consolidated monthly and accounted for in the relative monthly cash returns submitted by the Units.

202. *Form No. 80 (Statement showing commission charges paid to the agents on sales of coffee powder):-* The quantity of coffee powder sold to the agents and value realized thereon as shown in this form should be checked with reference to the duplicate cash bills.

203. Discrepancies noticed while checking Form Nos. 1 and 13 should be pointed out to the Sales Officers in the form of audit objection and recoveries should be watched.

204. *Form No. 101 :-* The receipts and disposal of permanent and semi-permanent articles purchased by the Units and shown in the form should be verified from the vouchers and a copy sent to the Head Office.

205. *TA Bills/Pay Bills :-* TA bills and pay bills of all the Class III and IV staff of divisional office and also of the Units should be sent to Head Office.

206. *Bills for supplies made :-* The bills received from the Units for payments relating to the supply to roasters and grinders, coffee filters, paper bags, crockery, cutlery, uniforms, fire extinguishers and bills relating to maintenance contracts like weighing sales, typewriters etc., and also bills relating to servicing and overhaul of electric roasters, grinders, on rate contracts should be scrutinised and forwarded to Head Office. Further, invoices, debit bills and transport bills from Pool Agents/Pool Depots and Transport Contractors received from Units should be scrutinized and sent to

Head Office promptly over the signature of Assistant Director of Propaganda for arranging payment.

207. *Pool Fund Account* :- Sales Registers, cash memos and remittance particulars received from the Units where local sales are conducted should be scrutinized thoroughly and sent to Head Office.

208. *Reimbursement of 25% of expenditure on divisional office in the North from Pool Fund* :- Consequent on the merger of the Marketing and Propaganda Departments under a single Directorate, 25% of the expenditure of the divisional office in the North is debited to Pool Fund account as the Assistant Director of Propaganda performs both the duties of Marketing and Propaganda. The Assistant Director of Propaganda will prepare monthly statements in quadruplicate, original and duplicate to be sent to the Propaganda Department Accounts, triplicate to Director of Propaganda and quadruplicate to be retained by him showing the total expenditure incurred by him each month on the lines indicated in Part – IV Marketing – Chapter V.

209. The Assistant Director of Propaganda should also render accounts in respect of all expenditure incurred by him from out of the funds at his control in curing the Pool Sales Depots for getting the amounts reimbursed from the Marketing Department.

210. *Sales Tax* :- The procedure relating to preparation of sales tax returns, remittance of sales tax to the sales tax authorities is detailed in Part IX – E- Propaganda Accounts.

211. *Budget Estimates* :- The Assistant Director of Propaganda will furnish all figures for the revised estimates for the current year and budget estimates for the subsequent year of his office and all the Units under his jurisdiction every year.

212. *Despatch* :- Will deal with diarising and despatch of letters, accounting of service postage stamps used and supplied to the Units.

213. Returns “Due in” and “ Due Out” – Vide *Appendix XV*.

214. Registers to be maintained – Vide *Appendix XVI*.

CHAPTER IV

INDIA COFFEE DEPOTS

215. India Coffee Depots are established in important cities/towns in India to make available good quality coffee at fair prices and also to popularize the right method of roasting and grinding of coffee, besides serving as a network to help the public distribution system. This network has been, by and large, helping to hold the price-line for coffee. Incidentally, the coffee distributed through these depots also serves as a yardstick for judging the quality of coffee in the open market. The list of India Depots is given in *Appendix XVII*.

216. *Charge and control* : - Each depot is placed under the charge of Sales Officer/Assistant Sales Officer who is given additional Assistant Sales Officers, as the case may be and the requisite number of Group 'D' staff to assist.

217. The depots are under the administrative control of the Assistant Directors of Propaganda/Assistant Coffee Marketing Officers whose jurisdiction over the various depots are detailed in Chapter III.

218. The depots are classified into four categories based on turnover of each depot during the past three years and the basis for the sanction of

staff strength is also fixed against each category as indicated below (vide decision of the Executive Committee Meeting held on 19-6-1964).

Category of Depot	Monthly turnover	Sanctioned Strength		
		Sales Officer	Asst. Sales Officers	Group "D" Staff
1. Minor	Below Rs. 10,000	...	1	2
2. Minor A	Above Rs.10,000 but below Rs. 30,000	1	..	2
3 Major	Above Rs.30,000 but below Rs. 60,000	1	1	3
4. Major A	Rs. 60,000 and above.	1	2	6

219. *Duties of the depot staff* : - The Sales Officer/Assistant Sales Officer is assigned the following duties :-

- (j) Attending to office correspondence;
- (ii) Receiving and storing coffee,
- (iii) Daily sales of raw coffee/coffee powder and issuing coffee to local sales permit holders against monthly allotments in places where there are no separate pool sales depots,
- (iv) Collecting and remitting sale proceeds,

- (v) Maintaining stock and cash accounts, and
- (vi) Furnishing market reports,

220. For financial powers and responsibility of the Sales Officer, refer to Chapter V – Propaganda.

221. The Sales Officer/Assistant Sales Officer should furnish security deposits for the stocks and cash handled by him as detailed in Office Procedure.

222. *Indents for stocks of coffee :-* The Sales Officer should prepare an indent for the requirement of coffee for his unit, in the prescribed form, every quarter and send it to Head Office through the Assistant Director of Propaganda/Assistant Coffee Marketing Officer well in-time, for arranging supplies of stocks.

223. *Receiving and accounting of coffees at the depots :-* Soon after receipt of coffee (in the case of transport by lorry), the consignment should be weighed by the Sales Officer/Assistant Sales Officer in full, i.e. each bag in the consignment and a record of weight so ascertained in respect of each bag should be kept in a register maintained for this purpose. Shortage or gain-in-weight found in-transit in respect of each consignment should be struck and the total quantity of shortage or gain-in-weight recorded in Form 19 (main stock). The signature of the transport contractor/s or his representative/s should be obtained for having been present at the time of weighment of the consignment. When coffee is despatched to the depots by rail, it should be cleared in time so as to avoid payment of demurrage

charges. If there is any suspicion of the bags having been tampered with, a request for open delivery should be made to the railway authorities and claim for reimbursement of the value of coffee on account of the shortage, preferred under advice to the Assistant Director of Propaganda/Assistant Coffee Marketing Officer and Head Office. Action should be taken by the Sales Officer/Assistant Sales Officer for preferring claims within the time without waiting orders from his superiors.

224. Shortage/gains-in-weight should be recorded in stock cards as well as in the register. Shortage statements should be prepared in the prescribed form every month in duplicate and sent to the Assistant Director of Propaganda/Assistant Coffee Marketing Officer.

225. After the entire consignment is cleared a reconciliation statement should be prepared and sent to Head Office through the Assistant Director of Propaganda/Assistant Coffee Marketing Officer.

226. The Sales Officer should furnish monthly stock statement in Form 19 (main stock) and also fortnightly stock statement in Form 4 (subsidiary stock).

227. *Storage* :- Coffee bags packed in double gunnies should be stored in the godowns on coir mats/bamboos or wooden planks to avoid any dampness and consequent deterioration in the quality of coffee.

228. *Allotment of coffee to retail dealers* :- Marketing department allots certain quantities of coffee to the registered retail permit holders who

have been granted quotas, on a monthly basis. The Sales Officer of the depot should collect the value of coffee from the retailers and remit the amount to the Pool Fund Account. He will render the sales registers, cash memos and remittance particulars every month to the Assistant Director of Propaganda/Assistant Coffee Marketing Officer. He will deliver stocks only after the collection of the value of coffee plus sales tax etc., from the dealers.

229. *Daily sales* :- The Sales Officer will arrange for the release of raw coffee/coffee powder, as and when required to the counter for sales to be effected to the consumers.

230. *Roasting and grinding of coffee* :- Sales Officer should make proper arrangements for the roasting and grinding of coffee according to the prescribed standards and for release of coffee powder to the consumers daily. For further details regarding roasting and grinding refer to Part IV – Marketing – Chapter XVII.

231. The Sales Officer, India Coffee Depot, Bombay, in addition to the regular work of being in charge of the India Coffee Depot will attend to despatch of display materials, coffee caddies, exportable samples of raw coffee to foreign fairs/exhibitions under instructions from the Head Office and maintain registers to account for these despatches.

232. *Supply of coffee to Approved Coffee Houses, Agents, Retailers and Roasters* :- Approved Coffee Houses, Agents, Retailers and Roasters are attached to the India Coffee Depots. Sales Officers will release raw coffee and powder according to the quotas fixed to each of them, as

instructed and pay the commission charges as fixed by the Head Office. Separate accounts should be maintained for the release of raw coffee and powder to each of them.

233. *Remittance of sale proceedings* :- The Sales Officer will remit all the sales proceeds of the previous day, to the bank next day to the credit of General Fund Propaganda Account and send back challan to the Head Office regularly.

234. *Submission of monthly turnover statements* :- The Sales Officer should reconcile the figures in the monthly turnover statements with all other relevant records furnished/maintained by him. The statement should be submitted to Head Office on the 10th of the succeeding month to which it relates.

235. *Weekly remittance statement* :- The Sales Officer should forward to the Head Office every week before the 10th, 18th and 25th of the month and 3rd of the succeeding month, weekly turnover statements indicating therein the quantity of raw coffee sold, powder sold together with collections during the week and the remittance made. Details of the figures in the weekly statements put together should tally with figures in the monthly turnover statements. These statements should be properly checked at the Head Office and discrepancies, if any, pointed out well in –time.

236. *Bills for supply* :- Sales Officer should invoices, debit notes, transport charges bills, received by him from the Pool Agents/Pool Depots/Transport Contractors to Head Office through the Assistant Director

of Propaganda concerned so as to reach within 10 days of the receipt of the Coffee or receipt of the invoices, debit notes, transport charges bills at his unit. In no case should an invoice/debit note/transport bill be held up at the unit for more than 3 days from the date of receipt of coffee or invoices, debit notes etc.,

237. Debit notes, invoices, and transport charges should bear a certificate duly signed by the Sales Officer in the following form:-

- (a) “Certified that the consignment of kg. of raw coffee referred to in the invoice/debit notes/transport charges bill have been received here on..... in good condition and the same has been taken into stock account in Form No. 19 for the month of and
- (b) the consignment has been packed in new gunnies or once used gunnies of 101.60 x 71.62 cms./91.44 x 71.12 cms. size etc.,

The consignment has been received by rail :-

- (i) An amount of Rs..... has been paid towards railway freight and Rs.... Towards transport charges from railway station to India Coffee Depot/Godowns. No wharfage/demurrage has been paid on the consignment.

The consignment has been received by lorry :-

- (ii) through the transport contractor/s, and no expenditure has been incurred by this unit for unloading, weighing and stacking of the bags.

Items (i) and (ii) may be recorded whichever is applicable to the unit concerned.

238. *Imprest* :- The Sales Officer should send his indent for imprest towards expenditure on pay and allowances, contingencies etc., to the Accounts Department direct and render imprest accounts to the Assistant Director of Propaganda/Assistant Coffee Marketing Officer once a month.

(Note : It is very necessary that steps should be taken to streamline the procedure of indents for imprest and supply of the same and submission of imprest accounts by the Propaganda Units, on the same lines as in the Marketing Department. This would enable the divisional officers to have better control over the Units' expenditure and also ensure promptness in submission of imprest accounts by the Units).

239. The Sales Officer will render the following accounts to the ADP/ACMO.

- (i) Imprest accounts,
- (ii) Pay Bills and TA Bills,
- (iii) Forms, 4, 13, 19, 20, 68, 80 and 101.
- (iv) Sales Tax statements,
- (v) Recovery of statement regarding PF loan, house building advance, festival advance, electricity – salary savings scheme insurance premium, etc.,
- (vi) Filter stock statement.

240. *Statistical information* :- The Sales Officer should furnish quarterly statistical information, within 8 days after the end of each quarter, for furnishing information to the International Coffee Organisation :-

- 1) Quantity of raw coffee taken by the unit for roasting in each quarter under Arabica Plantation, Arabica Cherry and Robusta separately in kgs.,
- 2) Stocks of raw coffee held at the end of each quarter in Arabica Plantation, Arabica Cherry and Robusta separately both in main stock and sub-stock in kg.

241. *Marketing Reports* :- Sales Officer/Assistant Sales Officer should send weekly market reports for the period ending Friday to the Chief Coffee Marketing Officer with a copy to the Assistant Director of Propaganda.

242. *Inspection Minutes Book* :- Inspection minutes book should be maintained for noting all the points raised in the inspection reports and action thereon. Compliance reports should be sent monthly till action on all the points recorded is completed.

243. *Preservation of Records*: - For details vide Part I-B-Office Procedure – Chapter VIII.

244. *Night Watch* :- The Sales Officer should make necessary arrangement for night watch at the depot from the Group ‘D’ Staff or by the watchman specially appointed for the purpose, as the case may be.

245. *Cleanliness* :- The Sales Officer should ensure that the depot premises including the place of roasting and grinding etc., should be kept neat and clean and taken steps so that the coffee powder is manufactured under strict hygienic conditions.

246. *Handing/taking over charge of stocks at the depot* :- The following procedure should be followed :

- (i) Before the charge is taken over, the relieving officer has to verify the entries in the permanent and semi-permanent articles registers and check that all items entered therein are taken on the charge report. He should physically verify all the items and then certify that he has taken charge of them. The relieved officer shall record a certificate that all the items of articles

received by him when he took charge and those purchased during his term of office have been entered in the permanent and semi-permanent articles registers, and

- (ii) A list of pending papers should also be prepared and handed over/taken over. The relieved officer should also apprise the relieving officer with all the important items of work to be attended to by him, particular reference to the staff matters pending papers, recoveries etc., and as far as possible, he should try to leave no arrears to be attended to by his successors.

247. Returns “due out” – Vide *Appendix XVIII*.

248. Registers to be maintained – Vide *Appendix XIX*.

CHAPTER V

INDIA COFFEE HOUSES/COFFEE ROOMS/COFFEE GANS

249. The Propaganda Department runs Coffee Houses in Delhi, Calcutta, Srinagar, Patna, Tirumalai, Hyderabad and Bangalore, besides a few Coffee Rooms at Delhi and a Coffee Parlour at Madras.

250. Each Coffee House is under the direct charge of a Sales Officer who is responsible to ensure efficiency and economical running of the Coffee Houses. He is assisted by an ASO in the day-to-day working of the unit. In view of the sizeable turnover at Patna and Tirumalai Coffee Houses, the ADP is also in supervisory charge of the Coffee Houses, who gives suitable instructions to the Sales Officer and ensures proper upkeep of the Coffee Houses. As regards Calcutta Coffee House, there is an AAO attached to this Coffee House to look into the matters relating to the accounts and be of assistance to the DDP in proper maintenance of accounts. The other Coffee Houses are under the administrative control of the respective ADPs as mentioned in Chapter II.

251. *Functions* :- The following are the main functions :

- (i) To help create taste for coffee and promote sales of both liquid and raw coffee;

- (ii) To demonstrate the art of brewing coffee;
- (iii) To cater to the visiting public, different varieties of liquid coffee viz., hot, cold, hot cream, cold cream etc.,
- (iv) To distribute leaflets, booklets, posters etc., relating to Coffee publicity matters supplied by the depot.
- (v) Sell domestic size filters; and
- (vi) To make available to the visiting public pure coffee, good quality coffee powder at fixed rates.

252. *Duties of the Coffee Houses Staff:* - The Sales Officer will attend to the following :-

- (i) All correspondence with ADP/Head Office;
- (ii) Maintaining discipline among the staff working in the Unit;
- (iii) Granting casual leave to Group 'C' and 'D' staff;
- (iv) Making temporary inter-sectional changes of Group 'D' staff when absolutely necessary and in emergency, such changes be, as far as possible between sections carrying the same scale of pay, so as not to affect the efficiency of work or interest of the Coffee House;

- (v) Enter into electricity and water rate contracts after the draft contract in each case has been duly approved by the Head Office;
- (vi) Issuing receipts for monies received;
- (vii) Collecting and remitting sale proceeds to the Bank.

253. The ASOs will attend to the following : -

- (a) attend to the sales counter;
- (b) attend day-to-day office work;
- (c) maintain different registers, forms, books,
- (d) prepare and submit accounts, indents, and returns;
- (e) attend to public enquiries;
- (f) control different sections;
- (g) attend to outdoor work, godowns, banks, purchases, and
- (h) to such other work as may be assigned by the Sales Officer from time to time.

254. The Supervisors will, attend to the following :-

- (a) regulate the work of the Group 'D' staff particularly in the service section and cleaning section;

- (b) to ensure prompt and quick service to the customers in the service hall;
- (c) Continuously train the staff in the service and cleaning section in attending to customers promptly and courteously and
- (d) to attend to such items of work as may be assigned by the Sales Officer/Assistant Sales Officer.

255. Group 'D' Staff in a Coffee House are, employed as under, subject to variations and changes according to exigencies, at the Sales Officer's discretion.

- (1) Coffee Making Section,
- (2) Pantry Section,
- (3) Service Section,
- (5) Cleaning Section,
- (6) Washing Section,
- (7) Watch and Ward Section, and
- (8) General Work Section.

256. *Coffee Making Section* :- This section attends to roasting, grinding and brewing coffee; that is, all the processes involved upto handing over prepared coffee to the bearers over the counter. It shall be responsible for correct issues, from the subsidiary stock of the coffee required, proper roasting and powdering, apportioning of powder for brewing of coffee and

for sales, the packing of and handing over powder for sales, to the sales counter. The Coffee Making Section will also be responsible for the quality and quantity of charcoal, milk, sugar, etc., purchased and utilised for its working, as well as such items as are required in common both by the Coffee Making and the Pantry Sections.

257. *Pantry Section* :- This section attends to all work pertaining to the catering items served at the Coffee House. Daily purchase of catering ingredients at the bazaar (or taking delivery of those supplies at the Coffee House), their proper storage, the preparation of eatables and their delivery to the bearers over the counter against orders are its main duties.

258. The vessels used by the Coffee Making and Pantry Section shall be kept spotlessly clean by the Men in these Sections.

259. *Service Section* :- This section works in the main hall, receives customers, takes their orders to the Coffee Making and Pantry Sections, and serves the coffee. The Bearers and Head Bearers are responsible for collections and payment of cash on the cash bills issued by the Assistant Sales Officer at the counter. No articles on sales in the Coffee House shall be issued to a customer except through a bearer who shall be personally held responsible for seeing that the article has been billed and paid for correctly. This section is also responsible for the destruction at the counter in the presence of the Assistant Sales Officer on duty, of all bills, left behind by customers, after payment.

260. *Cleaning Section* :- This section shall be responsible for keeping the inside of the service hall and all the other rooms of the Coffee House except the Coffee Making and Pantry Sections, neat and tidy. The Cleaning Section will remove at frequent intervals the used crockery and cutlery from the service tables and clean up the table-tops. The bearers will also attend to this when necessary but they should wash their hands properly before serving the customers again. The soiled cups and plates shall be delivered forthwith to the Washing Section. The cleaning section is responsible for keeping the service hall tidy and well swept.

261. *Washing Section* :- This section attends to the washing, cleaning, sterilising and drying of the used crockery and cutlery handed over to it by the cleaning section. The washing section will return the cleaned articles to the respective sections.

262. *Watch and Ward Section* :- This section consists of Sweepers/Dharwans/Watchmen/Messengers/Gardeners. They shall not be permitted inside the Service Hall, Kitchen or Pantry. Their work entirely outside the Coffee House.

263. *General Work Section* :- This section consists of men under training. New recruits are placed in this section and rotated in other sections to give them all round training. They shall not, however, be permitted to go into the Service Hall except in uniforms.

264. In the day-to-day working of a Coffee House, the senior-man present in any section shall be solely and entirely responsible for all work pertaining to his section. He will distribute work among the men of his section and get them to discharge their duties properly. He will take orders from the Assistant Sales Officer in charge of the section.

265. The working of the Coffee House should not normally exceed 16 hours a day. However, where it exceeds more than 8 hours a day, there will be a shift in the staff. Every member of the staff should work 8 hours a day with not more than 6 hours continuous work at a stretch. Every unit is closed one day in the week.

266. Every member of the staff working in the Coffee House is entitled to four cups of free coffee per day, for his personal consumption.

267. Every member of the staff working in the Coffee House is subject to the provisions of the Shop and Establishment Act and/or Factories Act and Rules framed there under, under which the Units where the staff are working, are registered as far as possible.

268. *Financial powers* :- The Sales Officer will exercise the following financial powers :-

- (i) Drawal and disbursement of pay of the Unit;

- (ii) Passing of bills relating to consumable articles in conformity with approved tender or open market rates;
- (iii) Payment, when due, of electricity, water, gas, petrol and oil, etc., bills local taxes as approved by Head Office, dhoby charges for washing linen and uniform of Group 'D' Staff according to rates approved by the Head Office, freight, Octroi charges, etc., on consignments of coffee, crockery, cutlery and other supplies, charges for transporting and conveyance charges for remittance to bank;
- (iv) Purchase of sundry articles such as soaps, phenyle, DDT etc., aluminium vessels, ladles, etc., and
- (v) Payment of commission charges at approved rates on coffee powder sold through agencies, Approved Coffee Houses, retailers and roasters and commission to obtain bank draft.

269. *Supply of uniforms* :- The Group 'D' staff in the Coffee House are entitled to the supply of cotton/woolen uniforms, in accordance with the scale of supply given in *Appendix XII*.

270. *Indents for coffee* :- The Sales Officer will place indents for raw coffees on Head Office, receive and store them, and maintain such registers as are prescribed in the case of India Coffee Depots.

271. *Accounts* :- The Sales Officer will receive imprest cash for the expenditure towards pay and allowances and contingencies from Head Office and maintain a cash book. He will remit the sales proceeds to the Propaganda (General Fund) Account.

272. The Sales Officer will render the following accounts to the ADP:-

- (1) Form I – Cash Accounts,
- (2) Pay bills/TA bills,
- (3) Forms 4, 13, 19, 20, 80, 99, 100 and 101
- (4) Weekly/Monthly turnover statements,
- (5) Domestic type filter statements,
- (6) Duplicate cash bills and
- (7) Collecting Statistical information meant for ICO;

273. *India Coffee Vans* :- Mobile Vans are working in industrial areas vending liquid coffee among the workers of factories, port areas, etc., Each Van is in-charge of an ASO who is assisted by Group 'D' staff. The duties and responsibilities of the ASO are the same as those of other ASOs working in Depots/Coffee Houses.

274. The ASO will arrange for the supply of milk, sugar, charcoal, etc., required, and maintain imprest cash and imprest cash-book, remit sale proceeds to the Propaganda General Fund Account and render such accounts and maintain such registers prescribed as in the case of ICDs/CHs.

275. *Security deposit* :- The SO/ASO working in Coffee Houses/Coffee Rooms/Coffee Vans should furnish security deposit for the cash and stocks handled by them as indicated in Part I-B Office Procedure – Chapter XVII.

276. Returns ‘Due in’ and ‘Due Out’ – Vide *Appendix XX*.

277. Registers to be maintained – Vide *Appendix XXI*.
