



1, Dr. B.R.Ambedkar Veedhi,
Bangalore – 560 001
Tel: 080-22255920 – Fax: 22255557

No: PRM/INT/MPS/14-15
Dated: 1st July 2014

To

1. The Women Coffee Promotion Council,
Raghavendra Nagar,
Sakleshpur,
Hassan-573 134.
2. M/s. Codagu Women's Coffee Awareness Body,
C.P.A.Building, Thimmaiah Road,
Madikeri – 571 201. Codagu Dist (Karnataka).
3. Exotica Coffee association, Sakleshpur.
4. All Roasters/ Machine companies.

Dear Sri/Madam,

Sub: Board's participation in domestic events during 2014-15
at various places in India –reg.

Coffee Board has decided to participate in the above events
and necessary arrangements are being initiated to reserve. Stall space for the
above events.

The Board will be putting up its own display and will sell
pure coffee powder, organize demonstration on preparation of filter coffee and
wet sampling etc. We invite you also to jointly associate with us to participate
in the event. You can make use of the available space in our stall, free of cost,
to display your coffee and coffee related exhibits.

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It may please be noted that the Board's offer is limited to providing the available stall space only and in case you decide to avail yourself of this offer, kindly let us know at the earliest. The list of events is enclosed herewith for your information to decide earlier to enable us to give appropriate instructions to the Board's officer, who is being deputed to organize and conduct our participation in the said events.

Thanking you,

Encl: 1+1

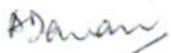
Yours sincerely,


DIRECTOR OF FINANCE

Copy to: (i) The Director Research, Coffee Board, CCRI. Coffee Board has received some of the proposals for taking part in the domestic promotion events. The Research/Extension department may go through the enclosed list of events and offer views whether the research department can make use of this platform for disseminating information from research and extension perspective. We look forward to an early feedback.

Copy to

(ii) DDMR Section: Please upload the enclosed list and circular in the Coffee Board Web page under Domestic Coffee Promotion.


DIRECTOR OF FINANCE

COFFEE BOARD BANGALORE

Guidelines for Participation by Stakeholders (like roasters/ SHG's) in the Domestic Events:

The domestic consumption surveys commissioned by Coffee Board have indicated that the penetration has increased in non conventional coffee drinking areas viz. north, west and east of India. This means more number of persons have shifted from non-drinkers to occasional drinkers. Thus the potential for growth of consumption lies in these areas. Consumption and attitude surveys also indicate the general drivers and barriers to Consumption. The lifestyle connotations motivate the young middle class India, which, with deep enough pockets, willing to pay high prices for a cup of coffee, are the main target group. The potential for growth in demand lies in their conversion from occasional drinkers to regular drinkers. However, the health perception and lack of knowledge or lack of availability of user friendly coffee brewing equipments are the barriers for augmenting at home consumption, lack of availability of good quality coffee remains another hindrance in augmenting the consumption which presently remains vending machine dependent in primarily institutional setting or revolves around the high end café's. In order to develop robust domestic market, the verticals of promotion being used by Coffee Board are use of media to disseminate information about coffee to this new market while simultaneously trying to develop the entrepreneurial skill to set roasting units so that availability of coffee to new consumer is ensured.

In this context, under the Plan Scheme on Market Development as part of Domestic Promotion coffee Board participates in a number of events, which are short term high impact tools for giving impetus to growth of domestic consumption by increasing awareness about Coffee as beverage under B to C framework while providing impetus to growth of Industry in B to B framework. These events provide opportunity to stakeholders at any point of value chain particularly to roasters and Self Help Groups to show case and sell their products and network and develop trade links. Thus attempt has been made to provide platform to Self Help Groups (SHGs) and other roasters in these events. In order to ensure due benefit of participation to these group/ industry segments, it is required that information about selected events is disseminated. If the interest of the SHGs/Roasters in participation along with Coffee Board is known early then arrangements can be done to take required space in the events. However, simultaneously it has been experienced that sometimes after taking larger space, the groups have not participated, rendering the whole effort a waste. Therefore, there is need to have assurance for Coffee Board about the commitment of participation by the Roasters/ Self Help Groups.

In this context, it is decided as follows:

1. The list of Events, as selected for Coffee Board's participation in Domestic Events would be put up on the Coffee Board website, for information of all concerned. Since the information on events is received as continuous process. The list would be updated on fortnightly basis.

2. In the list, for each event a date shall be mentioned by which the interested Roasters/SHG should indicate their interest in participating in the event.
3. Such expressed interest by SHG/Roaster should be accompanied with a refundable deposit of Rs. 5000/- (in favour of Coffee Board General fund Plan Account payable at Bangalore) Based on this assurance larger space would be booked to facilitate the participation by the roaster/SHG. This amount shall be refunded on successful participation by the Roaster/SHG.
4. Any other Event specific facilitation can be taken care of on case to case basis.

In order to facilitate better communication between the Coffee Board and roaster/SHG's, it is advised to use e-mail communication by the authorized representative of the interested Roaster/SHG. They should send their communications to undersigned at dirfincb@gmail.com with cc to adpdkn@gmail.com .



DIRECTOR OF FINANCE

COFFEE BOARD
PROMOTION DEPARTMENT
BANGALORE

Proposals received for participation in the domestic events during 2014-15

Sl. No	Name of the event & place	Date/s of event	Remarks
1	Deccan Herald Educational Fair, Bangalore	24 th & 25 th May 2014	Participated
2	Agri-Intex 2014, Codissia Trade Fair Complex, Coimbatore	18-21 July 2014	Participated
3	Agritech 2014, Hyderabad.	7-9 July 2014	Participated
4	10 th Food & Tech Expo 2014, Pragati Maidan, New Delhi	25-27 July 2014	Participated.
5	13 th Food Tech India 2014, Milan Complex, Kolkata, with Cupping Session.	22-24 August 2014	Participated.
6	Aahar the Food and beverage Expo 2014, Chennai	14-16 August 2014	Participated.
7	CII Food and Bev Tech, Bombai Mumbai	22-24-August 2014	Participated.
8	Foodex 2014, BEC Bangalore	22 nd to 24 th August 2014	Participated.
9	UPASI 2014, Coonoor	8 th & 9 th September 2014	Usual Participation
10	Food&BeverageExpo 2014,Goa With Cupping Session	12-14 September 2014	Food & beverage expo
11	2 nd Agri Food & Horti Technology Exhibition 2014, Chattisgarh	28-30 Sept. 2014	--
12	Annapoorna World of Food India 2014 , Mumbai	24 th to 26 th September 2014	Food & Beverage Expo
13	Deep Utsav,2014, Noida	Sept 27 to Oct.2,2014	Consumer goods event
14	NNS 8 th Meri Dilli Utsav 2014, New Delhi	October 2014	--
15	CII Chandigarh Fair 2014, Chandigarh-With Cupping Session.	17-20 October 2014	Premier Trade Fair.
16	Biofach India 2014, ADLUX International Convention Centre In Ernakulam,Kerala India,	6 th to 8 th November 2014	Organic Fair.

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17	3 rd Edition CII Industrial Expo 2014 Haridwar, Uttarakhand, With Cupping Session	6 th to 9 th November 2014	Industrial Expo.
18	11 th Edition Agro Tech India, Chandigarh.	22-25 November 2014	Organizing by CII.
19	India International Trade Fair 2014 New Delhi	14 th to 27 th November 2014	Usual Participation
20	India -U.S Technology Summit & Knowledge Expo 2014	18-22 November 2014,	Agri & Food Expo.
21	6 th Himalayan Expo, Siliguri	December 2014	Food & beverage Expo.
22	Pravasi Bharatiya Divas 2014	December 2014	--
23	7 th Onattukara Festival Agri and Trade Fair. Alleppy	December 2014	--
24	PHD, PITEX Intl .Expo 2014, Punjab-With Cupping Session.	December 2014	Food and beverage
25	Intl.National Trade Fair, Dehradun	February 2015	Food and beverage
26	Attukal Festival 2015	March 2015	Food Festival.

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