



**COFFEE BOARD
BANGALORE**

No : PRM/DOM/16-17/141

Dated : 12.05.2016

OFFICE ORDER

Sub : Coffee Board's participation in Domestic events – Guidelines – reg.

Coffee Board participates regularly in reputed domestic exhibitions conducted across the country by displaying various grades of coffee and making the public aware of the advantages of coffee drinking through audio visuals and publicity materials.

The demand and trends of coffee consumption are analysed through periodic studies which provides us useful inputs to chalk out the marketing strategies and based on this the Board identifies the areas and participates in such selected exhibitions. For organizing the Board's participation, an estimated advance is being provided to the deputed officer/officials for preparing the backdrop for the stall and for organizing participation and coffee service.

It has been decided to rationalize the funds utilised wherever it is spent on domestic participations. Hence the following guidelines are issued for strict compliance in organizing of domestic fairs.

1. The participation expenditure/accounts is to be submitted in time—i.e, within 15 days from the concluding date of the exhibition in the prescribed format—Form 1, Form 13, Form 4 and Receipts & Expenditure statement alongwith relevant vouchers and bills.
2. To establish the brand promotion, the Board will finalise 3-4 unique designs to adopt as backdrop in all the domestic participations.
3. It is suggested to carry more number of 100gms and 200gms coffee powder packets for selling in the counter instead of 500 gms packs.
4. Besides subscription drive for Indian Coffee magazine, individual copies of the magazine and other booklets such as (i) Business Guide on Establishing and Managing a Café in India (ii) Business Guide on Roasting and Grinding Business in India and (iii) Coffee Table Book, have to be put on sale at the exhibition counter.
5. The sales proceeds of liquid coffee and coffee powder received at the stall during exhibition should be remitted immediately to Non-plan Accounts by EFT/Cash.

6. The expenditure has to be restricted to the estimated expenditure shown against each of the items in preparation of the stall which are as follows :
- (i) Printing of backdrop, fixing panels—Rs. 3000/- per Sq.mtr.
 - (ii) Miscellaneous Charges : Rs. 4,000/- per day including hiring of TV/DVD etc. The transportation/auto charge claims - Rs.2000/- for any participation.
 - (iii) Coolie and other expenditure Rs.2000/- for any participation.

However all expenditure will be admitted subject to production of receipts/actual with the restrictions to the estimated cost indicated above. Any deviation in the approved expenditure would require specific approval from the competent authority.

7. The expenditure incurred in the preparation of Coffee including the ingredients such as Coffee powder, sugar, milk, water, etc., should not exceed the actual amount realised from sale ;/of liquid coffee.
8. All bills, vouchers and statements of account has to be passed for payment by the incharge officer not below the cadre of DS(Prom). The exhibition incharge/officer has to certify on all the bills.
9. The amount incurred towards any travel by way of train/taxi/private conveyance has to be claimed separately in their respective TA bills as per their entitlement and not with participation bills.

The above guidelines will come into effect immediately.


Director of Finance

Copy to : 1) OSD New Delhi

1) DD A/Cs/DS(Prom)/DS(Plan/Non Plan A/c)

Proposed Events for participation during 2016-17 under Domestic Coffee Promotion Exhibition

Sl. No	Name of the event & place	Place	Period
1.	Annual Flower Show 2016, Udhagamandal	Ooty ,TN.	27-29 May 2016
2.	Hoteltech Expo	Cochin, Kerala	22-24 May 2016
3.	Jnana Degula-Premier Education Fair	Bangalore	28-29 May 2016
4.	14 th Folk Fair 2016	Puri, Orissa	04-08 June 2016
5.	AgriIntex & Intl Trade fair 2016, Codissia	Coimbatore	15-18 July 2016
6.	12 th Food & Technology Expo 2016	New Delhi	22-24 July 2016
7.	13 th India Hospitality F&B Expo 2016- with Kaapi Shastra Programme	Goa	29-31 August 2016
8.	15 th Food Tech 2016 at - with Kaapi Shastra Programme	Kolkata	August 2016
9.	8 th India Foodex 2016	Bangalore	26-28 August 2016
10.	NICT, Guwahati	Guwahati	01-02 Sept. 2016
*11.	Foodtech Asia 2016	Lucknow, UP	01-04 Sept. 2016
12.	Aahar 2016 –Food & Hospitality Fair	Chennai	15-17 September 2016
13.	Annapoorna World of Food – F&B Expo 2016	Mumbai	22-24 September 2016
14.	Upasi 2016 Coonoor	Coonoor, TN	September 2016
15.	World Tea and Coffee Expo 2016	Mumbai	20-22 October 2016
16.	Vibrant India 2015 Meri Dilli Utsav 2016	New Delhi	14-16 October 2016
17.	Bio Fach India 2016	New Delhi	10-12 November 2016
18.	ITPO, India International Trade Fair 2016- with Kaapi Shastra Programme	New Delhi	14 – 27 November 2016
19.	CII Chandigarh Fair 2016- with Kaapi Shastra Programme	Chandigarh	19-22 November 2016 / 21-24 October 2016
20.	NSFI Global Agri Connect 2016 for NE	New Delhi	November 2016
21.	Krishimela 2016 GKVK	Bangalore	November 2016
22.	Infocom ABP Mela 2016	Kolkata	01-03 December 2016
*23.	8 th East Himalayan Expo 2016 - with Kaapi Shastra Programme	Siliguri WB	December 2016
24.	Upper Crust 2016 - with Kaapi Shastra Programme	Mumbai	December 2016
25.	104 Indian Science Congress 2017 (ISC)	Chennai	03-07 January 2017

Kaapi Shastra programme in proposed to be organized in Goa, Kolkata, New Delhi, Chandigarah, Siliguri, and Mumbi

* Reachout programme is proposed to be organized in Luknow and Siliguri, WB.