

## **PART III**

### **CHAPTER I**

#### **MARKET RESEARCH & STATISTICAL BUREAU**

1. The Market Research and Statistical Bureau of the Marketing Department functions under the overall control of the senior statistical and Market research officer. The Sr. Statistical and market research officer is under the administrative control of the Sr. Deputy chief coffee marketing officer/Chief coffee marketing officer and takes guidance from them when required. The market research and statistical bureau consists of (i) Market Research Division and (ii) Statistical Section.

#### **Market Research Division :**

2. The market research division was set up in the year 1967 on a suggestion from the Indian Institute of Foreign Trade, New Delhi, with a view to carry out the market studies, in an effective and systematic manner and also for marking study on the possibilities of increasing exports of coffee. The functions of the Division broadly cover the following aspects:-

- (i) Collection and analysis on a continuous basis of all available data on coffee in world markets ;
- (ii) Study of the changing pattern of different markets in the light of the data collected and other sources of information ;
- (iii) Study of the competitive activities in international trade on coffee ;

- (iv) Analysis and identification of problems which require research ; and
- (v) Formulation of market research plans with specific objectives in view.

3. The market research division undertakes market research work on the above lines. The research activities cover both desk research and field research, relating to foreign trade as well as internal trade.

4. On the export side, the activities of the division are, at present, confined to desk research which covers the study of the foreign markets with the help of secondary sources of information. Based on the data so collected, the Division prepares on a regular basis, country notes in respect of coffee markets, in various important coffee consuming countries. Likewise the Division undertakes studies in respect of some of the important competing exporting countries. In order to obtain extensive and continuous data on market intelligence on coffee relating to foreign markets, Government of India commercial representatives abroad furnish information every year as per a questionnaire sent to them. In addition to the above, a study of the ICO Index prices is also made. Besides these regular items of desk research, the division undertakes ad-hoc studies on coffee exports to specific regions.

5. Though the market research division was set up in the context of increasing exports of coffee, the division has enlarged its activities in relation to the internal market, in view of the trend in increased production and the need to develop internal consumption of coffee. The basic objective

of the studies undertaken in this regard has been to collect extensive data on coffee drinking habits and such other allied information which would be useful in re-orienting the coffee promotional programmes to be undertaken both in the traditional as also in non-traditional areas by means of dealer surveys and consumer surveys.

6. The dealer surveys are undertaken with the main objective of assessing the demand and supply position of coffee in the cities and to examine the adequacy or otherwise of the supplies to dealers to meet the demand. The objective of the consumer surveys is to find out the coffee drinking habits among the public. The following consumer characteristics are generally covered :-

- (i) Usage of coffee and other beverages ;
- (ii) Consumption of coffee by age, time of consumption, place of consumption, education and occupation ;
- (iii) Attitudes towards coffee drinking;
- (iv) Methods of preparation of coffee ;
- (v) Situation analysis ; and
- (vi) Coffee buying.

7. In the case of Dealer surveys, the methodology adopted is to elicit information from all the registered dealers through the help of a questionnaire designed for the purpose. The data collected is tabulated and analysed.

8. In the case of consumer surveys, the methodology adopted is to select a specified number of sample households in different places on a systematic random sampling basis. The actual respondents with whom interviews have to be conducted on the basis of a structured questionnaire covering all the details needed in regard to beverage drinking. These interviews are done by temporary investigators selected at each place who undertake visits to the selected households for collection of data. The data collected by the temporary investigators in the field are processed by the personnel of the Division.

9. In addition to the above items of work detailed earlier, the division attends to other items of work indicated below ;-

- (a) Collection of data on freight charges on coffee exports ;
- (b) Preparation of half-yearly commodity review on coffee for submission to the Government of India ;
- (c) Preparation of monthly review on the principal developments in the world coffee market for being sent to the Government of India ;
- (d) Submission of monthly reports to the Government of India regarding collection and maintenance of current data on production and foreign trade (this report is being sent to Government every month which contains extensive information on international trade such as production in various countries, exports and allied information) ;
- (e) Preparation of material for “coffee news around the world” every month for publication in “Indian Coffee” ;

- (f) Forwardal of weekly ICO index prices to Government of India ;
- (g) Furnishing of coffee exports data required by various Government authorities and export organizations ;
- (h) Preparation of monthly export review for being sent to Government ;
- (i) Review of international price trends to be sent to Department Review and Banking, Government of India ;
- (j) Sending of monthly brief report on coffee trade of India to West European countries, to Government ; and
- (k) Preparation of review on ICO documents received from time to time.

10. The staff strength of the Division as on 1-6-1977 is as under :-

1)	Sr. Statistical & Market Research Officer	.....	1
2)	Assistant Market Research Officer	.....	1
3)	Market Research Assistant	.....	1
4)	Senior Clerks	.....	2
5)	Junior Stenographer	.....	1

11. The expenditure on account of the various studies undertaken by the division is met out of pool fund.

12. The list of returns “Due in” and “Due out” relating to this division is at *Appendix I*.

### **Statistical Section**

13. For proper co-ordination of the work relating to the Market Research Division and Statistical Section, the statistical section and market research division were merged with effect from the 13<sup>th</sup> August 1969 and redesignated as the Market Research & Statistical Bureau officer. The statistical officer works under the control and guidance of the Senior Statistical & Market Research officer.

14. The statistical officer is authorized to inspect the offices of the Asst. coffee marketing officers/Ranges and he is also authorized to meet field staff and discuss the problems relating to collection of cost of production data of coffee, crop estimates etc., and guide the staff so far as the statistical portion of the work is concerned.

15. *Functions:-* The section compiles and interprets statistical data relating to coffee area, production and marketing, cost of production of coffee, crop estimates, statistics relating to average prices secured in pool and export sales, export statistics, statistics of coffee outturns, rainfall statistics etc. Besides collecting directly for many other items, certain data

are also collected through the agency of the field staff and divisional offices of the Marketing department, Extension wing and other sections in Head Office. Its work is purely technical in nature.

16. The main subjects dealt with by the section are the following:-

- a) Compilation of periodical crop estimates ;
- b) Collection of rainfall statistics ;
- c) Preparation of statements of actual receipts and anticipated arrivals into the pool ;
- d) Beason and crop report ;
- e) Estimation of cost of production of coffee ;
- f) Computation of average prices and realisation in the pool and export sales ;
- g) Analysis of coffee outturns ;
- h) Analysis of monthly reports from curing yards ;
- i) Preparation of statistical graphs, charts and cover pages of statistical volume ;
- j) Preparation of export statistics (monthly and annual) ;
- k) Monthly statistical data for publication in Indian Coffee ;
- l) Statistical tables for the Board's Annual Reports- Statistical Volume ;
- m) Technical advice on any matter referred to the section ;
- n) Technical examination and advice on any new scheme of collection of statistics to be initiated ;

- o) Computations relating to price differential scale statistics and award of bonus points ; and
- p) Furnishing of material to secretariat for monthly report to the Ministry.

17. *Crop estimation:-* Crop estimates are obtained in the prescribed forms from (i) representative estates selected for collection of rain-fall statistics and also estates selected under new scheme of crop estimation, (ii) Planters Associations, (iii) Pool agents, (iv) Field officers and staff of the marketing department and (v) Officers of the extension wing of the research department. The analysed and compiled separately in a statement and the average of the estimates so obtained is generally presented as the board's estimate.

18. Crop forecasts are made at different periods during the year, the first before the blossom, and the final after the deliveries of the season's crop into the pool are completed and the coffee is cured. The periods prescribed are-(i) February/March, (ii) April/May, (iii) September/October, (iv) December/January and (v) March/April.

19. The Sr. Statistical and market research officer prescribes the procedure for tabulating and analysing the data and fixes the data for their final compilation and examination for reliability. The estimates prepare by the section, from time to time, are placed before the marketing committee for its scrutiny and approval. The estimates are also placed before the full Board at its half-yearly meetings.

20. *Rainfall Statistics:-* The data are collected from a set of representative estates which are selected in consultation with the Director of Research. Fortnightly rainfall statements as on 1<sup>st</sup> and 16<sup>th</sup> of each month are received from the selected estates which have been supplied with printed forms and business reply envelopes. These statements are scrutinized and tabulated in the worksheet and published in the Board's statistical volume and 'Indian Coffee'.

21. Daily rainfall figures in important coffee growing areas are also collected from 1<sup>st</sup> April to 30<sup>th</sup> June of every year from the Divisional Asst. Coffee Marketing Officers. These are tabulated and submitted every fortnight for Chairman's perusal in order to have an idea of the effect of the rainfall on the prospectus of coffee crop at the time of blossom.

22. Rainfall is reported on by the Field staff of the marketing department and Liaison officers in their general reports submitted once a fortnight/month respectively.

23. *Anticipated receipt into the pool:-* The figures contained in the monthly returns of actual receipts and anticipated further arrivals of coffee which the pool agents/Asst. Coffee marketing officers furnish in the prescribed form from October to June of each season will be tabulated, analysed and interpreted by this section.

24. *Season and crop report:-* These are prepared from the reports received from the following sources :-

- (i) Fortnightly general reports of the marketing department field staff; and
- (ii) Monthly reports of Liaison officers.

The information contained in these reports are correlated with the coffee crop position. A summary of the information collected from the above sources is furnished in 'Indian coffee'.

25. *Cost of production estimates:-* These estimates are made once in a year. The prescribed statutory returns (i.e., Form H&I) and other details are called for from the selected representative estates both directly are called for from the selected representative are to be checked by the Liaison officers of the Research Department and Asst. Coffee Marketing Officers and forwarded by them to this section. The statistical section will further scrutinise, consolidate, and analyse the data thus received and arrive at the best possible estimate of the cost of production. The details regarding the method of tabulation and checking and analysis of data will be prescribed by the statistical officer, based on the report on the cost of production of coffee by the Government cost Accounts officers who have investigated into the cost of production of coffee from time to time. A further check is also made in the section regarding capital expenditure, depreciation schedule etc., before the estimates are prepared.

26. The Government of India appoints a high powered committee once in three or four years for studying the cost of production of coffee. The committee is assisted by a Government cost accounts officer of the Ministry of Finance deputed specifically for this purpose. During the cost study by

Government accounts officer. Necessary action is initiated by statistical officer regarding the collection of required data in the questionnaire prescribed by the Government cost accounts officer from the selected coffee estates and furnishing of data required by cost accounts officer for the preparation of the report on the cost of production of coffee. Necessary arrangements are also made for the visit of cost accounts officers to the estates for the “on the spot inspection” of the data furnished by the selected estates.

27. On receipt of the report of the cost accounts officer, the committee constituted by the Government takes evidence from the interested parties for which necessary arrangements are made by the statistical section. The committee finalises its recommendations on the report and sends to Government.

28. *Average prices and realisation in the pool and export sales:-* Immediately after each pool and export sales, the average prices and sales proceeds are computed by the section, on receipt of a special copy of the results and furnished to the concerned sections. On export sale days, the average prices are worked out simultaneously when the bids are going on and furnished to the sales export section in order to facilitate the board entering into contract with the foreign buyers. The section also furnishes monthly average prices for both export and pool sales and trend in prices compared with the prices of the same month of the previous year, quantity value of coffee and unit value (per tonne) in respect of export sales, to the secretariat for onward transmission to the Commerce Ministry. All other connected matters dealing with prices are attended to by the section.

29. *Price differential scale and bonus points:-* The computational notes required for revision of the price differential scale based on the market performance of each type and grade of coffee and also on the basis of cost of production of coffee are prepared and sent to the classification section. The computational notes for revision of bonus formulae and also award of bonus points based on the accepted formulae each season are prepared.

30. *Analysis of coffee outturns:-* 20% of coffee outturns received from the pool agents/licenced curing establishments other than pool agents through divisional Asst. coffee marketing officers will be tabulated and analysed in the section. This section will evolve the conversion formulae for expressing the uncured coffee in terms of cured coffee, review them constantly and suggest changes as and when necessary.

31. For conversion formulae as they exist now, refer to part IV-Marketing-Chapter II.

32. *Monthly reports from curing yards:-* These returns received from various curing yards every month are compare with the stock statements enclosed to the inspection reports in respect of the inspections of these curing yards by the concerned deputy chief coffee marketing officers/Asst. coffee marketing officers. Discrepancies, if any, between the two are referred to the concerned pool agents for clarification. The final monthly returns from curing yards for each season sent by the curers are tabulated and consolidated, for the season sent by the curers are tabulated and consolidated, for the season according to type and district of growth and published in the annual statistical volume of the board.

33. *Preparation of statistical graphs and charts:-* Graphs and charts for publication in the Board's statistical volume are drawn up in this section. The other departments of the Board are also assisted in similar work.

34. *Preparation of export statistics (monthly/annual):-* Based on the information/data received from the DGCI & S, Calcutta, this section compiles statistics of export of coffee (quantity and value) countrywise, every month and cumulative export statistics and figures. These are sent to sales export section/Market research division, respectively. Similar statements for the ICO year and calendar year are prepared once in a year based on the data of DGCI & S, Calcutta.

35. *Quarterly report to ICO, London:-* Every quarter the section collects material from other sections/Departments and prepares the quarterly return prescribed by the ICO, London. The quarterly report thus prepared is sent to Sales (Export) section for onward transmission to ICO, London.

36. *Monthly statistical data for publication in Indian Coffee:-* Statistics on exports of coffee, rainfall in coffee growing districts and material furnished under "Facts about Indian Coffee" are prepared by this section and sent to PPS section, Propaganda department for publication in 'Indian coffee', every month.

37. *Preparation of statistical tables for the board's annual report and publication of statistical volume:-* The statistical section will initiate

action, once a year, on the subject of collection of statistical tables from the various section/departments of the Board. The tables so compiled are published in the statistical volume. The additions and deletions to the statistical volume and changes, if any, will be made by the section in consultation with other sections/department of the board. The tables, when received in the section will be asked to clarify or revise the data supplied. The data so collected are co-ordinated before publication. The section will also suggest ways and means of improvement of statistical data/tables. The section also attends to the work of comparison of proofs received from the printers relating to the statistical volume.

38. *Technical advice on matters referred to by other section/Departments:-* This will be given when required by other sections/departments.

39. *Technical examination and advice on any new scheme of collection of statistics to be initiated:-* This section will examine the proposals, if any, for collection of new data, and give suggestion on the method of tabulation, checking etc., of the data collected.

40. *Analysis of weekly coffee market prices and prices of important food articles:-* Tabulated statements of the above, received from sales (Internal) section every month are analysed in the section and submitted to chief coffee marketing officer/chairman for perusal.

41. *Inspection reports of divisional/regional offices/curing works:-* The reports received from ACMOs/DCCMOs are examined and necessary

action on matters pertaining to statistical section is taken. As regards reports of inspection conducted by statistical officer, the matter is pursued with the sub-offices for updating the pending items of statistical work.

42. *Period of preservation of files:-* The revised period of preservation for different category of files of statistical section it as per ST/CM/47/1250, dated 10-12-1976.

43. Returns 'Due in' and 'Due out'-vide *Appendix II*.

44. Registers to be maintained-vide *Appendix III*.

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