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## From the Chairman's Desk

Dr. M.K. Shanmuga Sundaram, I.A.S  
Chairman, Coffee Board



**A**s Chairman, Coffee Board, I am overwhelmed by the intensity of the activities undertaken by the stakeholders that contributes to such a vibrant industry. I am sure in the coming months, I will witness the events and accomplishments of this sector firsthand.

In the first of my editorials for *Indian Coffee*, I assert, that I would extend my support and encouragement to the sector in every possible way, thus promoting its robust development. I hope that *Indian Coffee* through its articles will be informatively beneficial to the coffee fraternity. I will be actively studying it and will look forward to inputs and contributions from all our readers.

This issue of *Indian Coffee* contains several focus articles. A planter's ex-

perience of crop diversification in his coffee based plantation with its successes and possibilities is published as an article in this issue. Coffee Board's and IIPM's initiative to encourage adoption of technological solutions for sustainable coffee production by coffee communities has been bearing results. An article covering the establishment of the Arehalli Coffee Cooperative Society's eco-friendly pulping unit is part of this issue. A well-travelled writer ponders on the concept of international coffee and the way it is understood by Indians and the growing awareness that is changing the coffee landscape. Coffee packaging has come a full circle, from being glossy to bright it has evolved to become earthy, eco-friendly and functional. An article capturing the different ways design is used to enhance the product is covered in this issue.

BRIC - was a concept coined to represent populous nations with relatively robust economies propelling development and leading international growth. The BRIC (Brazil, Russia, India and China) nations exert an unusual influence on the coffee sector. While Brazil and India are primarily coffee growing and exporting nations; the interest in coffee and the growing coffee market in these nations along with their counterparts with their formidable population are making waves. An article published in this issue discusses the potential of coffee markets in the BRIC nations and its possible impact on the coffee economy. Apart from this, in this issue are covered the other activities of the Board in the areas of research, extension and promotion.

### Letters to the Editor

Your views, opinions & observations are welcome as long as it is in the spirit of the magazine's principles and values, and may be sent to:  
[editor.indiancoffee1@gmail.com](mailto:editor.indiancoffee1@gmail.com)

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