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2011-12 A PERSPECTIVE VIEW

I have pleasure in placing the 72nd Annual Report of the Coffee Board for the year 2011-12.

Coffee prices both at global and domestic levels have shown respectable improvement. During the year 2011-12, the prices in the International market touched 300 C/lb for Arabica and 122 C/lb for Robusta. The average price for Arabica was 255.98 C/lb and 107.01 C/lb for Robusta. This shows an increase of 13.19% for Arabica and 20.20% for Robusta compared to the previous year. Similar trend was also recorded in the domestic market and the Arabica prices peaked to ₹ 286.67/kg with an average price of ₹ 270.37 and the Robusta peaked to ₹ 117.02/kg with an average price of ₹ 113.51/kg. The increase compared to last year was 32.54% in case of Arabica and 32.79% in case of Robusta.

During 2011-12, permits were issued for exports of 3,44,940 MT. Against the total export permits issued the confirmed shipments provisionally accounted for 3,23,913 MT valued at US\$.972.09 million and ₹ 4,541.71 Crores with a unit value of ₹ 1,40,213 per MT exported to 111 countries as against 103 during the last year. This surpassed the target of 2,20,000 MT.

As far as coffee production is concerned, there was a marginal decrease of 1.2% in the global production which fell from 134.26 million bags in 2010-11 to 132.71 million bags in 2011-12. India's production was 3,14,000 MT consisting of 1,01,500 MT of Arabica and 2,12,500 MT of Robusta. The country's overall production increased by 4% with 7.80% increase in Arabica production and 2.23% increase in Robusta production.

The blossom and crop setting for 2011-12 season was good as a result of timely and adequate blossom and backing rains received in most parts of the coffee growing tracts during March-April 2011. The weather conditions and the rainfall during the South-West and North-East monsoon periods were favourable for crop development.

The incidence of white stem borer, which is a major pest on Arabica and coffee berry borer, was generally low. Among the diseases, the incidence of coffee leaf rust, a major disease on Arabica was at low to medium level.

Looking from the grower's point of view, the favourable price trends during the year and various support and relief measures extended by the Government of India have helped the growers to recover from their financial difficulties. The scarcity of labour remained a cause for concern.

For the sustenance of coffee plantations, improvement of production, productivity, quality of coffee, the Board in the last year of the XI Plan continued to implement the plan schemes which provide support for replanting, water augmentation for improving productivity and quality up-gradation to augment price realization. Schemes, like, Interest subsidy for working capital loans, subsidy for Rainfall Insurance by small growers were also implemented. Schemes like support for consolidation, expansion were implemented in NTA and NER.

In order to address the issue of scarcity of labour and encourage the coffee growers to adopt usage of machinery in farm operations, the Govt of India



approved a new scheme “Support for Mechanization of Farm Operations” during February, 2011. The scheme was continued during the period under report with encouraging results.

The advent of the café culture continued to support the improvement of domestic consumption estimated at 1,15,000 MT during 2011. For the future of the industry the graph of the domestic coffee consumption needs to move northward. This will provide a shield to the growers against a volatile international coffee market. The ripples of the increase in domestic consumption would be felt by the captains of the coffee industry. Excellent employment opportunities, encouraging entrepreneurship and overall improvement in the value chain would be the residual effect. To achieve this the Board has initiated steps to boost domestic consumption which includes extending support for roasting, grinding and packaging segment by providing subsidy to prospective entrepreneurs, self help groups and grower’s collectives.

At the exports front, to increase earnings and support value addition, Board is extending support for the export of value added and high value coffees to far off markets which will in turn expand market reach while reinforcing the Country’s presence as

a formidable exporter of high quality and high value coffees in the international coffee community.

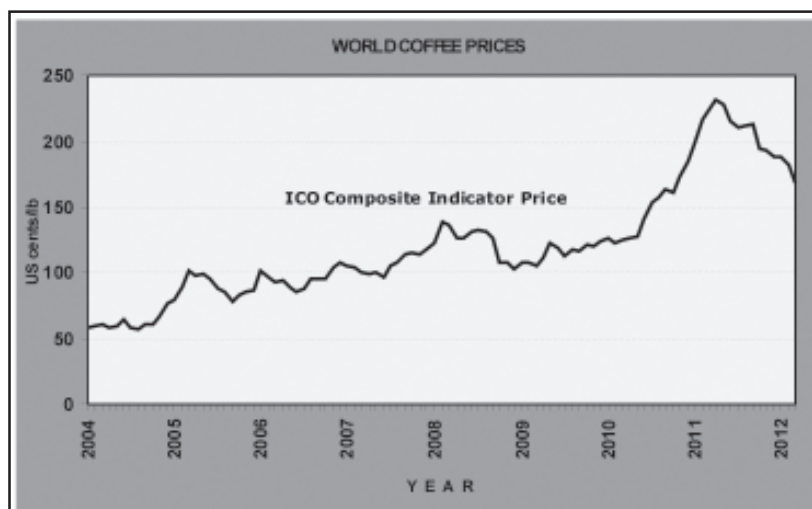
INTERNATIONAL MARKET OUTLOOK 2011-12:

The coffee prices have steadily improved in the current year (2011-12) compared to previous year (2010-11).

In the financial year viz. 2011-12 (April-March), the average ICO composite indicator price was at 202.16 Cents/lb, which showed an increase of about 20% compared to 169.09 Cents/lb during 2010-11.

The New York Futures (Arabica) average price increased by 25% during 2011-12 and was at 244.26 Cents/lb compared to 195.32 Cents/lb during 2010-11. The London Futures (Robusta) price during the 2011-12 was 97.25 Cents/lb, which showed an increase of around 17% as against 82.82 Cents/lb in 2010-11.

The average ICO composite indicator price for the calendar year 2011 which was 210.39 Cents/lb, increased by over 43% compared to 147.24 Cents/lb in the previous year (2010). The New York (Arabica) average price of 256.35 Cents/lb went up by over 55% compared to 165.20 Cents/lb in 2010 where as London futures (Robusta) average price at 101.22 Cents/lb in 2011 went up by over 41% compared to the average price of 71.97 Cents/lb in 2010.





In the domestic market, the ICTA average auction price during 2011 for Arabica main grade (Plantation A) was at ₹ 272.42/kg and recorded an increase of about 46% compared to ₹ 186.36/Kg in 2010, whereas, the price of Robusta main grade (Cherry AB) at ₹ 111.78/kg in 2011 showed an increase of over 40% compared to ₹ 79.58 / Kg in 2010.

A comparative statement showing fall and rise of coffee prices in the international and domestic markets during the past few years are furnished below;

Table -1

ICO composite indicator prices (**coffee year averages**) and averages of 2nd and 3rd position of New York and London Futures Markets

US Cents / lb

Financial Year(April/March)	04-05	05-06	06-07	07-08	08-09	09-10	10-11	11-12
ICO Comp. Indicator	69.72	91.13	97.30	114.15	117.96	120.14	169.09	202.16
New York Futures (Arabica)	90.38	109.79	113.26	127.19	128.90	133.30	195.32	244.26
London Futures (Robusta)	34.09	51.28	63.60	87.07	88.83	64.54	82.82	97.25

Table -2

ICO composite indicator prices (**calendar year averages**) and averages of 2nd and 3rd position of New York and London Futures Markets

US Cents / lb

Calendar Year	2004	2005	2006	2007	2008	2009	2010	2011	2012*
ICO Comp. Indicator	62.15	89.37	95.75	106.88	124.23	115.67	147.24	210.39	179.65
New York Futures (Arabica)	79.85	111.50	112.43	121.91	136.46	128.18	165.20	256.35	209.45
London Futures (Robusta)	32.89	46.79	59.75	78.55	96.76	67.61	71.97	101.22	88.08

* As on 31.03.2012

Table-3

Auction Prices – Average prices secured in ICTA (Bangalore)

₹ / Kg

Calendar Year	2004	2005	2006	2007	2008	2009	2010	2011	2012*
Plant. A	72.16	104.34	109.84	112.70	131.26	175.32	186.36	272.42	240.61
Rob.Chy.AB	34.94	53.68	63.02	75.78	96.86	81.16	79.58	111.78	113.99

*Jan to March, 2012



Global Supply and Demand Balance:

The global production of 132.7 million bags in 2011-12 compared to 134.26 million bags of 2010-11 shows a decrease of 1.2% in production. Global consumption in 2011-12 was at 137.90 million bags as compared to 134.78 million bags in 2010-11.

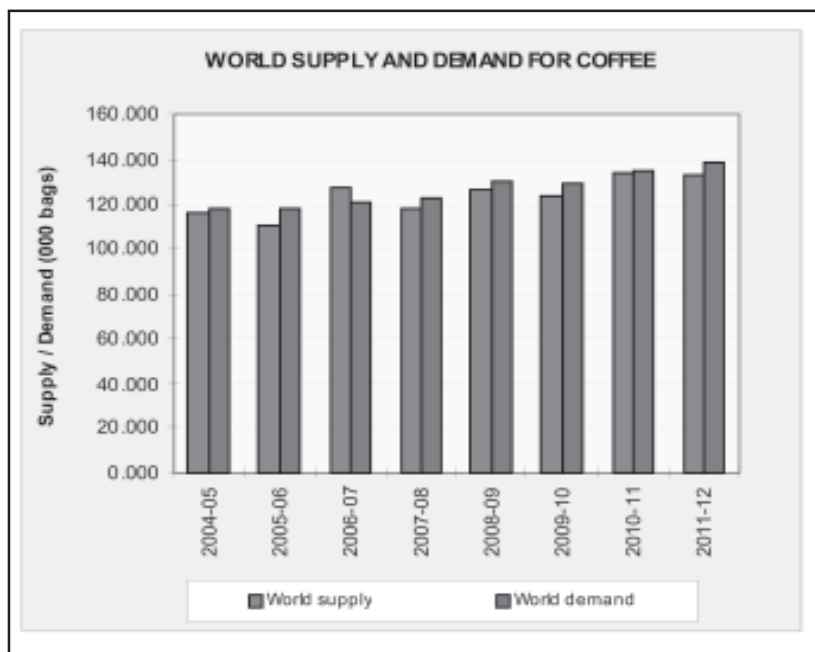


Table-4

Global Production/Consumption

(in Million Bags)

	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Production*	116.607	109.883	127.028	118.074	126.725	123.613	134.260	132.71
Consumption**	118.066	118.114	121.087	122.726	130.004	129.100	134.778	137.90

Source: * National crop years (as revised by ICO recently)

** Calendar year (ICO CMR August 2012)

India – Production and Exports:

Coffee production in 2011-12 is placed at 3,14,000 tonnes which is 4% higher than the previous year's (2010-11) production of 3,02,000 tonnes. In 2011-12 India exported 3,23,913 MT of coffee (including 42,836 MT of re-export) an increase of 8.20% of the previous years' exports of 2,99,357 MT. The quantity comprised of 47,690 metric tonnes of Arabica, 1,94,681 metric tonnes of Robusta and

81,542 metric tonnes of instant and R&G was exported to 111 countries. Italy, Germany, Russian Federation, Belgium and Spain were the top five importing countries. The export earnings during 2011-12 was 33.56% higher in terms of US \$ at 972.09 million as against US\$ 727.82 million during the previous year. In terms of Indian Rupees, it was higher by around 35.15% at ₹ 4,541.71 Crores as against ₹ 3,360.44 Crores during 2010-11.



Table 5

Export of Specialty and Value added coffee (Qty in MT)

	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Specialty coffee	8997	9096	9476	10688	10363	10002	14897	13390
Value added coffee*	55941	52394	60550	64993	49004	65300	73140	81542
Total	64938	61490	70026	75681	59367	75302	88037	94932

(* Includes soluble/ roast & ground in green coffee equivalent)

Coffee Debt Relief Package-2010 :

In the 1st phase of implementation of CDRP-2010, claims received from 53 Banks were processed and the Govt. share of ₹ 241 crores was reimbursed to the Banks benefiting 1,20,025 growers fully utilizing the funds released by the Government of India.

In the 2nd phase, the Govt. of India sanctioned and released additional funds of ₹ 58.00 Crores under CDRP-2010 for settling the pending / supplementary claims received from the Banks. Out of which ₹ 47.82 Crores of Govt. share has been reimbursed towards settlement of pending/ supplementary claims benefiting 14,197 small coffee growers by the end of March, 2012.

Flavour of India Fine Cup Awards :

The final round cupping of Flavour of India – 2011 was held on 20th June, 2011 at Amsterdam, Netherlands. Out of 232 samples, 34 samples comprising of 13 of Arabica, 6 of Speciality Arabica, 9 of Robusta and 6 of Speciality Robusta were sent to the final round of cupping by the International Jury. The awards of Flavour of India – the Fine Cup Award – cupping competition 2011 were distributed to the winners at the award function organised on 23rd Dec, 2011 during “Coffee Awards Nite” held at Hotel Lalit Ashok, Bangalore.

October 2012
Bangalore.

India International Coffee Festival 2012

The 4th edition of the India International Coffee Festival held from 18th to 20th January, 2012 in New Delhi was a grand success. The festival with the theme “Growing with Coffee” had more than 400 enthusiasts participating from 16 countries including Australia, UK, Netherlands, Italy, Germany, Nigeria, Kenya, Norway, Sweden, Belgium and USA. The festival was inaugurated by Sri Anand Sharma, Hon'ble Union Minister of Commerce, Industry and Textiles. Mr. Roberio Oliveira Silva, Executive Director of the ICO was the guest of honour. The Plenary conference was addressed by Dr. Montek Singh Ahluwalia, Deputy Chairman of the Planning Commission. Dr. Anup Pujari, DGFT addressed the valedictory session. The festival showcased skill building workshops for the prospective entrepreneurs as well as a fabulous exhibition.

Creating an avenue for entrepreneurial talent in the exciting world of coffee, the Indian Coffee Trust instituted an exciting Café Competition for Café Awards to encourage new talent in the domestic coffee scenario. Hon'ble Minister of State for Commerce and Industry, Sri Jyotiraditya M. Scindia was the Chief Guest for the awards function to honour the winners in the categories of Roasters, Curing establishments, Cafés and Baristas and a total of 13 cafés were awarded at the IICF, 2012, New Delhi.

JAWAID AKHTAR
Chairman, Coffee Board



CHAPTER – I

EXECUTIVE SUMMARY

PRODUCTION :

- ◆ The final crop estimates for 2011-12 crop season was placed at 3,14,000 metric tonnes comprising of 1,01,500 metric tonnes of Arabica (32% of total) and 2,12,500 metric tonnes of Robusta(68% of total).
- ◆ Karnataka contributed 2,21,000 metric tonnes (70.38%) followed by Kerala with 68,100 metric tonnes (21.69%) and Tamil Nadu with 18,350 metric tonnes (5.84%). The Non Traditional Areas comprising Andhra Pradesh & Odisha and North Eastern Region made up the remaining 6,550 metric tonnes (2.09%).
- ◆ During the year, the overall farm productivity has increased to 868 Kg/ha from 838 Kg/ha in the previous year, which resulted in an increase in the production by 12,000 MT compared to the previous year's production of 3,02,000 MT.
- ◆ The productivity in respect of traditional areas for the year 2011-12 works out to 961 Kg/ha where in the productivity of Arabica and Robusta was 758 Kg/ha and 1093 Kg/ha respectively.
- ◆ The total area planted with coffee is around 4.09 lakh hectares, of which the total bearing area was around 3.68 lakh hectares.
- ◆ There are around 2,80,241 coffee holdings in the country, consisting of 1,62,366

holdings in Traditional areas, 1,10,792 holdings in Andhra Pradesh and Odisha (NTAs) and the remaining 7,083 holdings in NER. The small holdings having less than 10 hectares each, were around 2,77,618 which accounted for about 99% of the total holdings.

EXPORTS :

- ◆ A total quantity of 3,23,913 metric tonnes of coffee (including 42,836 MT of re-exports) was exported during 2011-12, an increase of 8.2% of the previous years' exports of 2,99,357 MT. The quantities, comprising 47,690 metric tonnes of Arabica, 1,94,681 metric tonnes of Robusta and 81,542 metric tonnes of instant and R&G coffee were exported to 111 countries. Italy, Germany, Russian Federation, Belgium and Spain were the top five importing countries.
- ◆ The export earnings during 2011-12 was 34% higher in terms of US \$ at 972.09 million as against US \$ 727.82 million during the previous year. In terms of Indian Rupee, it was higher by around 35% at ₹ 4,541.71 Crores as against ₹ 3,360.44 Crores during the previous year.
- ◆ In terms of unit value, the composite value of all types of coffee exported during 2011-12 was ₹ 1,40,213/- per metric tonne compared to ₹ 1,12,255/- per metric tonne during 2010-11 an increase of 24.9% over the unit value of previous year.



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- ◆ The total number of exporters registered with Coffee Board as on 31st March 2012 stood at 395, which includes 46 numbers of new registrations for the year 2011-2012 as against 349 as on 31st March 2011.
 - ◆ A total of 10,389 Export Permits and ICO Certificate of Origin have been issued to 126 registered exporters of coffee during the year as against 10,032 Permits issued during 2010-11. Out of 10,389 permits, as many as 6,083 permits were issued against the applications filed online.
- RESEARCH :**
- ◆ F₁ hybrids realized from the crosses between selected plants of S.3827 (Sln.10) and S.4808 (a hybrid of Catuai and HDT), made with an objective of pyramiding various rust resistance genes in semi-dwarf phenotype, were established in field at CCRI and CRSS, Chettalli.
 - ◆ For achieving long lasting resistance to leaf rust in Chandragiri variety, integration of S_H3 gene of *C. liberica* origin was undertaken through marker assisted selection (MAS) using SCAR marker assays followed by breeding with selected plants of S.3827, homozygous to S_H3 gene.
 - ◆ Reciprocal crosses were made between the drought tolerant root types (S.1932, S.3399) and station selections (S.274, C x R) towards breeding for drought tolerance in Robusta.
 - ◆ Field evaluation of F₁ hybrid progenies of the crosses involving Columbian Catimor and tall genotypes like S.1934, Sln.5B and Sln.9 revealed promising performance of S.4814 (Catimor (BM) 3/13 x Sln.5B) with respect to yield, field tolerance to rust and bean quality traits.
 - ◆ Under the multi country research project entitled 'Increasing the Resilience of Coffee Production to Leaf Rust and other Diseases in India and four African countries', community mobilization was undertaken through 10 Farmers Field School groups covering all the major arabica growing regions.
 - ◆ For the purpose of establishing varietal trials in Zimbabwe, 4 kg of coffee seed, 2 kg each of the two Indian selections Sln.5A and Sln.6 seed was prepared and supplied.
 - ◆ The mid-term review of the Multi-country project on coffee leaf rust was conducted on 28th and 29th July 2011 at Harare, Zimbabwe and the review committee also visited the trial plots and interacted with FFS groups and other stake holders in India from 10th to 16th January 2012.
 - ◆ 6310.75 kg of seed comprising 4906.25 kg arabica and 1404.5 kg robusta was distributed in the traditional areas. In addition, 4190 kg of seed coffee of different station bred selections were prepared at RCRS, R. V. Nagar and distributed in Non- traditional areas and North East Region.
 - ◆ 21,255 clones of robusta variety C x R were supplied to coffee growers.
 - ◆ Rust races I and VIII were artificially inoculated for screening of plants under the exercise of validation of SCAR markers for S_H3 gene for rust resistance/maintenance breeding in S.795. Bio-assays revealed that, S_H3 positive plants were resistant to Race I but susceptible to Race VIII while S_H3 negative plants manifested susceptible reaction to both Race I and VIII.
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- ◆ Total genomic DNA was isolated from 300 Bt isolates along with reference strains, they were screened with SRP 127F&R primers and primers designed for Cry 1I, Cry 3 genes.
 - ◆ Field trials on Integrated Nutrition Management on arabica and robusta coffee indicated that inorganic sources alone or reduced doses of fertilizers integrated with organic manures and bio-fertilizers, recorded significantly higher yield and remained on par with each other.
 - ◆ A field trial to study the influence of organic and inorganic nutrient sources indicated that the nutrient availability did not vary significantly after reduction in chemical fertilizers by 50% and substitution with different forms of organics.
 - ◆ Under service support to the coffee growers, 7880 soil, 213 leaf and 878 agrochemical samples were analysed and advisory given.
 - ◆ Under the DBT Project: "Development of INM Package for Coffee", the field performance of bio-primed seedlings during the second year of planting indicated that the bio-primed seedlings of both arabica and robusta had better growth and nutrient uptake compared to seedlings raised in nursery without bio-fertilizers.
 - ◆ The trial on planting designs and pruning methods to improve the farm operation efficiency indicated that the hedge row system on multiple stem without topping and cyclic pruning after each harvest resulted in significantly higher clean coffee yields.
 - ◆ Studies indicated highest photosynthesis in Chandragiri variety followed by Colombian Catimor and Sln. 9. The variety Chandragiri appeared to be more photo-synthetically efficient.
 - ◆ Foliar spray of Mono-Ammonium Phosphate (MAP), a water soluble phosphorous fertilizer, during 1st week of September improved flower bud induction in BBTC Catimor by increasing cropping nodes to an extent of 18.17%.
 - ◆ At CRSS, Chettalli farm, among the four rare clones of rust differentials under observation since 10 years, only 4106 was found to be susceptible indicating evolution of new rust race.
 - ◆ Twenty-four rare rust spore samples were collected from rust susceptible clones at different locations of Chikmagalur, Hassan and Kodagu Districts of Karnataka and Pulney region of Tamil Nadu. Of them, five rust races with virulent genes were identified.
 - ◆ Data from a field experiment to compare the performance of Knapsack Mistblower sprayer and Gator Rocker sprayer for applying Bordeaux mixture indicated that use of Knapsack Mistblower sprayer could result in 20% reduction in the quantity of fungicide solution.
 - ◆ For the management of leaf rust, spray of Contaf during pre-blossom and post monsoon and Bordeaux mixture during the pre-monsoon period resulted in very low incidence of leaf rust.
 - ◆ Trials, to manage stem necrosis and leaf spot disease in the nursery caused by
-



Myrothecium roridum, indicated that the systemic fungicide Folicur 25 EC (tebuconazole) was the most effective followed by Tilt 25 EC (propiconazole).

- ◆ Arabica plants, with the main stem wrapped using strips cut from used fertilizer bags remained free from borer attack.
- ◆ Under the DBT project “Development of Arabica Coffee Plants Resistant to Coffee White Stem Borer”, 273 *Bt* strains were screened by incorporating in the artificial diet. None of them caused mortality of the neonate larvae.
- ◆ A mission mode action programme to popularize management interventions against coffee stem borer in the arabica coffee growing tracts of South India was launched during October 2011 and continued till March 2012. Under this programme 12 teams were formed to educate and demonstrate interventions against the stem borer in the hot spot areas of borer activity in the coffee tracts of Karnataka and Tamil Nadu. During this six month period, 213 demonstrations were conducted in which 6148 growers participated
- ◆ Under the project - “Identification of female sex pheromone and its role in mating success and Identification of kairomone responsible for host plant selection by the coffee white stem borer”- the kit for collecting volatiles was fabricated indigenously and used. The significant inference from the various trials conducted was that the males responded positively to the female pheromone. There was response from both the sexes to the volatiles from male + female volatiles. Mated or gravid females showed highly positive response to volatiles from arabica S. 795 and Tree coffee species (more than 80%), while the response to volatiles from robusta S. 274 was only 33%.
- ◆ During the period 7980 cross vane pheromone traps were supplied to the growers for use against the white stem borer.
- ◆ On-farm production of the entomopathogenic fungus *Beauveria bassiana* for use against coffee berry borer was popularised. 14 training programmes were conducted. Starter culture was supplied to interested growers. Quality check of the fungal culture from on-farm units was done.
- ◆ The study on the effect of installation of traps on berry borer incidence in the field indicated that there could be 36% reduction of infection on the standing crop if traps were installed
- ◆ During the period 59,625 traps with lure were supplied to the growers in Karnataka and Kerala States. 2748 litres of lure material was supplied to replenish the lures in the traps.
- ◆ The rearing of the mealy bug parasitoid was revived and 34,000 parasitoids were supplied to growers for the bio-control of mealy bug.
- ◆ The study on weeding methods indicated that there were 51-55% and 46-62 % savings by mechanical and chemical method of weed control respectively over manual weeding.
- ◆ A trial using mechanical harvesters in robusta indicated that there was 37.7 % more efficiency when mechanical harvester was used compared to manual harvesting.



EXTENSION AND DEVELOPMENT:

A. Traditional Areas :

- ◆ During the year 2011-12, 25,424 estate visits were made by the Extension Personnel. They also conducted 6,142 field demonstrations on various coffee technologies and issued 2,368 advisory letters to the growers apart from conducting over 61 village level group meetings / seminars / workshops / contact programmes / study tours/ training programmes to educate farmers on different aspects of coffee cultivation.
- ◆ 44 Farmers Participatory Method Groups were formed and 89 workshops under FPM were conducted during 2011-12 to enhance the knowledge levels, diagnostic abilities and capacity in decision making of small and tiny coffee growers.
- ◆ 20 mass communication / contact programmes were conducted to educate the growers about the different coffee cultivation aspects, integrated management of the pests/diseases, preparation of quality coffee, etc. and also to give wide publicity of the Coffee Board's schemes. 2104 growers were covered under these programmes during 2011-12.
- ◆ An area of 3186 ha. was brought under replantation during the period under report. Subsidy was extended to 2928 units under water augmentation and 3020 units under quality up-gradation programme of Development Support scheme.
- ◆ Support was also extended to 18380 machineries benefiting 16,619 growers under the scheme Mechanisation of Farm operations.

B. Non Traditional Areas (Andhra Pradesh & Odisha) :

- ◆ During the period under report Extension personnel in Andhra Pradesh and Odisha visited 2477 holdings, conducted 589 field demonstrations, 266 group gatherings and issued 16 advisory letters for the benefit of coffee growers of these states.
- ◆ A total number of 1,000 tribal growers were imparted one day training programmes on various aspects of coffee cultivation. Besides this, 10 quality awareness campaigns were also conducted which educated the growers on farm processing, need for construction of pucca drying yard, preparation of washed coffee using pulpers, proper storage of coffee, etc in the preparation of quality coffee. 36 growers from this area were taken on a study tour to traditional coffee growing areas.
- ◆ An extent of 3029 Ha was brought under coffee cultivation with the support of ITDA. 1046 pucca drying yards were constructed and 250 baby pulpers were supplied to the growers in this area.
- ◆ A total quantity of 1237 Kgs of parchment coffee was processed at Mini Coffee curing works established in Chintapalli during the year.
- ◆ Under the Labour Welfare Scheme assistance of ₹ 19.89 Lakhs was extended to 1064 students.

C. North Eastern Region:

- ◆ The Boards' Extension Personnel in North Eastern Region visited 2,468 coffee holdings. 1200 field demonstrations, 371 group gatherings and 91 on-farm trainings



benefiting 1680 growers were conducted apart from issuing 767 advisory letters to educate the coffee growers on different aspects of coffee cultivation. 53 quality awareness campaigns were conducted benefiting 939 growers.

- ◆ 25 tribal coffee growers of different zones of NE Region participated in reach-out programme on “Financial and Cost Management for Coffee Business” in association with Indian Institute of Plantation Management, Bangalore. 24 internal Study Tour programs and 2 external programs were organised benefiting 297 growers.
- ◆ Coffee expansion has been taken up in about 448 Ha and consolidation in about 144 Ha. Support was extended for construction of 23 drying yards. 260 drying trays and 107 baby pulpers were distributed to the growers during 2011-12.
- ◆ About 168 MT of dried raw coffee was processed at the Mini Coffee Curing Works at Bualpui, in Mizoram and at Coffee Curing Works, Guwahati. The Board continued to extend financial support for collection, processing, transportation and disposal of coffee produced in this Region.
- ◆ Financial assistance of ₹ 92,000/- under Labour Welfare Scheme was extended to 55 students.

PROMOTION:

- ◆ As a part of external coffee promotion activities, Board participated in 19 Overseas Exhibitions / Buyer Seller Meets with the active involvement of Indian Coffee Exporters Viz. USA, Netherlands, Sidney, Cologne Germany, Moscow, Tokyo, Toronto, Italy, Ukraine, Seoul, Kazakhstan, Nuremberg,

Dubai, Lahore, Jakarta, Ottawa and Spain.

- ◆ The Board participated in 57 Internal Exhibitions in different locations of the Country which includes Chandigarh, Kolkata, Coimbatore, Mumbai, Trivandrum, Jaipur, Chennai, New Delhi, Bangalore, Cochin, Goa and Hyderabad among the few.
- ◆ The 4th Edition of the India International Coffee Festival held from 18th to 20th January, 2012 in New Delhi was a grand success. The festival with the theme “Growing with Coffee” had more than 400 enthusiasts participating from 16 countries including Australia, UK, Netherlands, Italy, Germany, Nigeria, Kenya, Norway, Sweden, Belgium and USA. The festival was inaugurated by Sri Anand Sharma, Hon’ble Union Minister of Commerce Industry and Textiles. Mr. Roberio Oliveira Silva, Executive Director of the ICO was the guest of honour. The Plenary conference was addressed by Dr. Montek Singh Ahulwalia, Dy. Chairman of the Planning Commission. Dr. Anup Pujari, DGFT addressed the valedictory session. The festival showcased skill building workshops for the prospective entrepreneurs as well as a fabulous exhibition.
- ◆ Creating an avenue for entrepreneurial talent in the exciting world of coffee the Indian Coffee Trust instituted an exciting Café Competition for Café Awards to encourage new talent in the domestic coffee scenario. Sri Jyotiraditya M. Sindia, Hon’ble Minister of State for Commerce and Industry was the Chief Guest for the awards function to honour the winners in the categories of Roasters, Curing establishments, Cafés and Baristas. A total of 13 café were awarded by Hon’ble Minister of State at the IICF,2012, New Delhi.



- ◆ During 2011-2012, 33 Cases for Support for Processing were processed as against 24 for the previous year.

MARKET RESEARCH & INTELLIGENCE:

- ◆ The daily market information on price, supply, demand and other fundamental/technical factors required for market analysis were collected, compiled and disseminated to the various segments of the industry and also to the Government by the Market Research & Intelligence Unit.
- ◆ Four issues of 'Data Base on Coffee' were published for the months of June, October 2011 and January, March 2012.
- ◆ Crop forecasting was carried out with final estimation of 2010-11 and the post blossom and post monsoon estimation of 2011-12.
- ◆ Rendered economic and analytical support to the Board and Government related to WTO and trade policy matters of coffee.
- ◆ The Unit co-ordinated the implementation of (1) Rainfall Insurance Scheme for Coffee growers (RISC), (2) Price Stabilization Fund Scheme of Government of India and (3) Market Access Initiative (MAI) Scheme on 'Promotion of Indian Coffee Exports to Russia and CIS Countries'
- ◆ Under RISC a total of 6384 coffee growers have taken the policy with an area coverage of 9580 ha. The total premium collected during 2011-12 was ₹ 92.17 lakhs. Out of this the Govt. share of premium subsidy component was ₹ 46.09 lakhs which was released to the Agricultural Insurance Company of India Ltd..
- ◆ Price Stabilization Fund Trust (PSFT) has selected the M/s. Cholamandalam MS General Insurance Company Ltd. to implement the Personal Accident Insurance Scheme for the period 2011-12 and 2012-13. The annual premium rate of ₹ 22.06 per annum will be shared between the beneficiary grower/worker and PSFT in the ratio of 50:50 basis i.e. grower/worker have to pay ₹ 11.03/- while PSFT contribute ₹ 11.03/-. As on 31.03.2012, a total of 4479 members (3809 growers and 670 workers) enrolled under the Personal Accident Insurance Scheme with a total premium amount ₹ 98672/-. There was no claim preferred by any of these growers or workers under Personal Accident Insurance Scheme in the current year.
- ◆ Under Market Access Initiative Schemes on Promotion of Indian Coffee Exports to Russia and CIS countries, during the year under review, the Government of India has released the third and final installment amount of ₹ 112.48 Lakhs to Coffee Board and the entire amount was utilized for settling the balance payments.

QUALITY :

- ◆ 998 coffee samples, consisting of 635 commercial and 363 R&D samples, were evaluated for physical and organoleptic quality parameters at the Quality Evaluation Centres at Bangalore and Chikmagalur.
- ◆ Under the Kaapi Shastra Training Programme to create awareness on the latest technologies in Coffee Roasting and Packaging and brewing good quality coffee, 5 programmes were conducted.
- ◆ Six one-day programmes on coffee roasting, grinding and retailing were conducted.



- ◆ The final round cupping of Flavour of India-2011 was held on 20th June at Amsterdam, Netherlands. Out of 232 samples, 34 samples were sent to the final round of Cupping by the International Jury. The awards of 'Flavour of India – The Fine Cup Award - Cupping Competition-2011' were distributed to the winners at the 'Award function' organised on 23.12.2011.
- ◆ The meeting of Consultative Committee for the Flavour of India – The Fine Cup Award – Cupping Competition-2012 was held on 2nd February 2012. A total of 219 coffee samples were received for the competition. 39 samples were selected for the final round of Cupping at Melbourne, Australia.
- ◆ The Coffee Board organized a cupping session namely "Cupping of Coffees of India" at Speciality Coffee Association of America conclave and released the Kenneth Davids "Flavor of India" Profile on 29th April 2011 at SCAA, Houston, Texas.
- ◆ A sum of ₹ 1,40,35,500/- has been sanctioned under Labour Welfare Measures during 2011-12 towards Educational Stipends; Incentive Awards and Financial Assistance for the benefit of the children of labourers employed in coffee plantations and coffee curing establishments situated in the coffee growing areas. The total number of beneficiaries was 7,333.
- ◆ A sum of ₹ 4,40,300/- was granted to the employees towards House Building Advance during the year. The Board also granted Conveyance Purchase Advance to the tune of ₹ 2,84,800/- during the period.

ADMINISTRATION :

- ◆ In the year 2011-12, three Board Meetings, one meeting each of the Executive & Propaganda Committees, one meeting of Marketing Committee, three meetings of the Research Committee & two meetings of the Development Committees and one meeting of Quality Committee were convened. Among the non-statutory committees, two meetings of Audit committee were also convened.
- ◆ The staff strength of the Board as on 31.03.2012 was 926 employees comprising of 85 Group 'A' officers, 190 Group 'B' Officers and 651 Group 'C' officials.
- ◆ **VIGILANCE & LEGAL :**
- ◆ Vigilance Division concluded six cases by awarding penalty and ten cases are yet to be disposed.
- ◆ Vigilance Awareness week was observed in the Board's offices across the Country between 31st October to 5th November, 2011.
- ◆ 52 court cases were pending at the beginning of the year and 12 new cases were added. These 64 cases pertain to: Marketing matters-10, Service Matters-41, CDRP-6 and other matters 7. 18 cases were disposed of during the year.
- ◆ The Recovery suit filed by the Board against M/s Kothari Oil Products Ltd., was decreed in favour of the Board and the company deposited a sum of ₹ 30 lakhs in the High Court and filed RFA challenging the Trial Court order.



GENERAL :

- ◆ The Engineering Division of the Board has taken up various infrastructure development and maintenance works with an expenditure of ₹ 2.53 crores.
- ◆ The performance of all the XI Plan Schemes implemented by the Board in the coffee growing regions of Traditional Area, NER and NTA had been evaluated by an expert committee from the University of Agricultural Sciences, Bangalore. The team interacted with the coffee growers and Board officials during the visits and submitted a report with their observations and recommendations.
- ◆ The Coffee Board had consultations with stake holders from time to time on the formulation of XII plan proposals. Under the Chairmanship of Additional Secretary Plantations, Dept. of Commerce, Govt. of India, similar meetings were held at Guwahati and Bangalore.
- ◆ The Parliamentary Committee on Subordinate Legislation (Rajya Sabha) under the Chairmanship of Sri Kalraj Mishra Hon'ble MP and the Parliamentary Committee on Subordinate Legislation (Lok Sabha) under the Chairmanship of Sri P.Karunakaran, Hon'ble MP visited Bangalore during June 2011 and February 2012 respectively and reviewed the activities of the Board.
- ◆ The Department Related Parliamentary Standing Committee on Commerce under the Chairmanship of Sri Shanta Kumar, Hon'ble MP visited Shillong, Meghalaya on 27-28 February, 2012 and held discussion with various stakeholders of the coffee industry in the N.E. Region, State Government representatives and Coffee Board on the performance of the plantation sector.
- ◆ The Coffee Board initiated action to fill up all vacancies in the Research and Extension Department. An advertisement was published in leading newspapers during June, 2011 inviting applications for filling up of the vacancies and 3018 applications were received, scrutinized and eligible candidates short listed for interview.
- ◆ The Indian Institute of Plantation Management had taken up the study on the Structural Infirmities in the Plantation Sector [SIPS] and submitted a report. In the report they have recommended for the creation of Directorate of Promotion and Directorate of Extension in order to look after the works of brand building, export promotion, promotion of domestic consumption, corporate communication and other allied activities and also to facilitate better implementation of the Board's schemes. Accordingly the Board has initiated action for revival / creation of the Directorate of Promotion and the Directorate of Extension for taking up the proposal with the Ministry.
- ◆ In compliance to the recommendations made by the 2nd Administrative Reforms Commission report, the Board implemented the Citizen's Charter. The various services offered by the Coffee Board along with the time limit for offering those services to the citizens were displayed in all the sub offices including the name of the officer with whom the citizen may represent in case of non-adherence of such time limits.



OFFICIAL LANGUAGE IMPLEMENTATION:

- ◆ The Official Language Wing discharged its duties in accordance to the Official Language Act, rules and as per the directions issued by the Department of Official Language, Ministry of Home Affairs, Government of India.
- ◆ It was ensured that all letters, reports sent to the Ministry, Offices situated in A and B regions were sent in the bilingual form.
- ◆ In order to encourage usage of Hindi and to inculcate knowledge of Hindi, Incentive Schemes were introduced, software packages were installed in computers, workshops were conducted and periodic inspection of sections were conducted to monitor the same.
- ◆ Inter Organizational Hindi Speech Competition and Hindi Day Celebrations gave an opportunity to one and all to expose their talents and proficiency in Hindi.
- ◆ Conducting Inspections and Workshops in Sub Offices, participation in the Meeting of Hindi Salahakar Samiti of the Department

of Commerce and Town Official Language Committee meetings, purchase of Hindi books, release of Coffee Ads in Hindi continued to be the main agenda of the Official Language Wing.

- ◆ Coffee Board was awarded 1st Prize for the year 2011-12 amongst the Offices of the Department of the Commerce situated in 'C' region for excellent work in implementing the orders regarding Official Language Hindi. The trophy was awarded by the Honourable Minister for State for commerce on the occasion of the meeting of Hindi Salahakar Samiti held during August 2012.

RIGHT TO INFORMATION :

- ◆ Under Right to Information Act-2005, the Board received 76 applications from the Citizens of India seeking information/ documents during the year 2011-12. Including a backlog of 6 applications from the previous year, there were 82 applications for disposal. 72 applications have been disposed of during the year leaving 10 applications pending.



CHAPTER – II

CONSTITUTION AND FUNCTIONS OF THE BOARD

Coffee Board is a statutory organization under the control of Ministry of Commerce, Govt. of India constituted under The Coffee Act 1942, an Act enacted by the Parliament.

The Board comprises of 33 members, including Chairman who is the Chief Executive and 32 Members including Members of the Parliament, Members representing various interests of Coffee Industry appointed by the Government of India.

The present Board is reconstituted for a period of three years from 05-11-2009 to 04-11-2012.

MEMBERS OF COFFEE BOARD DURING THE YEAR 2011-12

[01.04.2011 TO 31.03.2012]

Shri Jawaid Akhtar, IAS is the Chairman of the Board and also Ex-officio Chairman of the various Committees of the Board, during the period under report.

The details of members representing various interests in the Board during the above period are given below:-

List of Members of the Board from 01.04.2011 to 31.03.2012

Sl. No.		Appointed under Coffee Rules, 1955	No. of Members	Name S/s.
1	Members of Parliament (Lok Sabha)	Rule 3 (1)	2	D.V. Sadananda Gowda (upto 29 th December 2011)
	Members of Parliament (Rajya Sabha)	Rule 3 (1)	1	P.T. Thomas Oscar Fernandes
2	Representing Governments of principal coffee growing States	Rule 3 (2) (a)	4	Dr. A. Vidyasagar, IAS., Principal Secretary (Tribal Welfare), Social Welfare Department, Govt. of Andhra Pradesh, Hyderabad. Vandita Sharma, IAS., Secretary to the Govt. of Karnataka, Department of Horticulture Govt. of Karnataka. Bangalore. T. Balakrishnan, IAS., Principal Secretary, Industries & Commerce Dept. Govt. of Kerala. Thiruvananthapuram.



Sl. No.		Appointed under Coffee Rules, 1955	No. of Members	Name S/s.
				<p>Dr. P. Ramamohana Rao, IAS., (upto 10.08.2011)</p> <p>Dr. K. Arul Mozhi, IAS., (from 11.08.2011 to 02.11.2011)</p> <p>Sandeep Saxena, IAS., (from 03.11.2011) Agricultural Production Commissioner & Secretary to Govt., Tamil Nadu, Chennai.</p>
3	Representing Large Coffee Growers	Rule 3 (2) (b)	3	<p>1. Anil Kumar Bhandari 2. Ajoy Thipaiah, 3. A. Nanda Belliappa</p>
4	Representing Small Coffee Growers	Rule 3 (2) (b)	7	<p>1. D. M. Vijay, 2. A. Thara Aiyamma 3. Chandramathy Ganesh 4. H.N. Devaraj 5. J. Ganesh 6. Kottagulli Chitti Naidu (Expired on 25.12.2011) 7. Jabir Asghar</p>
5	Representing Coffee Trade Interests	Rule 3 (2) (c)	3	<p>1. H.B. Balraj 2. Asha Shashidhar 3. Dr. Pradeep Kenjige</p>
6	Representing Coffee Curing Establishments	Rule 3 (2) (c)	2	<p>1. P.F. Saldanha 2. Faiz Moosakutty</p>
7	Representing Labour Interests	Rule 3 (2) (c)	4	<p>1. V.R. Jaganathan 2. Prof. K.P. Thomas 3. N.M. Adyanthaya (One vacancy from 18.11.2010 due to death of a Member)</p>
8	Representing Coffee growing states other than principal coffee growing states	Rule 3 (2) (b)	2	<p>T. Ramachandru, IAS., Commissioner Cum-Secretary, Industries Department, Govt., of Orissa, Bhubaneshwar Imkonglemba, IAS., (upto 20.09.2011)</p>



Sl. No.		Appointed under Coffee Rules, 1955	No. of Members	Name
				L.H. Thangi Mannen, (from 21.09.2011) Commissioner Cum- Secretary, Industries & Commerce Department, Govt. of Nagaland, Kohima.
9	Representing Consumer Interests	Rule 3 (2) (c)	2	1. Radhika Yathiraj 2. Alpha Rajan
10	Representing Instant Coffee Manufacturers	Rule 3 (2) (c)	1	C. Rajendra Prasad
11	Eminent personality in the field of Research/ Marketing/Management/	Rule 3 (2) (c)	1	Dr. H.P. Singh, DDG, ICAR, New Delhi.

FUNCTIONS OF THE BOARD :

The main functions assigned to the Board are:-

- ◆ Assistance to Coffee Estates for their development.
- ◆ Promotion of Agricultural and Technological Research in the interest of the Coffee Industry.
- ◆ Promotion of the sale and consumption in India and elsewhere of the coffee produced in India.
- ◆ Securing better working conditions and the provision and improvement of amenities and incentives for workers.
- ◆ Management of the other operations as per the provisions of the Coffee Act.

Apart from that the Board also is gathering statistical and other relevant data concerning the Industry and disseminating the information to various segments of the industry; acts as the recognized spokesperson on behalf of the coffee industry to the Government, media, trade and general public; and providing guidance for the overall growth and development of the coffee industry in the country.

The Coffee Board also represents the Indian coffee industry in the International forum viz. International Coffee Organization, International Science Organizations, Specialty Coffee Associations and work with them for the benefit of coffee industry.



STATUTORY COMMITTEES:

The Board functions through Six Statutory Committees which are appointed for one year term each and the functions of each Committee as per the Coffee Act are:

Sl. No.	Name of the Committee	Functions
1.	Executive Committee	Deals with functions specifically assigned to it under the Coffee Rules. In addition to that deals with matters not specifically assigned to the Propaganda, Marketing, Research, or any other committees constituted by the Board.
2.	Propaganda Committee	Deals with matters relating to promotion of sale and increasing the consumption in India and elsewhere of coffee produced in India.
3.	Marketing Committee	Deals with coffee marketing scheme as set forth in the Act and Rules.
4.	Research Committee	Deals with promotion of agricultural and technological research in the interest of the coffee industry in India.
5.	Development Committee	Deals with the measures that may be undertaken for the development of coffee estates.
6.	Quality Committee	Deals with all issues relating to the improvement in the quality of coffee produced in India.

NON-STATUTORY COMMITTEE:

The Board also had one non-statutory committee viz., Audit Committee as detailed below:-

Sl. No.	Name of the Committee	Functions
1.	Audit Committee	Deals with the matters relating to Annual Accounts and also study the status of Audit Report on the accounts

Details of the Meetings of the Board, Statutory Committees and Non-Statutory Committee held during the period from 01-04-2011 to 31-03-2012

Sl. No.	Name of the Committee	Date of Meetings
1	Board Meetings	193 rd meeting on 29.07.2011; 194 th meeting on 12.11.2011 195 th meeting on 06.01.2012
2	Executive Committee	177 th meeting on 28.07.2011
3	Propaganda Committee	161 st meeting on 28.07.2011
4	Marketing Committee	304 th meeting on 28.07.2011
5	Research Committee	153 rd meeting on 28.07.2011; 154 th meeting on 09.09.2011 155 th meeting (Business by Circulation)
6	Development Committee	89 th meeting on 28.07.2011; 90 th meeting on 22.09.2011
7	Quality Committee	94 th meeting on 28.07.2011
8	Audit Committee	20 th meeting on 14.06.2011; 21 st meeting on 12.11.2011



CHAPTER – III

ADMINISTRATION AND ESTABLISHMENT

The Coffee Board is a statutory body constituted under the Coffee Act, 1942 (Act of 1942) having perpetual succession and common seal, with powers to acquire and hold property and to contract and to sue and to be sued.

CHAIRMAN

1. Sri Jawaid Akhtar, IAS, Chairman of the Board

HEAD OF THE DEPARTMENTS

During the period under report, the following Heads of Departments continued to hold the posts shown against their names.

1. Sri M Chandrasekar, ITS - Secretary
2. Smt Roop Rashi, IA & AS – Director of Finance
3. Dr. Jayarama – Director of Research

The responsibilities assigned to different departments and the wings are as under.

1. SECRETARIAT DEPARTMENT :

The Secretariat Department is responsible for handling all administrative (staff and office establishment) and vigilance matters, allocation of work among various Divisions / Units of the Board and for monitoring compliance for furnishing information under the Right to Information Act, 2005. The department also deals with convening of meetings of the Board and Statutory Committees apart from monitoring the scheme on Labour Welfare Measures.

The 6 units attached to the Secretariat Department are:

- i) Administration Unit
- ii) Official Language Unit
- iii) Vigilance Unit
- iv) Legal Unit
- v) Engineering Unit and
- vi) RTI Unit.

2. RESEARCH DEPARTMENT :

The Research Department is responsible to carryout research activities on various aspects like plant breeding, crop management, plant protection comprising of disease and pest management, post harvest practices of on farm processing, pollution abatement etc. The Research Department also renders various advisory services to the planting community besides conducting various training programmes for the benefits of different stakeholders. Analytical Laboratory and Quality Division are the other wings of Research Department providing quality evaluation support to the industry.

3. EXTENSION & DEVELOPMENT DEPARTMENT:

The Extension Department of the Board is responsible for establishing linkage between the Research fraternity and the coffee growers for continued transfer of technology with the objective of achieving higher productivity and quality levels of coffee. The department also extends



development support to coffee growers on various activities related to coffee cultivation, production and quality improvement as envisaged in the XI Plan.

4. MARKET & PROMOTION DEPARTMENT:

The Export Unit of the department is responsible for registration of exporters, renewal of registration, issue of export permits, ICO certificate of origin for export permits, ICO certificate of origin for export of coffee from India, furnishing of periodical reports to the Ministry and ICO on coffee exported from India besides extending incentive support for export of high value coffee to far off markets and to enhance export of value added coffee as Indian Brand and export awards in recognition of the best performance in coffee exports. The external promotion was through participation in International Conferences, Events, Participation in deliberations of the International Coffee Organization and brand promotion activities.

The promotional activity under domestic promotion was carried out through participation in domestic events, media campaign and providing training to prospective entrepreneurs on setting up of Coffee Roasting, Grinding and Packaging Units. This training complimented the scheme for setting up of processing unit.

The Market Research & Intelligence Statistical Unit continued its market information and intelligence activities as a part of Board's role as facilitator to the industry in respect of coffee exports. It provides inputs on crop condition, crop estimates and market data / information, monitoring of the exports and useful trade related data pertaining to the industry on a daily basis.

5. ACCOUNTS & FINANCE DEPARTMENT:

The Accounts and Finance Department of the Board is responsible for allocation / administration

of funds of the Board, maintenance of Accounts and all matters relating to managing finances of the Board. The Internal Audit Party (IAP) of the Board is a part of the Department for internal check of finance and accounts of the Head Office and sub offices to ensure better efficiency in functioning of the office and maintenance of records. In this regard Consultants are appointed at Head Office.

SECRETARIAT DEPARTMENT

ADMINISTRATION UNIT :

(a) Promotions:

- ✦ Two officers were promoted to the cadre of Joint Director (Extension)
- ✦ Two officers were promoted to the cadre of Dy. Director (Extension)
- ✦ One officer was promoted to the cadre of Subject Matter Specialist
- ✦ Two officers were promoted to the cadre of Asst. Specialist.

(b) Career Improvement Scheme (CIS):

- ✦ 10 officers were granted financial upgradation under the Career Improvement Scheme for Junior Level Scientific personnel.

(c) Modified Assured Career Progression Scheme (MACPS):

- ✦ 664 personnel were granted financial upgradation under the Modified Assured Career Progression Scheme [MACPS] during the year.

(d) Modified Flexible Complementary Scheme (MFCS):

- ✦ Eligible Scientists are screened by the Level 1 Screening Committee during the year under the report.



- (e) **Transfers:** Eighty four Officers / Officials were transferred during the general transfer which were effected based on guidelines on this subject and the same is detailed below:

Group	No. of Officers / officials transferred
'A'	24
'B'	24
'C'	36

(f) Employees Welfare Measures

(i) Conveyance Purchase Advance:

Five employees were sanctioned a sum of ₹ 2,84,800/- towards Conveyance Purchase Advance.

(ii) Personal Computer Advance:

Twenty-one employees were sanctioned a sum of ₹ 6,30,000/- towards Personal Computer Advance.

(iii) House Building Advance:

One employee was sanctioned a sum of ₹ 4,40,300/-towards House Building Advance.

(iv) Group Savings Linked Insurance Scheme:

The Board has a tie up with the Life Insurance Corporation of India for operating the scheme called 'Group Savings Linked Insurance'. The scheme had 893 members on the roll comprising of different categories and an amount of ₹ 8,02,415/- was settled to 22 members during the year.

(g) Labour Welfare Measures :

- (i) **Educational Stipends:** The stipends at the rate of ₹ 1500/- per student were granted to those students who have passed SSLC examination in the academic year 2010-11 and who have taken up higher studies after SSLC, viz 1st year PUC, Polytechnic / Vocational Training during the academic year 2011-12.

- (ii) **Incentive Award:** An Incentive Award of ₹ 1,500/- were granted to one girl student and ₹ 1,000/- to one boy student in each division who have scored highest marks in the SSLC examination in the academic year 2010-11 and continuing further studies.

- (iii) **Financial Assistance:** In order to extend Financial Assistance to Graduate students other than Professional courses, the scheme was modified from 2009-10. The details of Financial Assistance are as detailed below:-

Sl. No.	Description of courses	Amount per student, per annum for entire duration of the courses
1	Professional courses such as Medicine, Engineering, Agriculture, Pharmacy, B.Sc & M.Sc Nursing and ANM course	₹ 5,000/-
2	Graduation	₹ 2,500/-

The Board granted ₹ 1,40,35,500/- during the year under Labour Welfare Measures to 7,333 beneficiaries.



(h) Staff Strength of Coffee Board as on 31.03.2012

The details of Group-wise existing Staff Strength, number of Scheduled Caste & Scheduled Tribe employees and Female staff strength of the Board as on 31.03.2012 is summarized below:

Sl. No.	Total		SC/ST				FEMALE	
	Group	No. of Employees	SC (No.)	ST (No.)	% to Total No.		Female No.	% to Total No.
					SC	ST		
1	A	85	15	7	17.65	8.24	11	12.94
2	B	190	35	8	18.42	4.21	24	12.63
3	C	651	120	35	18.43	5.38	107	16.44
	Total	926	170	50	18.36	5.40	142	15.33

OFFICIAL LANGUAGE WING

The Official Language Wing continued to discharge its duties as per the norms laid down in the Official Languages Act 1963 and Official Languages Rules 1976 and adhered to the targets of the Annual programme 2011-2012 issued by the Department of Official Languages, Ministry of Home Affairs, Government of India.

- ✦ As stipulated all letters written to the Ministry and offices situated in 'A' and 'B' regions were in the bilingual form viz , Hindi and English. Further, all letters received in Hindi were replied to in Hindi.
- ✦ The Compliance of Section 3(3) of the Official Language Act 1963 was ensured and all the reports sent to the Government were prepared in bilingual form especially the Annual Report and Annual Accounts 2011-12 pertaining to Coffee Board were published and submitted in Hindi & English.
- ✦ The special incentive scheme is in vogue in the Board wherein an individual employee is eligible to get an amount of ₹ 2,000/- per year for writing 5000 words in Hindi in routine office files etc. Twelve officials participated and were awarded for doing original work in Hindi.

- ✦ Regular Hindi workshops were conducted and 58 officials enhanced their knowledge by attending the same.
- ✦ 14 Multi Task staff from Head office was nominated for various courses of Hindi Teaching Scheme.
- ✦ Software packages were installed in some of the Sub offices and Unicode was activated in computers to enable the officials to work in Hindi.
- ✦ Periodic inspections were conducted in various sections in Head Office and sub offices of the Board to check the usage and progress of Hindi in regular office matter and reports were sent to the respective section/ office to enable them to correct themselves in areas where they are lagging.
- ✦ To commemorate the 50th year of Indian Independence a Rolling shield was instituted. A Hindi Speech competition is organised every year for all the Central Government Offices under the auspice of Town Official Language Implementation Committee, Bangalore. This year also the competition was organised on 18th August 2011. 28 participants from 15 offices



participated in this and Air Force Station, Jalahalli bagged the Rolling Shield.

- ◆ Hindi Day was celebrated on 14th September 2011 and various competitions were held during the Hindi fortnight preceding the Hindi Day and the successful participants were awarded prizes on Hindi Day.
- ◆ Hindi workshop and Hindi Day was organized in Central Coffee Research Institute, Chikmagalur.
- ◆ Regular participation was ensured in the meetings of Hindi Salahkar Samiti of the Department of Commerce and Town Official Language Implementation Committee, Bangalore.
- ◆ Hindi Books worth ₹ 47,894/- were purchased during the period under report.
- ◆ An amount of ₹ 32,82,610/- was spent on advertisement on Coffee in Hindi which appeared in popular Hindi magazines and Journals.
- ◆ Coffee Board was awarded 1st Prize for the year 2011-12 amongst the Offices of the Department of the Commerce situated in 'C' region for excellent work in implementing the orders regarding Official Language Hindi. The trophy was awarded by the Honourable Minister for State for commerce on the occasion of the meeting of Hindi Salahakar Samiti held during August 2012.

VIGILANCE UNIT:

Vigilance unit has been carrying out following functions:

- ◆ Receiving complaints and taking action thereof
- ◆ Verification of character and antecedents of persons recruited to the Board's service
- ◆ Preparation and submission of periodical returns to the Ministry of Commerce &

Industry, Government of India and Central Vigilance Commission

- ◆ Issuance of Vigilance Clearance in respect of officers/officials of Coffee Board for various purposes
- ◆ Issue of Vigilance Clearance to Exporters for registration as an Exporter of Coffee
- ◆ Processing of applications seeking permission for acquiring movable and immovable property of Officers / officials of the Board and scrutinizing of immovable property returns filed by the Group 'A' & 'B' officers
- ◆ Surprise vigilance check of sub offices / various Sections at Head Office,
- ◆ Processing of files relating to disciplinary proceedings

DETAILS OF VIGILANCE CASES:

The details of disciplinary proceedings initiated against the officers/officials of the Board are as under:-

Sl. No.	Particulars	No.
(i)	Pending cases at time of commencement of year i.e., as on 01.04.2011	10
(ii)	New cases added during the year	06
(iii)	No. of cases concluded during the year	06
(iv)	No. of cases pending for disposal as on 31.03.2012	10

SPECIAL ACHIEVEMENTS:

Inquiry report in respect of 6 cases was received during the year by persuading the Inquiry Officers to expedite their inquiry and submit the reports. Orders have been issued in 3 cases, one case is pending with the Disciplinary Authority for issue of order and two cases have been referred to the Ministry of Commerce for imposing penalty as the Charged Officials/ Officers have retired from the



services of the Board during the pendency of the proceedings.

Constant vigil was exercised on the working of different offices/sections. Surprise inspections were conducted at various sections in Head Office and Sub offices during the year. As an outcome, disciplinary proceedings were initiated in 3 Cases. Further enquiry is on in 8 cases.

Action has been taken to sensitize the public about corruption and the message of Central Vigilance Commission not to pay bribe and protection of identity of whistle blowers has been displayed on the notice boards at Head Office and sub offices of the Board. The same message has been uploaded on the Board's website also.

The Vigilance Awareness Week was observed in the Board's offices across the country between 31st October 2011 to 05th November 2011.

LEGAL UNIT :

The Legal Cell has been carrying out the following functions:

- ◆ All the Board's legal matters pertaining to Marketing/Service/Sales/Purchase/Service Tax, Labour, etc.
- ◆ Board's litigations pending before various courts viz. Lower Courts, High Courts, Supreme Court, Labour Courts, Sales Tax Appellate Forum, etc.
- ◆ Co-ordinating and assisting the Board's advocates with relevant records to enable the advocates in preparing the plaints/counter and for arguments.
- ◆ Co-ordinates the work connected with various legal matters/litigation pending before Labour, Civil and High Courts in different States and Supreme Court, where

Coffee Board is made as a party by the litigants.

- ◆ Handling files/correspondences connected with Tax(both Sales Tax and Service Tax), service matters, Amendments to Coffee Act and correspondences with the Ministry of Commerce on legal issues.
- ◆ Attending to the work connected with filing of periodical returns under VAT, Service Tax, Profession tax, etc., and pay the tax dues wherever payable.
- ◆ Giving its opinion referring to various rules, on matters referred by the various sections, viz., Export, Pension, Engineering, Service Records, etc.

Status of Court cases :

52 court cases were pending at the beginning of the year and 12 new cases were added. These 64 cases pertain to: Marketing matters-10, Service Matters-41, Coffee Debt Relief Package-6 and other matters 7. 18 cases were disposed of during the year.

Special Achievements :

The Recovery suit filed by the Board against M/s Kothari Oil Products Ltd., was decreed in favour of the Board and the company deposited a sum of ₹ 30 lakhs in the High Court and filed RFA challenging the Trial Court order.

Status of Purchase Tax/Sales Tax Disputes:

- ◆ **Government of Karnataka :** In continuation of the reduction of arrears of tax dues from the original demand of ₹ 126.20 crores to 69.05 crores by the Govt of Karnataka and the settlement of the dues as full and final settlement towards arrears of tax for the years 1980/81 to 2001/02



during the previous year, the Board filed separate Joint Memos with the Govt of Karnataka before the STAT and the pending appeals were disposed under a Common Order.

- ✦ **Government of Tamil Nadu:** The Board availed the Samadhan Scheme for settlement of arrears of tax/penalty/interest and paid ₹ 6.80 crores in full and final settlement against the demand of ₹ 12 crores and interest. The Board has taken up the matter with the concerned authorities of the Government of Tamil Nadu to obtain confirmation certificate on the waiver of remaining tax and interest dues after settling the reduced tax dues during the previous year by availing the Samadhan Scheme for the assessment years 1983/84, 1987/88 to 1996/97 in respect of disputed Sales/Purchase Tax.
- ✦ **Government of Kerala:** In respect of Kerala, the appeals on demand of KGST of ₹ 2.17 crores for the years 1991/92 to 1993/94, 1996/97, 1997/98 & 2000/2001 is pending before the STAT, Calicut. The dispute on CST for the years 1984/85 to 1990/91 and 1994/95 to 1996/97 remanded by the High Court of Kerala during the previous year are pending before STAT Calicut. The Board has also taken up the matter with the Government of Kerala through Ministry of Commerce for waiver of the huge demand of ₹ 46/- crores raised under CST.

ENGINEERING UNIT :

Coffee Board owns Office/Residence, buildings at various places spread across the country viz., Bangalore, New Delhi, Mysore, Chennai, Guwahati & Silchar (Assam), Chinthapalli, Arakuvalley (A.P) and also owns Residential flats at Bangalore, New Delhi & Hassan. Besides this, there are Research Station and Residential quarters at Central Coffee Research Institute in Chikmagalur District; Coffee Research Sub Station at Chettalli (Near Madikeri) in Karnataka; Regional Coffee Research Station at Chundale in Kerala; Thandigudi in Tamil Nadu; R.V.Nagar in Andhra Pradesh and Diphu in Assam and Technology Evaluation Centres maintained by the Extension Department in the States of Karnataka, Tamil Nadu, Kerala, Andhra Pradesh, Orissa and North Eastern Region of India viz., Assam, Arunachal Pradesh, Tripura, Mizoram & Nagaland. India Coffee House at Bangalore and India Coffee Centre at Bhopal are also owned and maintained by the Coffee Board.

The Engineering Unit has taken up the maintenance works as well as construction of buildings under infrastructure development directly and some of the works through deposit contribution by liaisoning with the concerned Authorities.

During the year under report, tenders were invited for construction of office complex at Hassan, and construction of training center and guest house at CCRI, Balehonnur at the total estimated cost of ₹ 4.13 Crores. Also, for other works, tenders were invited and they are under process.

The expenditure details of the works carried out during the year 2011 – 12 are as under:



The expenditure details of the works carried out during the year 2011 - 12 are as under:

Sl. No.	Works carried out	Amount (in ₹)
1	Total expenditure incurred towards the Capital and Outlay on Civil works / Electrical works, Deposit Contribution works taken up under Plan in the Financial year	1,17,48,325.00
2	Total expenditure incurred for the minor Civil / Electrical/ Computers works under maintenance of buildings, payments of the Telephone bills, Water Supply and Sewerage bills, Electricity bills and Property tax paid to Bruhat Bangalore Mahanagara Palike.	70,68,109.00
	TOTAL	1,88,16,434.00

RIGHT TO INFORMATION

Under Right to Information Act-2005, the Board received 76 applications from the Citizens of India seeking information/documents during the year 2011-12. Including a backlog of 6 applications from

the previous year, there were 82 applications for disposal. 72 applications have been disposed of during the year leaving 10 applications pending.



CHAPTER – III (A)

DETAILS OF STAFF WITH DISABILITY

No persons with disability were recruited during the period under report. A total of 9 physically challenged officials are working in the Board and their details (cadre – wise) are as under:

Sl. No.	Cadre	Existing	Group	No. of Staff with Disability		Category-wise staff with disability		
				No.	% of Total	UR	SC	ST
1	Divisional Head	6	A	1	16.67	1	-	-
2	Subject Matter Specialist	27	A	1	3.70	1	-	-
3	Asst. Secretary / Jr. Hindi Translator	47	B	3	6.38	3	-	-
4	Senior Clerk	107	C	3	2.80	3	-	-
5	Multi Tasking Staff (MTS)	293	C	1	0.34	1	-	-
	Total	480	-	9	1.88	9	-	-



CHAPTER – IV

COFFEE RESEARCH

The Coffee Board Research Department has implemented a number of Research studies under the XI Plan scheme viz., “Research & Development for Sustainable Coffee Production, Productivity, and Quality” during the current year 2011-12.

The research projects were implemented through a network of research stations of the Central Coffee Research Institute (CCRI) located at Chettalli (Kodagu, Karnataka), Chundale (Wayanad, Kerala), Thandigudi (Pulneys, Tamil Nadu), R.V Nagar (Vizag Dist., Andhra Pradesh) and Diphu (Karbi Anglong Dist., Assam). Besides the regional research stations, two research divisions viz., Biotechnology Centre and Quality Division are located in Mysore and Bangalore respectively.

Apart from the XI Plan scheme, various research projects sponsored by external funding agencies like Department of Bio-Technology (DBT), New Delhi; the Ministry of Chemicals & Fertilizers (MoC&F), Govt. of India; the Common Fund for Commodities (CFC), Amsterdam were also implemented.

The salient research findings during the year 2011-12 under different research projects are as follows:

Component 1: Development of technologies for sustainable coffee production, productivity and quality

Sub-component 1.1: Evolving improved coffee varieties with resistance to major pests and diseases and drought

PLANT BREEDING AND GENETICS

With an objective of pyramiding various leaf rust resistance genes in semi-dwarf arabicas, F₁ hybrids were raised from the crosses between selected plants of S.3827 (SIn.10) and S.4808 (a hybrid of Catuai and HDT) and established in field at CCRI and CRSS, Chettalli. Reciprocal crosses were effected between (SIn 7.3 x SIn.6 x S.3822) x SIn.10 at CCRI during 2012 flowering season with a similar objective of integrating various rust resistance from diverse sources.

Progenies of the new variety ‘Chandragiri’, released during 2007, were monitored for durability of resistance. A total of 4,439 kg of seed of this variety was prepared from Research Stations and Technology Evaluation Centres and distributed during 2011-12 season.

For achieving long lasting resistance to leaf rust in Chandragiri variety, integration of S_H3 gene of *C. liberica* origin was undertaken through marker assisted selection (MAS) using SCAR marker assays followed by breeding with selected plants of S.3827, homozygous to S_H3 gene. F₁ progeny was raised and maintained in the nursery at CCRI, for field establishment during 2012 planting season. Similar strategy was repeated at RCRS, Thandigudi and crossing programme was undertaken during 2012.

Towards breeding for stem borer tolerance, the F₁ hybrid progeny raised from reciprocal crosses between ‘Chandragiri’ and a spontaneous hybrid of tree coffee was maintained in the secondary nursery at CCRI.



In the heterosis breeding programme of Robusta at RCRS, Chundale, F₁ hybrid progeny from reciprocal crosses between S.3657^{28/21, 28/22} (exotic introduction from Ivory Coast) and station selections (S.274, C x R) were maintained in the secondary nursery for field planting during 2012 planting season. The F₁ progenies of the crosses between elite Warriat Robusta collections and station selections (S.274, C x R) were also raised for field planting.

Reciprocal crosses were also made between the drought tolerant root types (S.1932, S.3399) and station selections (S.274, C x R) towards breeding for drought tolerance in Robusta. In field trials of drought tolerant lines established at RCRS, Chundale, DR-5 and DR-12 recorded superior performance.

Field evaluation of F₁ hybrid progenies of the crosses involving Columbian Catimor (a collection from Blue Mountain estate, Chikmagalur) and tall genotypes like S.1934, Sln.5B and Sln.9 revealed promising performance of S.4814 (Catimor (BM) 3/13 x Sln.5B) with respect to yield, field tolerance to rust and bean quality traits. F₂ progenies from selected plants were established in two locations in Coorg and two locations in Chikmagalur region for further evaluation and exploitation.

Field evaluation of semi-dwarf F₁ hybrid progenies of the crosses involving BBTC Catimor, S. 4202 (Sarchimor) and 4180 as well as tall F₁ hybrid progenies of the crosses between Sln.5A and other tall arabicas (Sln.9 and Sln.8) crosses and also the Sln.11 crosses has been continued at CCRI. From the preliminary data, among semi-dwarf progenies, S.4933 recorded maximum yield of 1548 kg/ha while in tall phenotypes, S.4935 (Sln.5A x Sln.9) recorded the highest projected yield of 1754 kg/ha.

The F₁ hybrids between Sln. 5A x Sln. 3-4 recorded promising performance with respect to yield and field tolerance to rust at RCRS, R. V. Nagar.

At RCRS, Thandigudi, selfed progenies from elite F₁ plants of the reciprocal crosses Sln. 5B x Sln. 9 were raised and four F₂ progenies were established in field at CCRI and CRSS, Chettalli for further evaluation.

Application of DNA markers especially the SCAR markers closely linked to S_H3 leaf rust resistance gene for marker assisted selection and SRAP marker approach for identification of cultivar specific was given more focus. SSR markers developed from *C. canephora* genomic/genic library at UAS, Bangalore were analysed across nine species of coffee and 25 SSR primers were found to be polymorphic among the different species.

As part of germplasm characterization programme, data was collected on yield and bean parameters in 75 exotic collections of arabica at CRSS, Chettalli. The robusta gene bank at CCRI with 73 collections was consolidated by filling the vacancies with rooted clones.

Under the ICO-CFC multi-country collaborative research project entitled '**Increasing the Resilience of Coffee Production to Leaf Rust and other Diseases in India and four African countries**' data was collected on juvenile vigour from six locations (TEC, Chikmagalur; TEC, Mudigere; TEC, Sakleshpur; TEC, Yercaud, HRS, Thadiyankudisai; M/s Pillavali Estate, Pulneys) and analysed for critical difference, heritabilities and stability parameters.

Community mobilization was undertaken through 10 Farmers Field School (FFS) groups covering all the major Arabica growing regions and conducted a total of 12 FFS sessions.



Two new rust races with gene combinations $V_{2,4,5,6,7,8,9}$ and $V_{2,4,5,6,7,8,9(?)}$ isolated on HDT 832/1 and HDT 832/2, respectively have been multiplied and used for screening of new breeding lines. A total of 22 seed coffee samples of different genotypes viz., Sln.11, Sln.5A, S.2790, S.2792, S.2794, S.2800, S.2803 (individual plants) were sent to CIFC, Portugal, for screening against CBD isolates.

The mid term review of the project was conducted on 28th and 29th July 2011 at Harare, Zimbabwe and the review committee also visited the trial plots and interacted with FFS groups and other stake holders in India from 10th to 16th January 2012.

During 2011-12 season, a total of 6310 kg of seed comprising of 4906 kg arabica and 1404 kg robusta was prepared and distributed in the traditional areas through extension offices of the Board. New seed plots of Sln.5B and CxR were established at CCRI. In addition, 4190kg of seed coffee of different stationbred selections was prepared at RCRS, R.V.Nagar and distributed in the Non-traditional areas and North East Region. Besides, a total number of 21,255 CxR clones were supplied to the indented coffee growers.

In order to facilitate clonal propagation in Technology Evaluation Centres and to increase the production capacity, two wood gardens of CxR were established, one each at RCRS farm and TEC, Mananthavady.

BIOTECHNOLOGY

Rust races I and VIII were artificially inoculated for screening of plants under the exercise of validation of SCAR markers for S_H3 gene for rust resistance/maintenance breeding in S.795. Bio-assays revealed that, S_H3 positive plants (both homozygous and heterozygous) were resistant to Race I ($V_{2,5}$) but susceptible to Race VIII ($V_{2,3,5}$) while S_H3 negative plants manifested susceptible

reaction to both the Races I and Race VIII. After screening, homozygous plants of S.795 with S_H3 genes were established at CRSS, Chettalli farm by using suckers collected from M/s. Masagode estate and CRSS, Chettalli farm by grafting. Seedling progenies were raised from the selfed plants of S.795 for further studies.

F_1 and F_2 progenies were derived by crossing S.288xBourbon in collaboration with Plant Breeding group. The progenies were studied for S_H3 markers and efforts made to introgress other resistance genes with S_H3 genes in the Bourbon genetic background.

Seedlings from the crosses between red and yellow fruited plants of S. 4177 were raised to study the segregating populations for fruit colour.

Around 160 regenerated plants were planted for hardening and previous batches of 110 hardened plants were planted in the field for evaluation. Field performance data were collected from TC trial plants of S. 2800, S. 2794 and C x R genotypes established in different locations.

Under the studies on Biotechnological approach for white stem borer control, the total genomic DNA was isolated from 300 Bt isolates along with reference strains, they were screened with SRP 127F&R primers and primers designed for Cry 11, Cry 3 genes. The isolates showing the right amplicon sizes were cloned in the pGEMT-Easy vector and the inserts were sequenced to confirm the presence of the Cry genes.

A few transgenic plants of Cauvery with rice chitinase, CxR with tobacco osmotin genes and transgenic robusta plants for low caffeine provided by CFTRI - all obtained under earlier ICGRP project, were grown in the containment green house and evaluated for vegetative and floral characters and fruit set. Cauvery plants were self fertile and showed good fruit set. Seeds collected from them were



sown to raise progenies. C x R was self sterile and needs to be cross pollinated for fruit set. The plants obtained from CFTRI are yet to flower.

Plants derived from of Robusta x Racemosa crosses and Robusta x Wightiana crosses were studied to identify agronomically useful traits and tag them with DNA markers for MAS.

Sub-component 1.2: Technologies for crop production through improved soil health and management practices

AGRONOMY

Under the trial to standardise suitable planting designs and pruning methods to improve the efficiency of farm operations, hedge row system on multiple stem without topping and cyclic pruning after each harvest resulted in significantly higher clean coffee yields. The square system of planting with closer spacing and training on multiple stem without topping, and cyclic pruning also returned good yields. In order to document the extent of mechanization adopted in the field, a preliminary survey was carried out in different locations on the mechanization practices adopted by different farms.

At CCRI, under the study on crop-weather modeling, the percent rust incidence was correlated with weather parameters viz., maximum temperature, minimum temperature and relative humidity with coffee cultivars viz., SIn. 5B, SIn. 795 and C x R. The data indicated that positive relationship existed between minimum temperature and rust incidence for SIn. 5B, and SIn. 795 but it was non-significant for CXR. The berry borer infestation was correlated against various weather parameters for both arabica and robusta. Results indicated that there was positive correlation with maximum temperature for robusta variety, while there was negative correlation with all the weather parameters (maximum temperature, minimum

temperature and rainfall) for arabica variety during the current year.

At RCRS Thandigudi, the percent rust incidence was correlated with various weather parameters viz., maximum temperature, minimum temperature and relative humidity. The data revealed that positive relationship exists between minimum temperature and rust incidence for all the varieties. With reference to relative humidity and rust incidence, positive relationship existed in SIn. 9 and SIn. 795.

To standardise the sample size for crop estimation, sample sizes of 5, 10, 15 and 20 plants per sample at three stages viz., at pre flowering stage (to record number of flower buds branch⁻¹); at post-blossom stage (to record no. of fruits set branch⁻¹ at 45 days after flowering) and post monsoon stage (to record no. of fruits retained branch⁻¹) were observed. Correlation was worked out only for later two stages for both arabica and robusta. Results revealed that for arabica variety smaller sample size of 5 plants and for robusta bigger sample size of 15 and 20 plants sample was found to be significant for estimating yield.

AGRICULTURAL CHEMISTRY

Field trials on Integrated Nutrition Management (INM) on arabica and robusta coffee indicated that the nutrient status did not vary much among the treatments. Inorganic sources alone or reduced doses of fertilizers, integrated with organic manures and bio-fertilizers, recorded significantly higher yield and remained on par with each other. The count of beneficial soil microbes in bio-fertilizer as well as organic manure applied blocks was higher compared to blocks applied with exclusively inorganic fertilizers indicating improvement in soil biological properties.

The field trial to study the influence of organic and inorganic nutrient sources on Arabica coffee yield,



quality and soil physical and chemical properties indicated that the nutrient availability did not vary significantly after reduction in chemical fertilizers by 50% and substitution with different forms of organics. A statistically significant yield improvement over 'control' was observed in the treatment involving 50% chemical fertilizer supplemented with 50% of vermicompost.

Under service support to the coffee growers, 7880 soil, 213 leaf and 878 agrochemical samples were analysed and advisory given.

Under the DBT Project: "Development of INM package for coffee", the field performance of bio-primed seedlings was assessed. In the second year of planting the bio-primed seedlings of both arabica and robusta coffee showed better growth and nutrient uptake compared to seedlings raised in nursery without bio-fertilizers.

PLANT PHYSIOLOGY

Studies on drawing of light saturation curves in newer genotypes of coffee cultivars indicated highest photosynthesis in Chandragiri variety followed by Colombian Catimor, and Sln. 9. The variety Chandragiri appeared to be more photosynthetically efficient.

The catalase and peroxidase activity assessed in four different arabica coffee cultivars such as Colombian Catimor, Chandragiri, Catuai x HDT and Sln. 9 indicated higher peroxidase activity in Chandragiri and Sln. 9 and lowest in Colombian Catimor.

Comparison of the new hybrid S. 4864 (a hybrid of Sln. 12 x C x R) with two station released arabica cultivars like S. 795 and Sln. 9 and C x R robusta coffee indicated maximum leaf area in S. 4864 through out the study period followed by C x R and least in Sln.795. The specific leaf area (SLA) was high in arabica genotypes than S. 4864 hybrid

and C x R through out the study period. However the specific leaf weight (SLW) was high in C x R robusta genotype. The lower SLW in S. 4864 than C x R at all the stages indicated that the new hybrid S. 4864 carried intermediate characters of arabica and robusta parent.

Foliar spray of Mono-Potassium Phosphate (MAP), water soluble phosphorous fertilizer, during 1st week of September improved flower bud induction in BBTC Catimor by increasing cropping nodes to an extent of 18.17%. The application of Paclobutrazol (PBZ) @ 50ml/200 L of water on Sln. 5B plants enhanced the number of flower buds/tertiary branch and flower buds/cropping node compared to control.

Under the North East monsoon conditions, Bush management during January and February on Chandragiri and Sln.9 cultivars improved production of cropping nodes/tertiary branch, number of flower buds/cropping node, and flower buds/tertiary branch.

Sub-component 1.3: Development of eco-friendly measures for management of pests and diseases of coffee

PLANT PATHOLOGY

The rust differentials and 'A' type plants were maintained in different coffee regions for monitoring rust race flora. At CRSS, Chettalli farm, among the four rare clones of rust differentials under observation since 10 years, only 4106 was found susceptible indicating evolution of new rust race while other three differentials viz., 681/7, 829/1, 1621/13 remained resistant.

Twenty-four rare rust spore samples were collected from rust susceptible clones at different locations of Chikmagalur, Hassan and Kodagu Districts of Karnataka and Pulney region of Tamil Nadu. Of them, five rust races with virulent genes were



identified. Fourteen designated rust races and fifteen races with virulent genes were maintained at CRSS, Chettalli. At RCRS, Thandigudi, ten common rust races were isolated and maintained.

Seven arabica cultivars were observed for rust incidence. The least mean rust incidence was recorded on HDT x Catuai followed by Sln. 5B, Chandragiri, Colombian, Catimor, Sln. 5A and BBTC Catimor, while the incidence was highest on Sln. 6. At RCRS, Thandigudi, rust incidence was least on Chandragiri while both BBTC Catimor and Colombian Catimor recorded higher rust incidence.

Data from a field experiment on arabica Sln.9 at CCRI farm to compare the performance of Knapsack Mist blower and the Gator Rocker sprayer for applying Bordeaux mixture indicated that use of Knapsack Mist blower could result in 20% reduction in the quantity of fungicide solution used without compromising the effectiveness.

For the management of leaf rust, spray of Contaf during pre-blossom and post monsoon and Bordeaux mixture during the pre-monsoon period resulted in very low incidence of leaf rust. The next best was Bayleton as pre-blossom, post-monsoon and Bordeaux mixture as pre-monsoon spray.

Under the programme to develop a leaf rust forewarning model, data on rust incidence was recorded throughout the year from arabica and robusta coffee cultivars in Chikmagalur and Kodagu districts of Karnataka and in Pulneys in Tamil Nadu, along with relevant meteorological parameters.

The bio-control agents and botanicals like *Bacillus brevis*, *Pseudomonas fluorescens*, *Enterobacter intermedius*, Neem kernel aqueous extract, and soap nut powder solution were not as effective as Bordeaux mixture spray for the management of

coffee leaf rust. The incidence in Bordeaux mixture sprayed plots was 4.58 % while in the other treatments it varied from 6.16 to 9.89%.

Trials, to manage stem necrosis and leaf spot disease in the nursery caused by *Myrothecium roridum*, indicated that the systemic fungicide Folicur 25 EC (tebuconazole) was the most effective followed by Tilt 25 EC (propiconazole) while Bavistin 50 WP (carbendazim) was the least effective.

ENTOMOLOGY

Monitoring of the flight period of the stem borer was continued at CCRI and CRSS, Chettalli. There appeared to be no major shift in the flight pattern. Arabica plants, with the main stem wrapped using strips cut from used fertilizer bags remained free from borer attack.

Under the DBT project 'Development of Arabica Coffee Plants Resistant to Coffee White Stem Borer', 273 *Bt* strains were screened by incorporating in the artificial diet. None of them caused mortality of the neonate larvae.

A 'Mission Mode Action Programme' to popularize management interventions against Coffee White Stem Borer' in the arabica coffee growing tracts of South India was launched during October 2011 and continued till March 2012. Under this programme 12 teams were formed to educate and demonstrate interventions against the stem borer in the hot spot areas of borer activity in the coffee tracts of Karnataka and Tamil Nadu. During this six month period, 213 demonstrations were conducted in which 6148 growers participated

Under the project 'Identification of Female Sex Pheromone and its role in Mating Success and Identification of Kairomone responsible for Host Plant Selection by the Coffee White Stem Borer' in collaboration with Pest Control (India) Limited,



Bangalore, the plan of work was finalized and the kit for collecting volatiles was fabricated indigenously. The kit was tested using potted plants and the lacunae were rectified and the volatile collection protocol standardized. Collection of volatiles from live beetles, individually and in pairs was done. Volatiles were collected from arabica, robusta and tree coffee varieties. Wind tunnel experiments were conducted using live beetles to record their response to different volatiles extracted using different solvents. The significant inference from the various trials conducted was that the males responded positively to the female pheromone. There was response from both the sexes to the volatiles from male + female volatiles. Mated or gravid females showed highly positive response to volatiles from arabica S. 795 and Tree coffee species (more than 80%), while the response to volatiles from robusta S. 274 was only 33%. The trial is being repeated with more beetles to confirm the results.

During the period 7980 cross vane pheromone traps were supplied to the growers for use against the white stem borer.

Attempts were continued to popularize on-farm production of the entomopathogenic fungus *Beauveria bassiana* for use against coffee berry borer. 14 training programmes were conducted. Starter culture was supplied to interested growers. Quality check of the fungal culture from on-farm units was done.

Bioassay of 10 isolates of *M. anisopliae* from different sources indicated that only the CCRI isolate from a dipteran larva could cause cent per cent infection at 10^7 spores/ml. All the other isolates worked well only at 10^8 conidia per ml.

A laboratory experiment on the effect of systemic fungicides on the spore production of *B.bassiana* revealed that carbendazim is the most inhibitory,

followed by hexaconazole and propiconazole. Triadimefon caused the slightest inhibition. Two commercial formulations of *B. bassiana*, 'Mycojaal' and 'Racer' were tested and found inferior to pure spore in causing infection.

The study on the effect of installation of traps on berry borer incidence in the field indicated there could be 36% reduction of infection on the standing crop if traps were installed. During the period 59,625 traps with lure were supplied to the growers in Karnataka and Kerala States. 2748 litres of lure material was supplied to replenish the lures in the traps.

The rearing of the mealy bug parasitoid was revived and 34,000 parasitoids were supplied to growers for the bio-control of mealy bug.

Inoculation of nematodes belonging to *Hemicriconemoides* species to potted coffee seedlings resulted in the seedlings developing crinkled leaves in three months

Sub-component 1.4: Technology for enhancement of Quality of coffee and Coffee Effluent Pollution abatement

QUALITY EVALUATION

A total of 998 coffee samples, consisting of 635 commercial and 363 R&D samples, were evaluated for physical and organoleptic quality parameters at the Quality Evaluation Centres at Bangalore and Chikmagalur.

Under the Kaapi Shastra Training Programme of five days duration, five programmes were conducted to create awareness on the latest technologies in the Coffee Roasting and Packaging Industry and to demonstrate the techniques for brewing good quality coffee, in which 77 people underwent training. Besides, six one-day training programmes on coffee roasting, grinding and



retailing were conducted by the Quality Evaluation Centres in Bangalore and Chikmagalur.

The Coffee Board in association with the Coffee Roasters Association organized an awareness programme on the new amendments in Legal Metrology Act on 3rd November 2011 at Bangalore.

The final round cupping of Flavour of India-2011 was held on 20th June at Amsterdam, Netherlands. Out of 232 samples, 34 samples comprising of 13 nos. of Arabica; 6 Nos. of Specialty Arabica; 9 Nos. of Robusta and 6 Nos. of specialty Robusta were sent to the final round of Cupping by the International Jury. The awards of 'Flavour of India – The Fine Cup Award - Cupping Competition-2011' were distributed to the winners at the 'Award function' organised on 23.12.2011 during the 'Coffee Awards Nite' held at Hotel Lalit Ashok, Bangalore. For the 2012 season, a total of 219 coffee samples comprising 71 Samples of Arabica, 59 Samples of Robusta, 47 Samples of Specialty Arabica and 42 Samples of Specialty Robusta were received for the competition. A total of 39 samples comprising of 16 nos. of Arabica; 6 Nos. of Specialty Arabica; 11 Nos. of Robusta and 6 Nos. of specialty Robusta were selected for the final round of Cupping to be held at Melbourne, Australia.

The Coffee Board organized a cupping session namely "Cupping of Coffees of India" at Speciality Coffee Association of America conclave and released the Kenneth David's "Flavor of India" Profile on 29th April 2011 at SCAA, Houston, Texas.

Thirty-two roasting units were inspected for suitability to provide subsidy under the Scheme "Support for Coffee Processing". Three coffee curing works were inspected, one for issue of fresh

license and the other two for renewal of curing license

Component 4: Improvement of labour productivity through mechanization efforts

The study on the efficiency of mechanical, chemical and manual weeding methods indicated that there were 51-55% and 46-62 % savings by mechanical and chemical method of weed control respectively over manual weeding. The mechanical method of weed control was found to be more economical and ideal when weed growth height was 15 to 20 cm. The total number of man days utilized per acre in mechanical weeding (1.87) was significantly lower when compared to the mandays used in manual weeding (7.54). Likewise, the cost incurred per acre was less in mechanical weeding (₹ 645) compared to manual weeding (₹ 995). Further, weed dry weight recorded for three consecutive months during the observation period, mechanical method of weed control recorded lower dry weight of weeds than manual method of weed control.

A field trial using three harvesters in three batches, compared to manual harvesting in robusta indicated that there was 37.7 % more efficiency when mechanical harvester was used against manual harvesting.

Trials conducted using mechanical harvesters in arabica, indicated that, manual harvesting was found to be efficient by 75 per cent over mechanical harvesting for arabica. However, the number of productive leaves removed per plant was significantly high in mechanical harvester when compared to manual harvesting, calling for refinement of mechanical harvesting in coffee.



CHAPTER – V

EXTENSION AND DEVELOPMENT

A. TRADITIONAL AREA :

The traditional coffee growing areas consists of three southern states namely, Karnataka, Kerala and Tamil Nadu. The total area under coffee in the traditional areas is 3,45,950 Ha., which accounts for 84% of the total area of 4,09,690 Ha. in the country. The number of holdings in Traditional Areas are 1,62,366 which amount to around 58%

of the total number of 2,80,241 holdings in the country.

Area under coffee in Traditional Area :

The details of planted area, bearing area under coffee and number of holdings during the year in 3 traditional coffee growing States are as follows:

	Planted Area (Ha)			Bearing Area (Ha)			No. of Holdings		
	Arab.	Rob.	Total	Arab.	Rob.	Total	< 10 Ha	> 10 Ha	Total
KARNATAKA	109128	120530	229658	99683	111713	211396	67444	1972	69416
KERALA	3865	81083	84948	3670	80530	84200	76960	275	77235
TAMILNADU	25708	5636	31344	24635	5553	30188	15374	341	15715
TOTAL FOR TRADITIONAL AREA	138701	207249	345950	127988	197796	325784	159778	2588	162366

Weather Conditions and Crop Production for 2011-12 :

The blossom and crop setting for 2011-12 season was good as a result of timely and adequate blossom and backing rains received in most parts of the coffee growing tracts during March-April 2011. The weather conditions and the rainfall during the South-west and North-East

monsoon periods were favourable for crop development.

Considering the overall situation and the crop realization, the final crop estimates for 2011-12 season for traditional area was placed at 3,07,450 MT comprising of 95,110 MT of Arabica and 2,12,340 MT of Robusta. The State-wise details are as follows :

(In Metric Tonnes)

State	Production Estimates		
	Arabica	Robusta	Total
KARNATAKA	79825	141175	221000
KERALA	1900	66200	68100
TAMIL NADU	13385	4965	18350
Total for Traditional Area	95110	212340	307450



Pests and Diseases :

The incidence of white stem borer, which is a major pest on Arabica, was generally low except in low rainfall zones and endemic areas. The incidence of coffee berry borer was also low in most of the coffee growing regions. The incidence of other pests like shot hole borer on Robusta and sucking pests was at low level in general.

Among the diseases, the incidence of coffee leaf rust, a major disease on Arabica was at low to medium level. The black rot disease incidence which is generally noticed in coffee plantations located in high altitudes and heavy rainfall areas was low. The incidence of die back and root diseases on coffee was also at low level.

Monitoring & Review of Extension and Development Activities :

- ✦ The entire Extension Department is under the administrative control of the Director of Research, CCRI.
- ✦ The Secretary, Coffee Board supervises the implementation of Development Support Scheme.
- ✦ The Joint Director (Extension) at Hassan supervises the extension /development activities of the four Deputy Directors of Extension, seven Senior Liaison Officers and all Liaison Officers in Karnataka.
- ✦ The Joint Director (Extension), Kalpetta supervises the extension activities of two Deputy Directors of Extension, eight Senior Liaison Officers and all Liaison Officers in Kerala and Tamil Nadu.

Extension Activities :

The Extension Personnel of the Board continued to build close rapport with the coffee growers for transfer of technology to improve the knowledge and skills on scientific method of coffee cultivation. Various individual and group extension approaches and tools were employed for transfer of technology to the growers in general and small growers in particular besides providing development support for improving the production, productivity and quality of coffee.

The focused approaches employed and activities carried out during the period in this regard included individual contacts, visits to coffee holdings, issue of advisory letters to confirm the observations and suggestions, conducting method demonstrations / on-farm demonstrations to improve the skills of carrying out operations effectively, village level/ group meetings and seminars, formation of groups for Farmers Participatory Methods (FPM) and conducting participatory workshops involving growers, mass communication/ contact programmes, media campaigns and other training programmes in order to improve the knowledge and skill levels of coffee growers and workers.

The Extension Personnel also carried out periodical assessment of crops, pests and disease incidence, procurement and distribution of seed coffee. The details of various extension activities carried out during the year are as follows:

Sl. No.	Activities	Achievement (Numbers)
1.	Estate Visits	25424
2.	Field Demonstration	6142
3.	Advisory letters	2368
4.	Group Meetings/ Seminars/ Village level meetings	61
5.	Mass Communication/Contact programmes	20
6.	Farmers' Participatory Method meetings	89
7.	Media Campaigns	63
8.	Training Programmes on coffee cultivation at TECs	543
9.	Vocational training programme for women workers/growers	1037



Farmers Participatory Method (FPM) Programme :

The Farmers Participatory Method Programmes were conducted with an objective of increasing the effectiveness in transfer of technology for the small coffee growers by facilitating a forum for interaction between Growers, Extensionists and the Scientists. Active involvement of concerned group members of the FPM was ensured by the extension workers during the meetings which helped in identifying location specific problems as recognized by the growers and to discuss the technologies for improving production and quality of coffee. A total number of 44 new FPM groups were formed and 89 Farmers Participatory meetings were conducted during the year.

Mass Communication Programmes :

In order to educate the small coffee growers about the integrated management of the major pests and diseases, 14 mass communication programmes were conducted covering 1061 small growers in different zones of traditional area.

Mass Contact Programmes :

Six mass contact programmes were organized in different coffee growing regions of traditional area in order to educate the cluster of small coffee growers on improved methods of coffee cultivation. These programmes encompassed different activities viz., collection of soil samples from individual estates, suitable recommendation and advisory on manuring and soil amelioration measures based on the soil analysis report. In addition, visits to the estates by team comprising of Scientists and Extensionists for assessment and rendering the advisory for overall improvement of the coffee holdings were made. Interactive meetings with the growers of such areas were also conducted as part of the programmes and 1043 growers were covered under 6 mass contact programmes.

Technology Evaluation Centres (TECs) :

10 Technology Evaluation Centers (TECs) of the Board located in different agro climatic conditions of traditional areas continued to function carrying out timely cultural operations as per the annual action plan drawn for each TEC for improving production and productivity. These TECs continued to serve as centers for evaluating the performance of various plant materials, region/ location specific agronomic package of practices as well as training and seed production centers.

Field Day at TECs :

A Field Day programme was conducted at TEC, Gonikoppal, Karnataka on 09.01.2012 in which around 1200 growers participated. During these programmes field visits, technical workshop and exhibition cum demonstration of machineries useful in estate operations were organized.

Development Support Scheme :

The Extension Personnel of the Board were engaged in registration, investigation, processing and disbursement of subsidy applications/claims for effective implementation of the development support scheme. Subsidy was extended to the coffee growers in traditional area for re-plantation, water augmentation, quality up-gradation and pollution abatement activities at farm level for improving production, productivity and quality of coffee. The details and scale of subsidy for different components are as follows.

1. Replantation :

Subsidy was extended to eligible individual coffee growers irrespective of the size of the holdings except the Corporate and Co-operative holdings. The scale of subsidy varied with the size of holdings; (i) 40% of the unit cost for the growers with upto 2 Ha. holding size; (ii) 30% of the unit cost for the growers having above 2 Ha. and upto



10 Ha. holdings; and (iii) 25% of the unit cost for the growers having above 10 Ha. coffee holdings.

2. **Water Augmentation** : Subsidy at the rate of 25% of the unit cost was extended for different activities under water augmentation to eligible individual coffee growers upto 20 Ha. holding size.
3. **Quality Up-gradation** : Subsidy at the rate of 20% of the unit cost was extended for different activities under quality up-gradation to eligible individual coffee growers upto 20 Ha. holding size.
4. **Pollution Abatement** : Extended subsidy at the rate of 20% of the unit cost for the growers upto 20 Ha. holding size for taking up pollution abatement activity.

The physical achievements under different activities during the year are as follows:

Sl. No.	Component/Activity	No. of Beneficiaries/Units	Area benefited in Ha.
1.	Replantation	1,520	3,186
2.	Water Augmentation	2,928	9122
3.	Quality Up-gradation	3,020	10,704
4.	Pollution Abatement	-	-
	Total	7,468	23,012

Support for Mechanization of Coffee Estate Operations :

This scheme was aimed to provide support to coffee growers to encourage the use of farm machineries to improve productivity and efficiency in carrying out crucial farm operations in time particularly in the context of farm labour.

The Government of India approved the scheme during February 2011 for implementation during the remaining period of XI Plan with the following scale of subsidy applicable for different sized holdings and SHGs / Grower Collectives.

Category of Holdings	Scale of Subsidy
Growers Upto 20 Ha.	50% subject to a ceiling of ₹ 2.00 lakhs
Growers above 20 Ha.	25% subject to a ceiling of ₹ 4.50 lakhs
SHGs / Grower Collectives	50% subject to a ceiling of ₹ 5.00 lakhs

During 2011-12, support was extended to 18380 machineries benefiting 16619 growers under this scheme.

B. NON – TRADITIONAL AREA (NTA) – [ANDHRA PRADESH & ODISHA]

Distribution of Area :

Commercial Coffee cultivation in Non-Traditional area commenced in 1960s, by the Forest Department in Andhra Pradesh and Soil Conservation Department in Odisha. The details of area under coffee and number of holdings in Andhra Pradesh and Odisha are as under:



	Planted Area (Ha)			Bearing Area (Ha)			No. of Holdings		
	Arab.	Rob.	Total	Arab.	Rob.	Total	< 10 Ha	> 10 Ha	Total
ANDHRA PRADESH									
Minumuluru	24177	1	24178	15246	1	15247	57462	01	57463
Chintapalli (E)	8867	181	9048	6087	181	6268	14944	02	14946
Chintapalli (W)	12759	86	12845	9935	86	10021	16549	02	16551
Arakuvalley	8980	--	8980	6219	--	6219	19286	01	19287
Total	54783	268	55051	37487	268	37755	108241	06	108247
ODISHA									
Koraput	3549	-	3549	2487	-	2487	2525	20	2545
Total	3549	-	3549	2487	-	2487	2525	20	2545
Grand Total	58332	268	58600	39974	268	40242	110766	26	110792

Weather Conditions and Crop Production :

In Andhra Pradesh, the weather was satisfactory and congenial for development of coffee during 2011-12 season. Blossom showers were received during the first fortnight of April 2011 followed by backing showers during the second fortnight of April 2011. This has resulted in satisfactory blossom and fruit set. The monsoon was set in during June 2011 and was active. The distribution of rainfall was satisfactory throughout the season.

In Odisha also the weather was satisfactory and congenial for development of coffee during 2011-12 season. Blossom showers were received during 2nd fortnight of March 2011 and subsequent showers were received during April 2011. The monsoon was set in during June 2011 and the distribution of rainfall was satisfactory throughout the season.

Considering the overall situation and the crop realisation, the final estimates for 2011-12 for NTA was placed at 6330 MT comprising of 6245 MT of Arabica and 85 MT of Robusta.

Pest and Diseases :

No major out-break of pests and diseases was reported during the year 2011-12. The incidence of green scale was noticed in some less shaded areas of Arakuvalley and Minumuluru. In Odisha, medium level of incidence of leaf rust was found in susceptible varieties like Cauvery.

Extension Activities :

The extension activities undertaken by the Extension Personnel of Andhra Pradesh and Odisha centered on transfer of technology through contact and follow-up visits to coffee holdings, conducting field demonstrations, group discussions, issue of advisory letters etc., for improvement in production, productivity and quality of coffee in the tribal sector.

The details of various extension activities carried out in Non-traditional area during the year 2011-12 are as follows:

Sl. No.	Activities	Achievement (Nos.)
1	Estate visits	2477
2	Method demonstration	589
3	Group gatherings addressed	266
4	Training programmes at TECs	7738
5	Study Tour to traditional coffee growing areas	36
6	Quality awareness campaigns	10



Technology Evaluation Centres (TECs) :

There are two Technology Evaluation Centres (TECs) functioning in NTA, one at Minumuluru (Andhra Pradesh) and another at Koraput (Odisha) and these farms continued to serve as Demonstration cum Training Centres apart from production centres for seed coffee.

Mini Coffee Curing Works :

The Mini Coffee Curing Works established at Chintapalli in Andhra Pradesh during 2004-05 continued to process the raw coffee pooled by the tribal growers of Andhra Pradesh.

Coffee Development programme in Non-Traditional Area :

The physical achievement under different subsidy schemes implemented in NTA for the year 2011-12 is furnished below:

Activities	Area / Units
Coffee Expansion (Area in Ha.)	3,029
Quality up-gradation	
a) Drying yard (No. of units)	1,046
b) Baby pulpers (No. of units)	250

C. NORTH EASTERN REGION (NER) :

Distribution of Area:

Coffee was introduced as early as 1953 in Cachar district of Assam. The coffee area in North Eastern Region is 5140 Ha. which comprises 4037 Ha. of Arabica and 1103 Ha. of Robusta respectively. The details of area under coffee and number of holdings in North Eastern States are as under:

Liaison zone/ state	Planted Area (Ha.)			Bearing Area (Ha)			No. of Holdings		
	Arab.	Rob.	Total	Arab.	Rob.	Total	< 10 Ha	> 10 Ha	Total
Arunachal Pradesh	-	198	198	-	154	154	164	2	166
Assam	523	333	856	355	305	660	770	3	773
Manipur	173	-	173	20	-	20	169	-	169
Meghalaya	273	322	595	138	156	294	876	-	876
Mizoram	1285	4	1289	637	3	640	2900	3	2903
Nagaland	1521	197	1718	600	50	650	1443	1	1444
Tripura	262	49	311	194	49	243	752	-	752
Total	4037	1103	5140	1944	717	2661	7074	9	7083

Weather conditions and Crop Production :

The general climate in North Eastern states is mostly tropical and subtropical with distinct features experiencing long days, high rainfall, change in diurnal temperature etc. However, the rainfall in NER was not a limiting factor for coffee cultivation.



The coffee production in entire N.E. Region continued to be low on account of various factors including the level of maintenance and low plant population. Considering the above situation, the total estimated crop for 2011-12 season was 222 MT comprising of 144 MT of Arabica and 78 MT of Robusta.

Pest and Diseases :

In general, no major incidence of pest and disease were observed in the coffee estates of North East Region except low incidence of white stem borer and Leaf rust in some pockets.

Extension Activities :

Sl. No.	Activities	Achievement (Nos.)
1	Estate visits	2468
2	Method demonstration	1200
3	Group gatherings addressed	371
4	Training programmes at TECs	1680
5	Study Tour to traditional coffee growing areas	19
6	Quality awareness campaigns	53

Technology Evaluation Centres(TECs) :

Four Technology Evaluation Centers continued to function in North Eastern Region i.e. at Deomali (Arunachal Pradesh), Halflong (NC Hills, Assam), Bualpui (Mizoram), Tulakona (Agartala, Tripura). The TEC, Bualpui in Mizoram continues to serve as demonstration-cum-training centre apart from production centre for seed coffee.

Support under Coffee Development Programme in North Eastern Region :

During the year the Board extended financial support for different activities viz., Expansion, Consolidation and Quality Up-gradation under Coffee Development Programme in North Eastern Region with an overall objective of improving the production and quality of coffee. The physical achievement with regard to support extended for different activities in NER during the year are furnished below:

Activities	Area / Units
Coffee Expansion (Area in Ha.)	448
Consolidation of Coffee (Area in Ha.)	144
Quality Upgradation	
a. Drying Yard (No. of Units)	23
b. Drying Trays (No. of Units)	260
c. Baby Pulpers (No. of Units)	107



In addition to financial support extended for activities as indicated above, the Board also supported for raising and supply of coffee seedlings and shade tree saplings through group nurseries to facilitate the coffee expansion and consolidation activities.

The Board continued to extend necessary financial support to meet the cost of collection of raw coffee from the tribal growers, processing, transportation and disposal of coffee produced in North Eastern Region.

Mini Coffee Curing Works :

The Mini Coffee Curing Works established by the Board at Bualpui continued to process the raw coffee pooled by Mizoram and Tripura growers.

D. Capacity Building for Stakeholders:

During the period under report, various training programmes were organized as part of capacity building for stake holders of coffee industry as detailed below :-

- ✦ Conducted 13 reach-out training programmes for 389 coffee growers of different coffee growing regions of the country in association with Indian Institute of Plantation Management, Bangalore. The key topics covered under the reach out programme included, (i) Formation of Collectives, Current and Future Trends in Trade and Marketing of coffee; (ii) Financial and Cost Management for sustainable coffee Business for coffee grower; (iii) Regulatory Frame work to ensure Cost Competitiveness in Coffee Sector; and (iv) Business Model for Coffee Growers in Non-Traditional areas.
- ✦ 3 Short Term Executive Programmes were conducted for 85 personnel of the Board by the Indian Institute of Plantation

Management, Bangalore on (i) Positive Thinking, Motivation & High Performance and (ii) IT Enabled Office Administration System

- ✦ Training and skill building programmes on various aspects of coffee cultivation for the benefit of 543 coffee growers, estate workers and supervisory staff were conducted at the Technology Evaluation Centres of Coffee Board.
- ✦ Women specific vocational training programmes were conducted for the benefit of 1037 women growers/workers in association with Krishi Vigyan Kendras of Agricultural Universities/ICAR.

E. Interest Subsidy to Coffee growers on working capital loans

As part of the development support scheme for coffee, the Board extended interest subsidy at the uniform rate not exceeding 5% to growers on working capital loans subject to the conditions:

- i) the interest subsidy will be limited to a ceiling of ₹ 50,000/- per Arabica coffee grower and ₹ 40,000/- per Robusta coffee grower and;
- ii) the interest rate, after allowing interest subsidy should not be lower than 7%.

The physical as well as financial achievement under the component – interest subsidy on working capital loans continued to be low during the year on account of the conditions stipulated for implementation. Only 1352 growers got the benefit of interest subsidy to an extent of ₹ 135.55 lakhs covering an area of around 13035.96 Ha.



CHAPTER – VI

MARKET DEVELOPMENT AND SUPPORT FOR PROCESSING

In order to enhance domestic coffee consumption in a stronger and sustainable domestic coffee market and with a view to offer better returns to the growers, especially the small growers in the periods of low international prices and providing scope for value addition, the following two schemes have been approved by the Government of India for the XI plan period:

- A. Scheme for Market Development
- B. Support for Coffee Processing

A) Market Development

The scheme has two sub-components viz., (i) Domestic Promotion and (ii) Market Research & Intelligence.

i) Domestic Promotion:

It is evident that for achieving long term sustainability in the coffee sector in India, growth of a robust domestic market is important. Besides creating value in the sector, a robust demand helps create a buffer for the producers against international price fluctuations. In this context, the XI plan period had a target to increase domestic coffee consumption to 1,20,000 MT by 2011-12 from the base level of 80,000 MT. Growth in domestic demand is facilitated through promoting awareness of coffee / consumption of pure coffee through generic promotion campaigns using mass media (TV, Radio, Magazines), participation in festivals, besides developing Entrepreneurial Skill by holding trainings on Coffee Roasting, Brewing etc.

The Domestic promotion strategy draws inputs from market analysis carried out by the Market

Intelligence unit. In this context information support provided for development of domestic market by the Market Research and Intelligence is summarized hereunder:

ii) Market Research and Intelligence:

The component has the focus on providing analysis of market trends to growers through web and dissemination of the same through the Extension network of the Board to enable the growers to achieve better price discovery in the market. The work carried out by the Market Intelligence Unit mainly covers the supply estimation by carrying annual crop estimation, analysis of market, maintenance of Data Base on Coffee, Domestic indicator price reports, Domestic consumption and attitude surveys, and also carrying out periodical research reports. As a specific input to Market Development in the domestic segment, periodic surveys on domestic consumption are carried out. The fifth field survey on Coffee Consumption in India was carried out in 2009 to track coffee consumption trends and attitudes analysis. It is estimated that the consumption has increased to 1,15,000 MT during 2011-12.

Domestic Promotional Activities:

The consumption studies have given important insights to develop the orientation of the domestic promotion initiatives/ programmes. The occasional drinkers in North, East and West of India are the potential growth segments. Hence the Domestic promotion focused on participation in the Domestic Fairs, creating awareness through Media and developing entrepreneurial capacities through



Kaapi Shastra training programmes conducted through the Quality Control Division.

The Board participated in as many as 60 domestic exhibitions covering 11 participations in the Northern region, 33 in South, 11 in East and 5 in West regions. The Boards exhibition stalls attracted large number of visitors and Coffee Board has won many appreciations and Awards for Best Display. The promotion of coffee in these exhibitions focused on the health aspects, lifestyle and also support for processing scheme was promoted to help develop enterprise in the domestic market. In addition a short film on '*How to Brew Coffee*' was also

shown in domestic events. Workshops and Kaapi Shastra programmes were held simultaneously during the important exhibitions held at New Delhi, Jaipur, Kolkata etc., to impart the training on Coffee Brewing. The events in traditional areas, with Agri Tech focus were used as platforms to promote the Development Support Scheme, Mechanization scheme by co-ordinating participation with Research and Extension. The Events in North India were used to give support to Roasters and Self Help Groups who have set up Roasting Units, to enable them to showcase their coffee related products and develop trade links.

The Events where Board carried the message on Coffee were:

Sl. No.	Name of the Event	Place	Period
1	Kitchen & Beyond 2011	Chandigarh	22 nd to 25 th April 2011
2	Annual Flower Show	Ooty	20 th to 22 nd May 2011
3	Agri&Horti Tech 2011	Coimbatore	27 th to 30 th May 2011
4	Deccan Herald & Prajavani Premier Education Fair	Bangalore	28 th to 29 th May 2011
5	Agri Tech India -O- Gramin Shilpa Mela	Kolkata	2 nd to 9 th June 2011
6	PIB Bharath Nirman Mela	Kannur	8 th to 10 th June 2011
7	The Indian Express Hospitality World	Bangalore	23 rd to 25 th , June 2011
8	Hospitality Business Fair 2011	Chennai	7 th to 9 th July, 2011
9	Dinamalar Agri 2011 at	Vellore	15 th to 18 th , July 2011
10	Agri Intex 2011 Expo at	Coimbatore	28 th to 31 st July 2011
11	7 th Food & Tech Expo 2011	New Delhi	29 th to 31 st July 2011
12	Independence Day Celebration	New Delhi	13 th to 15 th August 2011
13	17 th All India National Expo 2011	Kalyani, West Bengal	20 th to 28 th August 2011.
14	Aahar 2011,	Chennai	25 th to 27 th August 2011.
15	State level Upabhokta Mela	Kolkata	9 th to 11 th September 2011
16	Horticulture Expo 2011	Cochin	3 rd to 7 th September 2011
17	15 th National Expo	Kolkata	7 th to 11 th September 2011
18	India Foodex 2011	Bangalore	9 th to 11 th September 2011
19	The International Agricultural Exhibition	Mumbai	6 th to 8 th September 2011
20	8 th India F&B Hospitality Expo. 2011	Panaji, Goa	16 th to 18 th September 2011
21	Agri Science Fair 2011	Trivandrum	19 th to 24 th September 2011
22	PIB Bharath Nirman Public Campaign	Mananthavadi	22 nd to 24 th September 2011
23	Upper Crust Show, Lalit Ashok	Bangalore	23 rd to 25 th September 2011



Sl. No.	Name of the Event	Place	Period
24	DinamlarAgri Expo 2011	Madurai, TN	13 th to 16 th October 2011
25	NSFI Global Agri Connect 2011	New Delhi.	14 th to 16 th October 2011
26	CII Chandigarh Fair 2011	Chandigarh	20 th to 24 th October 2011
27	NIITF 2011	Jaipur	16 th to 23 rd October 2011
28	CII Foodpro 2011	Chennai	21 st to 23 rd October 2011
29	United Planters Association UPASI 2011	Coonoor	22 nd & 23 rd October 2011
30	31 st India International Trade Fair 2011	New Delhi	14 th to 27 th November 2011
31	3 rd Agro Tech 2011	Kolkata	3 rd to 5 th November 2011
32	Bio Fach India 2011	Bangalore	10 th to 12 th November 2011
33	Annapoorna World of Food India 2011	Mumbai	16 th to 18 th November 2011
34	31 st IITF 2011	New Delhi	14 th to 27 th November 2011
35	National Krishi Mela 2011	GKVK, Bangalore	16 th to 20 th November 2011
36	Food360, 2011	Hyderabad	20 th to 22 nd November 2011
37	Agri Expo 2011	Cochin	26 th to 28 th November 2011
38	Hassan District Planters Meet	Hassan	14 th November 2011
39	Growers Sangamam	Sulthan Bathery	19 th November 2011
40	Kaapi Trail 2011	Bangalore	5 th to 15 th December 11
41	8 th JatiyaSanti Utsav-O- Bharath Mela	24-Parganas, West Bengal	10 th to 17 th December 2011
42	Sundarban Krishi Mela	24-Parganas, West Bengal	20 th to 29 th December 2011
43	Onatukara-Agri Fest 2011	Charummud, Kerala	20 th to 22 nd December 2011
44	Bharath Nirman Exhibition PIB.	Chitradurga	26 th to 28 th December 2011
45	Supply of free Coffee at RCRS	Thandigudi	8 th December 2011
46	Golden Jubilee cum Field Day at TEC	Gonikoppal	9 th January 2012
47	99 th India Science Congress	Bhubaneswar	3 rd to 7 th January 2012
48	10 th Pravasi Bharatiya Divas 2012	Jaipur	7 th to 9 th January 2012
49	IICF 2012	New Delhi	18 th to 20 th January 2012
50	Acharya Sathyadranath Basu SmarakaMela	Kolkata	19 th to 23 rd January 2012
51	Science Expo 2012	Kottayam	29 th to 31 st January 2012
52	FKCCI Food Pro Hospitality 2012	Bangalore	17 th to 20 th February 2012
53	WomenAttukal Festival 2012	Trivandrum	29 th February to 7 th March 2012
54	APTDC CII AP-Tech 2012	Hyderabad	3 rd to 4 th March 2012
55	Aahar Hospitality India 2012	New Delhi	12 th to 16 th March 2012
56	4 th Agri Expo 2012	Tiruchirapally	23 rd to 26 th March 2012
57	Agri Horti Expo	Hyderabad	24 th to 26 th March 2012
	Kaapi Shastra programmes		
58	Kaapi Shastra Training programme	New Delhi	21 st & 22 nd Nov 2011
59.	Kaapi Demonstration programme	New Delhi	1 st January 2012
60.	KaapiShastra Training programme	Jaipur	7 th to 9 th Jan 2012



The participation also provided the roasters, SHGs to showcase their value added products in major events like India International Trade Fair, Aahar and Indian International Coffee Festival 2012.

Further, the consumption survey brought out that the main barrier to Coffee drinking is Health perceptions in consumer's attitude. Thus the promotions containing the health factor in Coffee, carried out in all the media seem to be useful interventions. To increase coffee awareness, the Board had also undertaken the following activities under the new scheme (i) TV campaigns, (ii) Radio campaigns, (iii) Promotion campaign through print media, booklets, journals, (iv) Web based campaigns especially on Coffee Gyan through Coffee Swami-Coffee Board's Mascot. Advertorial insertions (162 Nos.) were done in various business magazines and lifestyle magazines etc. The advertorials targeted to promote the drivers of consumption while simultaneously reducing the impact of barriers by giving information on health aspects of coffee. The support for Processing Scheme were also promoted. The institutional souvenirs etc., were utilized to give visibility to Development Support Scheme also.

Board continued its effort of giving pure coffee experience to the consumers through the 13 India Coffee Depots / India Coffee Houses functioning in key locations in Delhi, Kolkata, Mumbai, Bangalore, Bhopal, Tirumala and Guruvayaur.

B. SUPPORT FOR COFFEE PROCESSING: A step in the direction of Value addition.

During the XI Five Year Plan (2007-2012), the Coffee Board, with the approval of Ministry of Commerce & Industry, Government of India has introduced Subsidy Scheme to provide financial support for purchase of coffee processing machineries. The objectives of the scheme are to enhance quality of coffee produced and achieve value addition through introduction of improved technologies in

coffee roasting, grinding and packaging.

Under the scheme, the coffee processing machineries like roasters, grinders and packaging machinery have been made eligible for subsidy in any combinations like Roasting alone, Roasting & Grinding and Roasting, Grinding & Packaging etc. The scheme has been extended to individuals, Self Help Groups and Grower's collectives, marketing cooperatives, firms, partnerships who are interested to establish coffee roasting and grinding units and also to modernize the existing units with new automated and energy savings machinery are eligible for the benefits under the scheme.

The financial support under the scheme is limited to 25% of the total cost for individuals/ firms and 40% for Self-Help-Groups and other Grower's collectives. The total cost includes basic cost of the machinery items, admissible taxes, freight, insurance and cost of commissioning. Maximum subsidy is limited to ₹ 25.00 lakhs per unit for individuals and ₹ 40 lakhs for the SHGs and grower's collectives. The scheme was given due publicity through leading print media.

During 2011-12, a total of 33 claims for Support for Processing were processed as against 24 for the previous year. Many entrepreneurs expressed interest in taking up the business opportunity after the promotion of the scheme through the workshops in IICF and print media. This segment is poised to see growth in times to come.

India International Coffee Festival 2012 (IICF-2012)

The IICF 2012, the 4th edition of the flagship event of the coffee sector was conducted from 18th to 20th January 2012 by the India Coffee Trust, a body floated by the coffee industry stakeholders as a non-profit organization. For the first time, the Coffee Festival was organized in the northern region which



is showing high growth potential for coffee consumption and fittingly enough Delhi was chosen as the host city.

Shri. Anand Sharma, Hon'ble Union Minister of Commerce & Industry and Textiles, Government of India inaugurated event as well as Coffee Expo on the evening of 18th January 2012 in the presence of Mr. Robério Oliveira Silva, Executive Director, International Coffee Organisation, Shri. Madhusudan Prasad, Additional Secretary (Plantations), Ministry of Commerce & Industry, Govt. of India, Shri. Jawaid Akhtar, Chairman, Coffee Board and a host of other important dignitaries.

On 19th January 2012, Shri. Montek Singh Ahluwalia, Dy. Chairman, Planning Commission, Govt. of India delivered a key note address at the Conference session. The Conference was attended by over 400 delegates from India and across the world. Delegates from coffee consuming and growing countries actively participated in the event with representation from over 17 countries including Australia, Belgium, Brazil, Germany, Italy, Kenya, Netherlands, Nigeria, Norway, Philippines, Singapore, Sweden, South Korea, United Kingdom, United States of America and Ukraine. Prominent speakers addressed critical topics for the coffee sector including subjects related to Growing Demand, Growing Market, Technical Innovations etc.

To encourage and recognise organisations and individuals who have taken efforts to set the high standards in different fields like curing, roasting, café business etc., IICF Awards ceremony was held on the evening of 19th January 2012. Shri Jyotiraditya M. Scindia, Hon'ble Minister of State for Commerce & Industry, Govt of India gave away Awards to the best Cafés, Roasters, Curers and Latte Art Champion. The winners of India Barista Championship Awards conducted by Specialty

Coffee Association of India (SCAI) were also rewarded at this important platform.

The Valedictory session was addressed by Dr. Anup K Pujari, IAS, Director General of Foreign Trade.

The 'Coffee Expo' comprised of participants from the entire spectrum of the coffee sector including coffee growers, roasters, exporters, coffee traders, cafes, equipment manufacturers etc. The expo was visited by over 2000 visitors and was the showcase of the best of the coffees, technology, innovations and services. The expo proved to be a 'hot spot' for business, networking, interactions and partnerships.

Skill Building workshops

One of the most interesting aspects of the coffee festival was the skill building workshops that provided an in-depth and interactive learning experience with experts in the field of roasting & grinding, cooking with coffee, filter coffee and espresso making. These were conducted prior to beginning of the IICF-2012 by specialized and experienced instructors from India as well as abroad.

Top names in the coffee sector sponsored and supported the event. Café Coffee Day was the Event Principal Sponsor, Nestle was the Awards Function Sponsor, Tata Coffee was the Conference Co-Host and Lavazza and Hindustan Unilever Limited (BRU) were the Platinum Sponsors of the event making it possible for such an important event to be successfully organised at New Delhi.

Overall the IICF Conference and Exhibition was well received by enthusiastic participation of the general public. It was hugely successful in creating awareness about the coffee consumption among the general public and prospective entrepreneurs from Delhi and the northern region.



CHAPTER – VII

EXPORT PROMOTIONS

A. COFFEE EXPORTS

Exporter Registration and Renewal:

The total number of exporters registered with Coffee Board as on 31st March 2012 stood at 395, which include 46 numbers of new registrations for the year 2011-2012 as against 349 as on 31st March 2011.

Export Permits and Certificate of Origin:

Coffee Board is issuing Export Permit under Section 20 of Coffee Act and as per the norms of International Coffee Organization, London. Coffee Board also issues Certificate of Origin for export of coffee to the registered Exporters of Coffee against their request made in the prescribed application.

Filing Export Permit Application through Website:

A total number of 10,389 Export Permits and ICO Certificate of Origin have been issued to 126 registered exporters of coffee during the year under report as against 10,032 Permits issued during 2010-11. Out of 10,389 permits, as many as 6083 permits were issued against the online applications.

Interaction with Exporters:

Meetings with Coffee Exporters and Exporters Association /Specialty Coffee Association were held during the year. The meetings deliberated on the various stakeholders' issues relating to the Export Promotion Scheme, Participation in International Events, Trade Fairs, Quality issues, Financial Assistance etc. All the issues concerning

the exports were discussed with the Exporters including the approach for XII Plan. Based on the progress of the incentive scheme and stakeholders feedback XII Plan proposals were formulated. All relevant issues were taken up with the Ministry for appropriate intervention and support.

Reports and Returns :

Periodical reports and returns on coffee exports were generated and furnished to the Ministry, International Coffee Organization apart from dissemination of information to the exporting community to help in their activities. The main reports and returns that were generated and sent during the period were as following:

- ✦ Daily report on export performance for Board's website, Notice Board, and Board's Officers.
- ✦ Weekly reports to the Ministry on export performance.
- ✦ Monthly reports to Ministry on destination-wise exports.
- ✦ Monthly reports to International Coffee Organization (ICO) on volume and value by destinations on preliminary exports of coffee.
- ✦ Statistical data to International Coffee Organization on monthly basis regarding the ICO Certificates of Origin issued for coffee exported from India.

Apart from the above, reports on Exporter wise, Country wise, type and grade wise exports etc., were generated.



Exportable Types & Grades of Coffee :

The details of exportable Types & Grades of Coffee identified by the Board according to the Coffee Quality improvement programme of International

Coffee Organization (ICO) vide the Resolution No.420 and subsequent modification in the existing standards of Monsooned Coffee as circulated vide MAR/EXP/33.B/2010-10/790 dated 18/08/2010 are as follows.

EXPORTABLE TYPES AND GRADES OF COFFEE

Type	Premium Grades	Commercial Grades	Specialty Coffee
GREEN COFFEE Arabica Parchment (Plantation) (Washed Arabica)	PB Bold AA	PB, A,B, C*1 Bulk.	Mysore Nuggets EB
Arabica Cherry (Unwashed Arabica)	PB Bold, AA,A.	PB, AB., C*2 Bulk*3	Monsooned Malabar AAA Monsooned Malabar AA Monsooned Malabar A Monsooned Malabar Arabica Triage*4
Robusta Parchment (Washed Robusta)	PB Bold, A	PB, AB, C Bulk	Robusta Kaapi Royale
Robusta Cherry (Unwashed Robusta)	PB Bold AA.A	PB, AB, C, Bulk, Clean Bulk	Monsooned Malabar Robusta AA Monsooned Malabar Robusta Triage*4
Miscellaneous grades Liberia Excelsia		Bulk*5 Bulk*5	
INSTANT COFFEE			
ROASTED COFFEE SEEDS			
ROASTED & GROUND COFFEE			

*1 Exception is available for Plantation-C as indicated in the description equivalent given in the footnote of the ICO Resolution 407/420.

*2 Arabica Cherry C should be free from Blacks, Browns & Bits.

*3 Arabica Cherry Bulk should contain less than 10% Blacks, Browns and Bits.

*4 Monsooned Arabica Triage and Monsooned Robusta Triage should be free from Blacks, Browns and Bits.

*5 On same defect count as of Robusta.

6 Moisture level 13.0 – 14.5% for Monsooned Coffees



Exports of Coffee:

During 2011-12, export permits for a quantity of 3,44,940 MT were issued which include re-exports quantity of 55,267 MT. As against the total permits issued, confirmation of exports has been received provisionally for 3,23,913 MT (including 42,836 MT. of Re-exports) valued at ₹ 4,541.71 crores equivalent to US \$ 972.09 million with a unit value of ₹ 1,40,213 per MT which was highest and

surpassed all the previous years records. During the previous year 2010-11, exports of coffee was 2,99,357 MT. valued at US \$ 727.82 equivalent in ₹ 3,360.44 crores with a unit value realization of ₹ 1,12,255 per MT.

During 2011-12 Coffee from India was exported to 111 countries as against 103 last year, out of which Italy, Germany, Russian Federation, Belgium and Spain were the top 5 importing countries.

TYPES OF COFFEE	QTY. IN MT	PERCENTAGE TO TOTAL EXPORTS
ARABICA PARCHMENT	35,965	11.10
ARABICA CHERRY	11,725	3.62
ROBUSTA PARCHMENT	28,847	8.91
ROBUSTA CHERRY	1,65,834	51.20
ROASTED COFFEE BEANS AND GROUND COFFEE IN GBE*	268	0.08
INSTANT/SOLUBLE COFFEE IN GBE*	81,274	25.09
TOTAL:	3,23,913	100.00

* Green Bean Equivalent

GRADEWISE DETAILS OF QUANTITY EXPORTED, FOREIGN EXCHANGE EARNED, INDIAN RUPEE EQUIVALENT AND UNIT VALUE REPORT DURING 2011-12 [BOTH INDIAN & RE-EXPORTED COFFEE] PROVISIONAL

SL. NO.	GRADE NAME	QUANTITY	INDIAN ₹ [LAKHS]	US DOLLAR [LAKHS]	UNIT ₹/TONNE	VALUE USD/TONNE
1	PLANTATION-A	17,189.6	46586.97	984.19	271018.35	5725.50
2	PLANTATION-PB	2,303.9	5595.37	119.02	242865.14	5166.02
3	PLANTATION-B	5,005.6	12865.94	274.52	257030.93	5484.26
4	PLANTATION-C	3,109.4	6969.83	148.31	224153.53	4769.73
5	PLANTATION-BULK	1,525.5	3892.21	78.70	255143.23	5158.96
6	MYSORE NUGGETS-EB	1,107.9	2873.04	61.59	259323.04	5559.17
7	PLANTATION-AA	5,714.3	15987.62	334.23	279782.65	5849.01
8	PLANTAION-PB BOLD	9.0	24.24	0.55	269333.33	6111.11
9	ARABICA CHERRY-AB	5,122.9	10998.44	235.70	214691.68	4600.91



SL. NO.	GRADE NAME	QUANTITY	INDIAN ₹ [LAKHS]	US DOLLAR [LAKHS]	UNIT ₹/TONNE	VALUE USD/TONNE
10	ARABICA CHERRY-PB	404.3	783.69	16.49	193838.73	4078.65
11	ARABICA CHERRY-C	1,466.3	2470.56	52.51	168489.40	3581.12
12	ARABICA CHERRY-BULK	657.3	1199.56	25.81	182498.10	3926.67
13	MONSOONED MALABAR-AA	2,879.4	7361.67	155.03	255666.81	5384.11
14	MONSOONED BASANALLY	287.1	666.04	13.93	231988.85	4851.97
15	MON. ARABICA TRIAGE	174.5	233.87	5.09	134022.92	2916.91
16	ARABICA CHERRY-AA	383.3	851.89	17.90	222251.50	4669.97
17	ARABICA CHERRY-A	349.8	771.83	16.99	220648.94	4857.06
18	ROBUSTA PARCHMENT-AB	10,950.7	14101.13	303.63	128769.21	2772.70
19	ROBUSTA PARCHMENT-PB	2,046.9	2460.53	53.16	120207.63	2597.10
20	ROBUSTA PARCHMENT-C	2,137.2	2433.72	53.06	113874.23	2482.69
21	ROBUSTA PMT.-BULK	4,986.6	5977.90	131.25	119879.28	2632.05
22	ROBUSTA KAAPPI ROYALE	7,641.8	10056.54	217.68	131599.10	2848.54
23	ROBUSTA PARCHMENT-A	1,025.9	1466.18	31.35	142916.46	3055.85
24	ROBUSTA PMT.PB-BOLD	57.6	78.47	1.66	136232.64	2881.94
25	ROBUSTA CHERRY-AB	69,947.6	78255.74	1693.29	111877.66	2420.80
26	ROBUSTA CHERRY-PB	2,783.2	3136.39	67.33	112690.07	2419.16
27	ROBUSTA CHERRY-C	205.2	232.13	5.18	113123.78	2524.37
28	ROBUSTA CHERRY-BULK	7,816.0	8261.60	183.24	105701.13	2344.42
29	ROBUSTA CHY CLEAN BK.	25,285.9	26521.99	564.83	104888.46	2233.77
30	MONSOONED ROBUSTA-AA	1,287.1	1758.79	36.88	136647.50	2865.36
31	MONSOONED ROB-TRIAGE	12.0	11.01	0.25	91750.00	2083.33
32	LIBERIA BULK	367.2	425.24	9.42	115806.10	2565.36
33	EXCELSIA BULK	20.0	23.37	0.53	116850.00	2650.00
34	ROBUSTA CHERRY-AA	28,068.9	31415.02	670.74	111921.09	2389.62
35	ROBUSTA CHERRY-A	30,022.9	32620.58	720.68	108652.33	2400.43
36	ROBUSTA CHY-PB BOLD	19.2	22.31	0.50	116197.92	2604.17
37	INSTANT COFFEE	81,273.9	114085.49	2405.44	140371.62	2959.67
38	ROASTED & GROUND COFFEE	182.9	460.09	33.11	251552.76	18102.79
39	ROASTED COFFEE SEEDS	84.4	234.24	6.05	277535.55	7168.25
	TOTAL	3,23,913.2	454171.23	9729.82	140213.87	3003.84



**COUNTRY WISE DETAILS OF COFFEE EXPORTS DURING 2011-12
[BOTH INDIAN & RE-EXPORTED COFFEE]**

SL. NO.	NAME OF THE COUNTRY	QUANTITY IN MT.	VALUE ₹ LAKHS
1	ITALY	69,657.7	95,643.9
2	GERMANY	37,190.2	52,637.5
3	RUSSIAN FEDERATION	31,436.4	46,332.6
4	BELGIUM	18,230.0	28,513.3
5	SPAIN	12,731.5	14,607.1
6	SLOVENIA	9,379.8	10,036.1
7	JORDAN	9,244.3	15,450.3
8	ALGERIA	6,991.5	8,129.4
9	GREECE	6,828.5	7,635.8
10	SAUDI ARABIA	6,677.3	9,877.9
11	MALAYSIA	6,142.9	6,910.7
12	U.S.A.	6,137.8	9,622.1
13	FINLAND	5,638.4	8,387.9
14	EGYPT	5,558.4	6,887.8
15	TUNISIA	4,975.4	6,093.7
16	SYRIA	4,871.2	6,273.0
17	AUSTRALIA	4,818.7	7,503.5
18	UKRAINE	4,784.4	7,675.6
19	POLAND	4,360.7	4,979.1
20	KUWAIT	4,181.7	8,784.9
21	ISRAEL	3,716.4	5,227.8
22	SINGAPORE	3,566.1	3,999.4
23	SWITZERLAND	3,359.4	6,584.1
24	FRANCE	3,193.7	5,660.3
25	PORTUGAL	3,139.6	3,601.9
26	LIBYA	3,093.2	3,435.5
27	TAIWAN	3,092.2	3,444.6
28	NETHERLANDS	2,791.6	3,840.1
29	UNITED KINGDOM	2,425.0	3,808.9
30	TURKEY	2,128.4	2,872.0
31	LATVIA	2,080.9	2,997.0
32	UNITED ARAB EMIRATES	1,939.8	3,973.4
33	CROATIA	1,824.6	1,920.4
34	JAPAN	1,811.9	2,605.5
35	CANADA	1,703.0	2,057.0
36	INDONESIA	1,499.7	1,879.0
37	BELARUS	1,338.2	2,220.6



COUNTRY WISE DETAILS OF COFFEE EXPORTS DURING 2011-12 [BOTH INDIAN & RE-EXPORTED COFFEE]

SL. NO.	NAME OF THE COUNTRY	QUANTITY IN MT.	VALUE ₹ LAKHS
38	KOREA,REPUBLIC OF	1,217.6	2,671.4
39	MOROCCO	1,129.2	1,311.3
40	ALBANIA	1,094.4	1,248.9
41	MYNMAR	997.8	1,071.3
42	ROMANIA	959.0	1,285.5
43	SULTANATE OF OMAN	859.1	1,203.9
44	NORWAY	830.2	1,156.0
45	AUSTRIA	820.4	995.8
46	LIBYAN ARAB JAMAHIRI	806.4	555.7
47	SOUTHAFRICA	720.1	1,069.1
48	LEBANON	718.5	751.6
49	VIETNAM	701.1	826.4
50	KOREA,PEOPLE'S R/O	657.4	1,598.3
51	LITHUANIA	596.0	1,001.9
52	TOGO	527.5	595.4
53	SENEGAL	511.5	901.7
54	GEORGIA	510.2	725.9
55	YUGOSLAVIA	504.0	558.5
56	GHANA	468.1	790.0
57	UZBEKISTAN	461.2	590.8
58	MAURITANIA	452.4	800.0
59	CHINA,PEOPLE'S R/O	430.5	531.9
60	BULGARIA	393.6	402.3
61	ABU DHABI	390.7	906.2
62	NIGERIA	349.8	664.1
63	SWEDEN	348.5	686.8
64	TURKMENISTAN	334.1	554.5
65	HUNGARY	307.9	340.8
66	NEW ZEALAND	306.3	538.2
67	MALI	260.9	529.6
68	ESTONIA	251.7	334.2
69	CONGO	244.8	430.4
70	NEPAL	229.3	985.2
71	BENIN	190.2	360.4
72	KAZAKHSTAN	151.4	223.2
73	BANGLADESH	149.5	182.6
74	DUBAI	145.1	459.6



**COUNTRY WISE DETAILS OF COFFEE EXPORTS DURING 2011-12
[BOTH INDIAN & RE-EXPORTED COFFEE]**

SL. NO.	NAME OF THE COUNTRY	QUANTITY IN MT.	VALUE ₹ LAKHS
75	NIGER	136.0	259.1
76	KENYA	116.4	148.0
77	IVORY COAST	91.9	183.1
78	SLOVAKIA	76.8	126.0
79	BURKINA FASO	61.6	125.2
80	GABON	61.4	116.4
81	CAMEROON	59.0	101.5
82	WEST INDIES	57.6	70.2
83	SRI LANKA	52.7	83.9
84	GUINEA	49.8	89.2
85	PERU	47.0	66.9
86	MOLDOVA	46.6	84.0
87	QATAR	45.6	94.0
88	DENMARK	44.0	50.2
89	HONG KONG	38.5	47.3
90	MONACO	38.4	48.6
91	THAILAND	36.7	47.6
92	TAJKISTAN	32.8	59.9
93	TAHITI	28.4	48.9
94	ARMENIA	25.5	31.4
95	LOME	22.7	40.7
96	COLOMBIA	19.2	22.8
97	CYPRUS	19.2	19.0
98	ICELAND	19.2	25.6
99	SWAZILAND	19.2	20.2
100	PHILIPPINES	18.2	18.3
101	GAMBIA	17.9	38.2
102	BAHRAIN	17.1	33.7
103	FIJI	12.0	36.4
104	IRAQ	10.0	10.8
105	CHAD	9.0	40.3
106	IRAN, ISLAMIC R/O	8.0	13.9
107	CZECH REPUBLIC	3.9	9.9
108	HAITI	3.7	9.9
109	PAKISTAN	0.1	0.1
110	MAURITIUS	0.1	0.6
111	IRELAND	0.1	0.1
	GRAND TOTAL	3,23,913.2	4,54,171.0



COUNTRY WISE DETAILS OF COFFEE EXPORTS DURING 2011-12 [RE-EXPORTED COFFEE]

SL. NO.	NAME OF THE COUNTRY	QUANTITY IN MT.	VALUE ₹ LAKHS
1	RUSSIAN FEDERATION	20,324.8	30,536.1
2	U.S.A.	2,486.3	3,437.7
3	SINGAPORE	2,486.2	2,546.9
4	GERMANY	2,068.4	3,137.0
5	UKRAINE	1,802.3	3,070.6
6	EGYPT	1,775.5	2,475.9
7	MALAYSIA	1,642.5	1,787.7
8	FINLAND	1,640.1	2,026.0
9	POLAND	1,483.6	1,746.4
10	TURKEY	1,117.7	1,571.6
11	LATVIA	850.8	1,215.2
12	TAIWAN	698.4	893.8
13	BELARUS	536.3	908.9
14	FRANCE	532.8	861.4
15	UNITED KINGDOM	366.4	732.9
16	ITALY	307.6	478.7
17	JAPAN	303.2	450.3
18	SWITZERLAND	273.4	269.8
19	SENEGAL	272.7	504.0
20	INDONESIA	228.5	316.0
21	MAURITANIA	207.4	335.8
22	CHINA, PEOPLE'S R/O	136.5	171.2
23	KAZAKHSTAN	124.6	193.2
24	UZBEKISTAN	113.5	147.8
25	LITHUANIA	102.7	189.3
26	BELGIUM	94.4	151.0
27	TOGO	87.1	153.3
28	CONGO	83.2	119.7
29	JORDAN	81.6	122.5
30	KENYA	60.6	76.2
31	CAMEROON	59.0	101.5



COUNTRY WISE DETAILS OF COFFEE EXPORTS DURING 2011-12 [RE-EXPORTED COFFEE]

SL. NO.	NAME OF THE COUNTRY	QUANTITY IN MT.	VALUE ₹ LAKHS
32	GREECE	52.7	75.3
33	MALI	49.8	102.7
34	KOREA, REPUBLIC OF	45.5	36.2
35	GABON	39.9	70.1
36	SAUDI ARABIA	36.8	23.6
37	NIGER	33.8	61.9
38	AUSTRALIA	33.6	53.9
39	TURKMENISTAN	33.2	63.6
40	TAJIKISTAN	32.8	59.9
41	BURKINA FASO	21.0	39.7
42	THAILAND	18.2	23.9
43	SLOVENIA	17.9	30.2
44	ALGERIA	13.2	25.2
45	SOUTH AFRICA	10.6	17.1
46	ESTONIA	10.4	18.5
47	TAHITI	9.5	18.0
48	GAMBIA	9.0	19.7
49	NETHERLANDS	7.8	13.9
50	BENIN	7.6	18.0
51	HAITI	3.7	9.9
52	AUSTRIA	1.3	1.3
	GRAND TOTAL	42,836.4	61,511.0

EXPORT OF VALUE ADDED COFFEE 2011-2012 [BOTH INDIAN AND RE EXPORTED COFFEE]

SL. NO.	NAME OF THE COUNTRY	QUANTITY IN MT.	VALUE ₹ LAKHS
1	Specialty Green Coffee	13,390	22,961
2	Soluble, Roasted & Ground Coffee	81,542	1,14,780
	Total:	94,932	1,37,741



EXPORT OF COFFEE BY TOP 10 EXPORTERS DURING 2011-12
[BOTH INDIAN & RE-EXPORTED COFFEE]
[BASED ON CONFIRMATION]

SL. NO.	NAME OF THE EXPORTER	QUANTITY IN MT.	VALUE ₹ LAKHS
1	NKG JAYANTI COFFEE PVT. LTD.	35,226.0	45,967.8
2	ALLANASONS LIMITED,	33,596.6	48,873.0
3	CCL PRODUCTS (INDIA)LTD.,	26,122.0	38,763.5
4	I.T.C.LIMITED.,	22,500.8	29,038.7
5	TATA COFFEE LTD.,	21,458.0	30,447.7
6	AMALGAMATED BEAN COFFEE TRADING CO. LTD.,	21,075.1	32,009.1
7	OLAMAGRO INDIA LIMITED	20,705.1	34,467.2
8	NED COMMODITIES INDIA PVT. LTD.,	19,596.9	21,484.4
9	S.L.N. COFFEE PVT.LTD.	14,545.4	19,609.0
10	NESTLE INDIA LTD.,	14,499.3	19,622.7
11	OTHERS	94,588.0	1,33,888.2
	GRAND TOTAL	3,23,913.2	4,54,171.3

Export Incentives:

Coffee Board implemented the XI Plan Scheme "Export Promotion of Coffee" with export incentives with effect from 2008-09 with the following objectives:

- a) To enhance the export of value added coffees as India brands in retail consumer packs containing a maximum quantity of

1000 grams in the case of Roasted Coffee and 500 grams for Instant Coffee.

- b) To export high value coffees to far off markets viz., USA, Canada, Japan, Australia & New Zealand.

The physical and financial and achievement under the two activities during the year 2011-12 was as follows:

SL. NO.	Components	QUANTITY IN MT.	VALUE ₹ LAKHS
1	High Value Coffee	10,697	106.97
2	Value Added Coffee	13,861	277.22

The achievement for the year 2011-12 includes the actual disbursement and commitments.

Board continued to enhance the export of value added coffees as India brands and to strengthen identity of Indian Coffee through Coffees of India Logo depicting the characteristics of Coffee as ' Shadegrown

Sustainable Scintillating ' describing symbolically the fact of Indian coffee being shade grown, coffee region being one of the 25 Biodiversity hotspots and the diversity of Coffees grown in India.





**DESTINATION WISE EXPORTS UNDER EXPORT INCENTIVE
SCHEME DURING 2011-12
[INCLUDE THE ACTUAL DISBURSEMENT AND COMMITMENTS]
[QUANTITY IN MT, AMOUNT IN ₹ LAKHS]**

SL. NO.	COUNTRY	HIGH VALUE COFFEE		VALUE ADDED COFFEE		TOTAL	
		QUANTITY	AMOUNT	QUANTITY	AMOUNT	QUANTITY	AMOUNT
1	RUSSIAN FEDERATION	—	—	3,190.3	63.81	3,190.3	63.81
2	UKRAINE	—	—	2,814.1	56.28	2,814.1	56.28
3	AUSTRALIA	5,023.8	50.24	—	—	5,023.8	50.24
4	U.S.A.	3,187.0	31.87	91.2	1.82	3,278.3	33.69
5	FINLAND	—	—	1,596.8	31.92	1,596.8	31.92
6	BELARUS	—	—	706.5	14.13	706.5	14.13
7	CANADA	1,396.4	13.96	—	—	1,396.4	13.96
8	UZBEKISTAN	—	—	398.4	7.97	398.4	7.97
9	LATVIA	—	—	365.9	7.32	365.9	7.32
10	LITHUANIA	—	—	357.6	7.15	357.6	7.15
11	SINGAPORE	—	—	324.7	6.49	324.7	6.49
12	TURKMENISTAN	—	—	318.4	6.37	318.4	6.37
13	JAPAN	586.5	5.87	20.1	0.40	606.6	6.27
14	NEW ZEALAND	502.8	5.03	0.0	—	502.8	5.03
15	MALI	—	—	209.9	4.20	209.9	4.20
16	GEORGIA	—	—	160.1	3.20	160.1	3.20
17	KAZAKHSTAN	—	—	115.6	2.31	115.6	2.31
18	BENIN	—	—	106.3	2.13	106.3	2.13
19	SENEGAL	—	—	99.6	1.99	99.6	1.99
20	TOGO	—	—	78.3	1.57	78.3	1.57
21	GUINEA	—	—	64.5	1.43	64.5	1.43
22	MOLDOVA	—	—	54.0	1.08	54.0	1.08
23	BURKINA FASO	—	—	38.9	0.78	38.9	0.78
24	TAJIKISTAN	—	—	24.6	0.49	24.6	0.49
25	POLAND	—	—	23.4	0.47	23.4	0.47
26	CONGO	—	—	21.7	0.44	21.7	0.44
27	MAURITANIA	—	—	22.0	0.44	22.0	0.44
28	NIGER	—	—	20.5	0.41	20.5	0.41
29	KOREA, REPUBLIC OF	—	—	12.7	0.25	12.7	0.25
30	ESTONIA	—	—	8.5	0.17	8.5	0.17
31	GHANA	—	—	7.7	0.15	7.7	0.15
32	OTHERS	—	—	2,607.5	52.15	2,607.5	52.15
	TOTAL:	10,696.6	106.97	13,861.0	277.22	24,557.6	384.19



**Coffee Board Awards:
India Coffee Awards 2011 -**

COFFEE EXPORT AWARDS – 2011:

The Coffee Board instituted Export Awards in 1999-2000 to recognize and honour the best performance of Coffee Exporters so as to motivate and encourage and maximize their export performance especially to key destinations besides in value added segments like Specialty, Roasted and Soluble Coffees. This is also expected to encourage the exporters to increase the share of Indian Coffee in the global market. In view of the Stakeholder's request and the decision taken in the 304th Marketing Committee on 28th July 2011, "Third Best Exporter Award" with a Trophy in Bronze & a Certificate of Merit was introduced during the 12th year of Annual Export Awards held on 23rd December 2011, in addition to the existing Best Exporter Award- Gold and Second Best Exporter Award- Silver in respect of the following Categories:

- A : Best Exporter & Second Best Exporter of
- Green Coffee
 - Specialty Coffee
 - Instant / Soluble Coffee
 - Roasted Coffee
- B: Best Exporter & Second Best Exporter of coffee to following regions:
- USA and Canada
 - Europe
 - Russia & CIS
 - Far East
 - Middle East and North Africa (MENA)

Export awards are given based on the performance in terms of quantity exported by the exporter for all the above categories, except in the case of Instant/Soluble Coffee and Roasted coffee where performance is considered in terms of Value earned.

Certain Companies have contributed significantly to the Exports volume/value or both and managed to corner awards in different categories.

1. M/s. NKG Jayanti Pvt. Ltd., Bangalore got the Gold Award in the Green Coffee Category. They were adjudged as the best having 17.9 % share of the Green Coffee exported from India. Besides, they got two more awards -Silver award for being the best Exporter of Coffee in Specialty Coffee segment and Bronze Award for being Third Best Exporter to USA & Canada for 2010-11. Overall, their exports accounted 13.2% of the total exports by volume.
2. M/s. CCL Products (India) Ltd., Hyderabad got two Gold Awards as the Best Exporter of Instant Coffee with 30.5 % share of the Instant Coffee Exports from India and 36.8 % total of export to USA & Canada Region. Further, they won Silver Award for being Second Best Exporter to Russia & CIS region for 2010-11.
3. M/s. Allanasons Ltd., Mumbai received the Gold award for having been adjudged as the Best Exporter of Coffee to Middle East and North Africa. Besides, they got two more awards- Silver Award being Second Best Exporter of Green Coffee and Second Best Exporter of coffee to USA and Canada for 2010-11. Also they got a Bronze award as third Best Exporter of Coffee to Europe Region. Overall, their exports accounted of 9.7% in terms of volumes as well as export earnings.
4. M/s Tata Coffee Ltd., Bangalore got Gold award as First Best Exporter in the Export of coffee to Russia & CIS Region with 28.5% out of total exports to Russia & CIS Region. In addition to this, they got Bronze Award for Instant Coffee Exports, the Company has contributed 7% of the total coffee exports in terms of volume as well as export earnings
5. M/s. Aspinwall & Co.,Ltd., Mangalore, received Gold Award for Specialty Coffee segment with a contribution of 21.1% to the total exports of Specialty Coffee with export earnings of 23.6% .



6. M/s Vayhan Coffee Ltd., Hyderabad are one of the leading manufacturers of Instant Coffee and secured the First Best Exporter, getting Gold Award for export of coffee to the Far East Region, contributing 28.4% out of total export by volume and total earnings of 23.4% to Far East Region.
7. M/s. Amalgamated Bean Coffee Trading Co.,Ltd., Bangalore won a Silver Award as Second Best Exporter of coffee to Europe Region. Further, they got Third Best Exporter in Specialty Coffee and Green Coffee categories getting the Bronze awards.
8. M/s. Olam Agro India Ltd., Bangalore received the Silver Award for being the Second Best Exporter of Coffee to the Middle East and North Africa and Bronze Award for export of coffee to Far East Region for 2010-11.
9. M/s. Nestle India Ltd., Gurgaon, Haryana got Silver Award for export of Instant Coffee as Second Best Award and Bronze Award as third Best award for export of coffee to Russia & CIS region.
10. M/s Narasu's Exports, Salem got Second Best Exporter and secured the Silver Award for export of coffee to the Far East Region.
11. M/s. Om Shree International, Mumbai won Bronze Award for having exported to Middle East & North Africa Region.
12. M/s Coca-Cola India Pvt. Ltd., Bangalore got Gold Award as a Best Exporter of Roasted Coffee across the world (about 269 MT. with earnings of ₹ 6.69 crores.)
13. M/s Shan Exports, Bangalore and M/s Jay Keshav Exports (P) Ltd., Bangalore have won Second best and Third Best Exporter award for export of Roasted Coffee.

India Coffee Awards 2011

Flavour of India-Fine Cup Award Cupping Competition 2011 Scaling A New high in 10th year of the Awards.

The Flavour of India-The Fine Cup Award-Cupping Competition-2011 created a benchmark by achieving a new high in this tenth year of Flavour of India Competition. The Government support to sustainable production of high quality Coffees with due encouragement to high end visibility for our scintillating varieties has been evident in the enthusiastic leadership of Smt. Vijaylaxmi Joshi, Additional Secretary Plantations during the board participation in SCAE. Sri Jawaid Akhtar, Chairman Coffee Board led the team of Coffee Board Officers and stakeholders in designing the process, protocol of Flavour of India cupping as well as showcasing some of the best coffees at the SCAE show. The Additional Secretary lent her time, views and support to the leading exporters, leading grower-exporters from Specialty Coffee Association of India, leading grower exporters of Estate Brands, while taking the Fine Cup Award a few notches up in the International Arena by felicitating the International Jury, besides making India's presence stronger in the International Coffee Community by participating at the SCAE Maastricht. The Fine Cup Awardees were announced at the Event and showcased through Coffee Board platform with due participation from industry and international experts.

For the Flavour of India, total number of 232 coffee samples comprising of 127 Samples of Arabica and 105 Samples of Robusta were received on 31st March 2011. These underwent physical evaluation. After Physical Evaluation 225 samples comprising of 122 Arabica samples and 103 Robusta samples scoring 60% qualified for Pre-Jury Evaluation. After Pre-jury Cupping 140 samples comprising of 44 Arabica samples and 28 Arabica Specialty samples and 50 Robusta samples and 18 Robusta Specialty samples scoring 60% qualified for National -Jury Cupping. After National -Jury Cupping 34 samples



comprising of 13 Arabica, 6 Arabica Specialty, 9 Robusta and 6 Robusta Specialty were selected for the International Jury.

International Jury Cupping: The Coffee Board organized the final cupping session of “Flavour of India Fine Cup Award Competition 2011” at Amsterdam on 20th June 2011 to coincide with the Annual Conference & Exhibition of the Specialty Coffee Association of Europe. M/s. Ned Commodities hosted the final cupping session of “Flavour of India-Fine cup Award Competition”. The final cupping session was held on 20th June 2011 in which a 13 member international jury participated and assessed coffee samples. The cupping at Amsterdam was also recorded by Sri Filip Akerblom and put on web link <http://bambuser.com/v/1755523>. The scores of final cupping session were compiled and the results of the competition were announced at the SCAE Exhibition Village, Maastricht on 22nd June 2011- under category **Arabica, Speciality Arabica, Robusta and Specialty Robusta**. Smt. Vijaylaxmi Joshi, IAS, Additional Secretary, Ministry of Commerce & Industry, Govt. of India honoured the members of the International Jury with personalized mementos, carrying names of the Jury on a crystal bean trophy, and a certificate at the Flavour of India show in Maastricht, The Netherlands. The occasion also saw the Awardee Coffees and other Specialty, Estate Branded Coffees being presented in an informative and interesting way by International Coffee Expert Smt. Sunalini Menon. The participant members from Specialty Coffee Association not only organized the show, but presented some of the exquisite varieties to the discerning gentry comprising leading members of the International coffee Community, representatives from SCAE, SCAA, SCAJ, C&CI and Café Europe in the encouraging presence of Government as well as trade representatives viz. ITC, Ned Commodities and Indcaffé). The International jury members were quite impressed by the variety of coffees which were put up for the final session and appreciated their quality.

The Winners in the various categories were:

1. **Best Arabica:** Athikan Estate,
Sangameshwar Coffee Estates Ltd.
Ulsoor, Bangalore-560008. Karnataka.
2. **Best Specialty Arabica :** POABS
Estate, Nelliampathies,
Palakkad – 678 511, Kerala.
2. **Best Robusta:** Kallerimalai Estate,
Yercaud – 636 602, Tamil Nadu.
4. **Best Specialty Robusta :**
Raigode Estate,
Bombay Burma Trading Corporation,
Siddapur – 571 253,
Kodagu District, Karnataka

A. EXPORT PROMOTION:

Under the export promotion budget the main activities carried out are centered around the following:

- ✦ Regular participation in International coffee centric events, food & beverages fairs, coffee conferences & exhibitions etc both directly and through the India Trade Promotion Organization (ITPO). The selection of events is done with the participation of stakeholders while finalizing the annual calendar. The participation supports the strategy to strengthen the visibility in the high value markets while reinforcing the presence in the traditional strongholds, thus complementing strategy to support exports to earn higher value.
- ✦ Giving visibility to Coffees of India, Coffee Export logo in the events to support India Branding.
- ✦ Promotion /visibility of Coffees of India in the premium markets like U.S.A, Japan, Australia, Canada, UAE, The Netherlands, and upcoming high value markets like South Korea was done with active participation of the exporters and grower-exporters by organizing cuppings of our high quality



coffees, finals of Flavour of India and felicitation of the International Jury. These were significant events with the leadership from Government of India and support from the Embassies. All these were targeted to expand visibility to high value markets in addition to strengthening current base in the European Union. The events saw active participation in the Conference and elicited significant interest of the International Coffee Community in India as a reliable origin of Quality Coffee. In fact all the participants in South Korean event were able to enhance their presence in this fast growing high value destination. Also participation in Gulf Food brought in significant trade enquiries. The After-event facilitation of information between the prospective buyers and the Indian exporters has helped strengthen the ties.

- ✦ India International Coffee Festival 2012 organised in January, 2012 in Delhi saw

participation of more than 400 International delegates.

- ✦ Coffee Board and Coffee industry also participated in India shows, organized by Ministry of Commerce, to strengthen the international trade presence.
- ✦ Release of advertisements in selected overseas coffee related trade journals
- ✦ Inviting overseas delegation of traders, roasters etc to India for interaction with members of the coffee industry, visit to the plantation areas etc.
- ✦ Circulation of various publicity and promotional literatures, DVDs, Films etc on Coffees of India. For targeting non English speaking countries, the promotional material was developed in their languages also.

The Board participated in the following overseas exhibitions/buyer-seller meets during the period with the active involvement of the Indian coffee exporters:

1.	SCAA- 23 rd Annual SCAA Exposition, Houston, Texas, USA – with cup tasting and release of Ken Davis Brochure	April 28 – May 01, 2011
2.	SIAL CHINA 2011- International Food & Beverage Exhibition, Shanghai, China	May 18-20, 2011
3.	SCAE World of Coffee Event 2011 – Exhibition and Conference, Maastricht, The Netherlands WITH FLAVOUR OF INDIA Finals, cupping of Flavours of India and Felicitation of International Jury	June 22-24, 2011
4.	Fine Food Australia, Sydney, Australia	September 05-08, 2011
5.	COFFEENA 2011, Cologne, Germany	September 8 – 10, 2011
6.	World Food Moscow 2011, Moscow, Russia - with BSM	September 13-16, 2011
7.	NCA, USA – Fall Event	September 13-15, 2011
8.	SCAJ World Specialty Coffee Conference & Exhibition 2011, Tokyo, Japan	September 28 -30, 2011
9.	“India Show”, Toronto, Canada	October 17-20, 2011
10.	Host 2011, Fiera Milano City, Milan, Italy	October 21-25, 2011
11.	World Food, Ukarine, Kiev, Ukarine	October 25-27, 2011
12.	10 th Seoul International Café Show 2011, Seoul, Korea with cupping sessions	November 24-27, 2011
13.	Bio Fach, Nuremberg, Germany	February 15 – 17, 2012
14.	Gulf Food, Dubai, UAE	February 19-22, 2012
15.	India Show, Lahore, Pakistan	February 11-23, 2012
16.	Foodex, Tokyo, Japan	March 06-09, 2012
17.	India Show 2012, Jakarta, Indonesia	March 06-08, 2012
18.	Multi Product Brand India Expo, Ottawa, Canada	March 13-14, 2012
19.	Alimentaria 2011, Barcelona, Spain	March 26-29, 2012



CHAPTER – VIII

MARKET RESEARCH & INTELLIGENCE

The Market Research & Intelligence Unit of the Board dealt with the following items of the work during the period under report.

- ✦ The unit continued to collect and compile daily market information (both global & Indian) on prices, supply, demand and other fundamental and technical factors that are important for market analysis. The same were disseminated to the industry as well as to the Government.
- ✦ Daily e-mail information service giving daily market analysis was continued during the period. The facility is extended to the growers via the extension department and posted to the website www.indiacoffee.org and messages are also provided through SMS service.
- ✦ The unit published the Comprehensive 'Data Base on Coffee' for the months of June, October 2011 and January, March 2012.
- ✦ Carried out crop forecasting for the season 2010-11 and 2011-12. The final estimate for 2010-11 placed at 302,000 MT (Arabica: 94,140 MT and Robusta: 207,860 MT); Post blossom estimate for 2011-12 placed at 322,250 MT (Arabica: 104,525 MT and Robusta: 217,725 MT) and Post monsoon estimate for 2011-12 placed at 320,000 MT (Arabica: 103,725 MT and Robusta: 216,275 MT).
- ✦ Rendered economic and analytical support to the Board and Government related to WTO and trade policy matters of coffee.
- ✦ The Unit continued to be involved in the maintenance of the Board's website www.indiacoffee.org.
- ✦ The unit contributed regular "Market Watch" column in Indian coffee issues.
- ✦ The unit provided regular indicator prices for all the grades of coffee to domestic auction center ICTA.
- ✦ Prepared pre-budget proposals for coffee for the year 2012-13 and submitted it to the Govt. Based on the efforts of the Board, concessional customs duty of 5% has been extended to the specified machinery for coffee plantation sector.
- ✦ The unit also extended support for the activities of Domestic Coffee Promotion – Media Plans.
- ✦ The following projects were continued during 2011-12.
 - a) Rainfall Insurance Scheme for Coffee growers (RISC).
 - b) Price Stabilization Fund Scheme of Government of India.
 - c) Market Access Initiative (MAI) Scheme on 'Promotion of Indian Coffee Exports to Russia and CIS Countries'



The salient activities and achievements of the above schemes are as follows:

a. Rainfall Insurance Scheme for coffee (RISC)

During the FY 2011-12, The Rainfall Insurance Scheme for coffee has been implemented for Blossom, Backing, Monsoon and Post-monsoon showers insurance coverage. The Board extended its support in marketing of the scheme in all the traditional coffee growing regions during the year.

6384 coffee growers have taken the policy w.r.t 2011-12 coverage with an area coverage of 9580 ha. The total premium collected during 2011-12 was ₹ 92.17 lakhs. Out of this the Govt. share of premium subsidy component was ₹ 46.81 lakhs which was released to the Agricultural Insurance Company of India Ltd..

b. Price Stabilization Fund Scheme

Coffee Board is the implementing agency of the Scheme for Coffee Growers and Market Research & Intelligence Unit of the Board is coordinating the related activities.

As on 31.03.2012, 11,594 growers were registered as members under the scheme. The state wise breakup of membership is as follows: Andhra Pradesh had maximum number of 5451 (47.11%) registered growers followed by Kerala and Karnataka with 2,880 (24.86%) and 2267 (19.55%) growers respectively, while Tamil Nadu had 917 (7.90%) growers and Orissa 79 (0.68%) growers under the scheme.

About 4362 growers deposited ₹ 500/- in their respective PSF Bank Account with respect to "Normal Year" 2004 and the Government made matching contribution of ₹ 500/- paid to those growers PSF Bank SB Accounts of the respective banks. Only very few growers deposited their contribution for the boom years 2005 to 2011.

c. Personal Accident Insurance Scheme

Price Stabilization Fund Trust (PSFT) has selected the M/s. Cholamandalam MS General Insurance Company Ltd. to implement the Personal Accident Insurance Scheme during 2011-12 and 2012-13. The annual premium rate of ₹ 22.06 per annum will be shared between the beneficiary grower/worker and PSFT in the ratio of 50:50 basis i.e. grower/worker have to pay ₹ 11.00/- while PSFT contribute ₹11.03/-. As on 31.03.2012, a total of 4479 members (3809 growers and 670 workers) enrolled under the personal Accident Insurance Scheme with a total premium amount ₹ 98672/-. There was no claim preferred by any of these growers or workers under Personal Accident Insurance Scheme in the current year.

d. Market Access Initiative (MAI) Scheme on 'Promotion of Indian Coffee Exports to Russia and CIS Countries'

In order to improve the market access for Indian coffee, a scheme on 'Promotion of Indian Coffee Exports to Russia and CIS Countries' under the Market Access Initiative (MAI) Scheme was approved by Government of India for 2 years i.e. 2005-06 and 2006-07. The scheme was implemented in Russia, Belarus and Ukraine markets.

The Activities/ components undertaken under the scheme were

- ✦ Publicity campaign
- ✦ Display in international departmental stores.
- ✦ Market research to understand the macro and microenvironment of coffee imports and consumption in these countries

Coffee Board is the implementing agency of the Scheme. The first two components of the scheme



were implemented through two participating exporters viz., JFK International, New Delhi and Hindustan Lever Limited, Bangalore during the years 2005-06 and 2006-07.

The Market Research component was implemented by the Board and completed in two phases. The first phase of the study covering Russian market was completed during 2007 and the second phase of the study covering Belarus & Ukraine markets completed during March 2009.

During the year under review, Government of India has released the third and final installment amount of ₹112.48 Lakhs to Coffee Board vide letter No. 03/3/2004-Plant (B) dated 05.08.2011.

This amount was utilized for settling the balance payments under the scheme as indicated below.

- ✦ ₹ 95.15 lakhs utilized towards settlement of balance payment to JFK International for publicity campaign component (₹ 61.58 lakhs) and display in departmental stores component (₹ 33.57 lakhs) for the second year of the scheme.
- ✦ ₹ 17.33 lakhs towards market research study balance payment – This amount was settled to the market research agency firm M/s. COMCON (RI Russia and RI India through Board's Plan fund. Hence, ₹ 17.33 lakhs was refunded to the Plan grant fund account.



CHAPTER – IX

ACCOUNTS & FINANCE

The Accounts & Finance department of the Coffee Board has the following functions:

- Compilation and maintenance of accounts of the various departments of the Board.
- Drawing up Budget Estimates and allocation of budget to various units of the Board.
- Conducting Internal Audit of the offices of the Board.
- Exercising effective control over cash and other financial transactions of the Board, so as to ensure cost efficient deployment of resources.
- Rendering advice on all matters having financial implications.
- Liaison with the Finance Division of the Ministry of Commerce for release of funds etc.
- Dealing with pending issues of Pool Marketing like settling sales tax cases etc.

Grants-in-Aid received from Government of India during 2011-12

Plan:

	(₹ in lakh)
Plan Grants	5100.00
NER Grants	550.00
Subsidy Grants	4350.00
SC Sub-Plan	500.00

Non-Plan

	(₹ in lakh)
Non-Plan Grants	3941.00
CDRP Grants	5800.00

Pension:

The Pension Corpus of ₹ 56.63 crore was invested in Nationalized Banks for earning prevailing rates of interest. Total interest earned during the year was ₹ 3.89 crore, which partially funded pension liability of ₹ 28.33 crore towards the 2907 pensioners of various categories of pension.

At present sixty four employees who joined services of the Coffee Board after 01.01.2004 are members in the New Pension Scheme.

Expenditure of Plan grants 2011-12

The plan grants and subsidy were utilised over 6 schemes covering 12 components as follows:

Plan Grants

I. R & D for Sustainable Coffee Production (₹ in lakh)

	Name of the Component	Expenditure
1	R & D Technologies	1199.51
2	Transfer of Technology	698.70
3	Infrastructure Development for R & D	82.04
	Total	1980.24

II. Development Support Scheme (₹ in lakh)

	Name of the Component	Expenditure
1	Re-Plantation	888.67
2	Water Augmentation, Quality Up-gradation, Pollution Abatement	157.86
3	Coffee Development in NER	404.91
4	Coffee Development in NTA and Tribal Sector	291.29
5	Capacity Building for all stake holders	231.46
6	Welfare Support to labours / tiny growers	140.36
	Total	2114.55

III. Market Development

(₹ in lakh)

	Name of the Component	Expenditure
1	Domestic Coffee Promotion	451.10
2	Market Research	50.15
	Total	501.25



IV. Export Promotion

(₹ in lakh)

1	Export Promotion	394.27
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Plan Subsidy :

II. Development Support

(₹ in lakh)

	Name of the Component	Expenditure
1	Re-Plantation	395.19
2	Water Augmentation, Quality Up-gradation, Pollution Abatement	1268.85
3	Coffee Development in NER	126.14
4	Coffee Development in NTA and Tribal Sector	489.59
5	Interest Subsidy to growers on working capital Loans.	135.55
6	Mechanisation Programme	1811.69
7	SC Sub-Plan	20.00
	Total	4247.01

(₹ in lakh)

	Name of the Scheme	Expenditure
III.	Risk Management to Growers	46.81
IV.	Export Promotion	148.66
V.	Support for Processing	176.02

Subsidy expenditure includes expenditure booked against provision made in previous years.

Price Stabilisation Fund :

The Price Stabilisation Fund Trust is functioning under the Ministry of Commerce & Industry as a Trust with the objective of safeguarding the interest of growers by providing financial relief through Coffee Board to them when the prices of coffee fall below a specified level. The funds collected and expenditure incurred by the Board is as per the norms of Price Stabilisation Fund Trust.

Coffee Debt Relief Package (CDRP)

The Government of India released funds to the tune of ₹ 58.00 crore under Non Plan Grant for

implementation of “Coffee Debt Relief Package” (CDRP). The Board honoured the CDRP claims of various banks to the tune of ₹ 47.82 crore during the year and as against pending claims a current liability has been made for ₹ 2.18 crore as on 31.03.2012. The Government of India granted permission to utilise the funds under CDRP up to 31.12.2012 towards which a provision has also been made for ₹ 8.24 crore for anticipated CDRP claims which includes refund of ₹ 0.24 crore pertaining to previous year.

Pool Fund:

1. Provision for Purchase Tax / Sales Tax:

- In case of Kerala, a claim amounting to ₹ 44.81 (₹ 2.16 crore for Purchase Tax + ₹ 42.65 crore for Central Sales Tax) stands remanded to assessing officer by Hon'ble High Court of Kerala to verify the Boards claim in accordance with the law and attempts are on to resolve the same. The Board and the Ministry of Commerce have initiated action for early settlement.
- As regards Tamilnadu, there are no demands pending for payment. However, formal confirmation orders from the Commercial Tax Department, Tamilnadu is awaited in respect of settlement of dues.

The Board's accounts have been prepared in 3 sets viz., Receipts & payments, Income & Expenditure and Balance Sheet. These accounts have been audited by the Comptroller and Auditor General of India. Certified copies of the Financial Statements of Coffee Board General Fund and Pool Fund for the year 2011-12 along with Audit Report are placed separately as 'Audit Report with Annual Financial Statements of Coffee Board for the year 2011-12'.



ABBREVIATIONS

AIC	Agriculture Insurance Company of India Ltd
BSM	Buyer Seller Meet
C/lb	Cents/pound
CBB	Coffee Berry Borer
CCRI	Central Coffee Research Institute
CDRP	Coffee Debt Relief Package
CFC	Common Fund for Commodities
CIFC	Centro de Investigacao das Ferrugineus do Cafeeiro (Coffee Rust Research Centre)
CFU	Colony Forming Unit
CIS	Career Improvement Scheme
CRSS	Coffee Research Sub Station
CxR	Congensis x Robusta
CST	Central Sales Tax
DBT	Department of Biotechnology
DGFT	Director General of Foreign Trade
DNA	De-oxy-ribo Nucleic Acid
EU	European Union
EC	Emulsifying Concentration
FFS	Farmers Field School
FPM	Farmers Participatory Method
FYM	Farm Yard Manure
GBE	Green Bean Equivalent
HDT	Hybrido-De-Timor
IA&AS	Indian Audit & Accounts Service
IAP	Internal Audit Party
IAS	Indian Administrative Service
IARI	Indian Agricultural Research Institute
ICAR	Indian Council of Agricultural Research
ICH	India Coffee House
ICO	International Coffee Organization
ICTA	Indian Coffee Trade Association
INM	Integrated Nutrition Management
IPM	Integrated Pest Management
IICF	India International Coffee Festival
IHR	Indian Institute of Horticulture Research
IIPM	Indian Institute of Plantation Management
ITDA	Integrated Tribal Development Agency
ITPO	India Trade Promotion Organization



IT	Information Technology
ITS	Indian Telephone Service
Kg/ha	Kilogram/hectare
KGST	Kerala General Sales Tax
MACP	Modified Assured Career Progression
MFCS	Modified Flexible Complementary Scheme
MAS	Marker Assisted Selection
MT	Metric Tonne
MTS	Multi Tasking Staff
NER	North Eastern Region
NTA	Non Traditional Area
NPK	Nitrogen, Phosphorus, Potassium
PB	Pay Band
PFA	Prevention of Food Adulteration
PSFT	Price Stabilization Fund Trust
RCRS	Regional Coffee Research Station
RTI	Right to Information
SC	Scheduled Caste
SCAA	Speciality Coffee Association of America
SCAE	Speciality Coffee Association of Europe
SCAR	Sequence Characterised Amplified Region
SEC	Socio Economic Class
SHG	Self Help Group
Sln	Selection
SLP	Special Leave Petition
SSP	Single Super Phosphate
ST	Scheduled Tribe
SRAP	Sequence Related Amplified Polimer
STAT	Sale Tax Appellate Tribunal
RAPD	Randomly Amplified Polimer Dolymorphic
R&D	Research & Development
RCMC	Registration Cum Membership Certificate
R&G	Roasted & Ground
RISC	Rainfall Insurance Scheme for Coffee
TEC	Technology Evaluation Centre
UAS	University of Agricultural Sciences
UNO	United Nations Organisation
WA	Writ Appeal
WP	Wetable Powder
WSB	White Stem Borer
WTO	World Trade Organisation
