



# 2nd INTERNATIONAL COFFEE DAY

The 2nd International Coffee Day will be organised on Saturday the 1st October 2016 at the Coffee Board Head office in Bangalore.

To commemorate this day, it has been decided to organize 'CAFFEST' in co-operation with the Coffee growers, industry stakeholders and consumers.

The Coffee Board seeks the support of all coffee lovers. Following are the drawn up programme for the day.

**Coffee Expo:** During the day long programme, young coffee entrepreneurs, tiny roasters, traders, Self Help Groups have been invited to participate in the Expo and to showcase their products. Brewing demonstration will also be held for the benefit of public to educate them on the prospective aspects of Coffee drinking.

**Street play and skit program:** A Street Play and a skit programme on theme 'Coffee' will be enacted by the well known TV/Stage artist from Prathibha Art Foundation, Bengaluru in two sessions – at 11 am and 4 pm.

**Poster designing competition:** A Poster Designing Competition on theme 'Coffee' is also being organized and entries are invited from two age groups, between 10-16 yrs and above 16 yrs. Three best entries will be awarded Cash Prizes.

#### Terms and Conditions to participate in "Coffee Board's Poster Designing Competition"

1. Entries are invited for "Coffee Board's Poster Designing Competition".
2. The competition is for two age groups –
  - i) 10- 16 years as on 01-08-2016 (Free entry)
  - ii) 16 years and above (entry fee – Rs. 500/- by way of Demand draft favouring 'Coffee Board General Fund No.1 Account')
3. The participants are to make painting on A3 Size (24" X 16") sheet of drawing paper, art paper or any other type of white paper using water/fabric/oil colour or any other medium on the subject "COFFEE". The design should be original on this subject and should not be copy of picture painted by someone else.
4. The painting/poster submitted should be depicting any subject related to Coffee.

5. The following particulars should be written legibly on the reverse of the poster

- Name of the participant\*
- Age\*
- Gender\*
- Name & address of the school\*
- Full and complete residential address with Pin Code\*
- Phone/Mobile Number\*
- E-mail ID (if Available)

#### \* The fields are mandatory.

The poster should be sent through Speed Post/Courier in a sealed envelope. The participants should mention on the envelope "Coffee Board's Poster Designing Competition" in which the drawing is sent. Demand Draft should be attached along with the poster in case of age group 16 yrs & above. Entries without the Demand Draft are rejected.

The prize winning painting will be considered for use in Coffee Board's advertisements and other promotional material. The prize money will be as follows:-

Prizes	For age 10-16 years	For age 16 years & above
First	Rs. 5000	Rs. 15000
Second	Rs. 3000	Rs. 10000
Third	Rs. 2000	Rs. 5000

The poster should reach to Deputy Secretary (Promotion), Coffee Board, No.1, Dr.B.R.Ambedkar Veedhi, Bangalore – 560 001 latest by 28.09.2016. The posters received after last date of receipt will not be entertained. For more details Deputy Secretary(Promotion) may be contacted on Phone: +91 80 22255920.



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## PROGRAMME

09.30 AM	Inauguration of 2nd International Coffee Day Expo by Chairman, Coffee Board by lighting up of lamp
09.45 AM	Address by Chairman
10.00 AM	Inauguration of Expo and visit to stalls
10.30 AM	Spot painting competition for Children
11.00 AM	Street play enacted by TV/Stage artist from Prathibha foundation,
01.00 PM	Lunch
02.30 PM	Brewing demonstration
03.00 PM	Display & selection of posters for awarding prizes
04.00 PM	Skit by Prathibha foundation
05.30 PM	Valedictory and announcement of winners of poster painting competition.