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2013-14 - A PERSPECTIVE VIEW

I have pleasure in placing the 74th Annual Report of the Coffee Board for the year 2013-14.

Coffee prices both at global and domestic levels have shown mixed trends. During the year 2013-14, the prices in the International market touched 214.09 C/lb for Arabica and 105.37 C/lb for Robusta. The average price for Arabica was 144.85 C/lb and 92.41 C/lb for Robusta. The price during the year showed a decrease of 14.4% for Arabica and 10.7% for Robusta compared to the previous year. Similar trend was also recorded in the domestic market. The Arabica prices peaked to Rs.285.25/kg with an average price of Rs.188.72/kg and the Robusta peaked to Rs.131.63/kg with an average price of Rs.120.66/kg. The decrease compared to last year was 1.72% in case of Arabica and 16.66% in case of Robusta.

During 2013-14, permits were issued for exports of 3,12,454 MT. Against the total export permits issued, the confirmed shipments provisionally accounted for 2,98,152 MT valued at US\$.764.59 million and Rs.4,532.45 Crores with an unit value of Rs.1,52,018 per MT exported to 102 countries.

As far as coffee production is concerned, there was a marginal increase of 0.1% in the global production which increased from 145.00 million bags in 2012-13 to 145.20 million bags in 2013-14. India's production was 3,04,500 MT consisting of 1,02,200 MT of Arabica and 2,02,300 MT of Robusta. The country's overall production decreased by 4.31% with 3.65% increase in Arabica production and 7.88% decrease in Robusta production.

The blossom and crop setting for 2013-14 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 2013. Subsequently, the coffee areas witnessed a long drought period during May 2013 which resulted in heavy proliferation of White Stem Borer causing considerable loss to Arabica plants. The dry period was followed by monsoon with unusually heavy & continuous rains from June to August 2013. Heavy rains resulted in diseases like black rot, stock rot and berry drop due to wet feet conditions. Continuous rains did not even allow carrying out routine cultural operations necessary to protect coffee plants. However, the weather conditions and the rainfall during the North-East monsoon periods were favourable for crop development.

The incidence of white stem borer, which is a major pest on Arabica was at low to medium level. Among the diseases, the incidence of coffee leaf rust, a major disease on Arabica was at low to medium level and the incidence of black rot was high in heavy rainfall areas.

Looking from the growers' 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 and quality of coffee, the Board continued to implement the plan schemes which provide support for



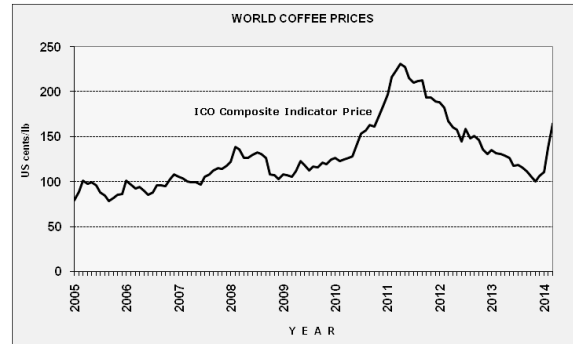
replanting, water augmentation and quality up-gradation to augment price realization. The schemes viz., Mechanization of coffee estate operations, Interest subsidy for working capital loans, subsidy for Rainfall Insurance were also implemented. Schemes like support for consolidation, expansion were implemented in NTA and NER.

The advent of the café culture continued to support the improvement of domestic consumption estimated at 1,15,000 MT. 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 growers' collectives.

At the exports front, to increase earnings and support value addition, Board is extending support for the export of value added coffees 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 2013-14:

In the financial year viz. 2013-14 (April-March), the average ICO composite indicator price was at 120.79 Cents/lb, which showed a decrease of about 16% compared to 144.61 Cents/lb during 2012-13.



The New York Futures (Arabica) average price decreased by 19% during 2013-14 and was at 131.71 Cents/lb compared to 163.57 Cents/lb during 2012-13. The London Futures (Robusta) price during the 2013-14 was 82.57 Cents/lb, which showed a decrease of around 11% as against 93.22 Cents/lb in 2012-13.

The average ICO composite indicator price for the calendar year 2013 which was 119.51 Cents/lb, decreased by over 23% compared to 156.34 Cents/lb in the previous year (2012). The New York (Arabica) average price of 129.41 Cents/lb declined by over 28% compared to 179.22 Cents/lb in 2012 whereas London futures (Robusta) average price at 84.46 Cents/lb in 2013 declined by over 8% compared to the average price of 91.86 Cents/lb in 2012.

In the domestic market, the ICTA average auction price during 2013 for Arabica main grade (Plantation A) was Rs.176/kg and recorded a decrease of about 16% compared to Rs. 211/Kg in 2012, whereas, the price of Robusta main grade (Cherry AB) at Rs.127/kg in 2013 showed a decrease of over 10% compared to Rs.141/ Kg in 2012.

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)	06-07	07-08	08-09	09-10	10-11	11-12	12-13	13-14
ICO Comp. Indicator	97.30	114.15	117.96	120.14	169.09	202.16	144.61	120.79
New York Futures (Arabica)	113.26	127.19	128.90	133.30	195.32	244.26	163.57	131.71
London Futures (Robusta)	63.60	87.07	88.83	64.54	82.82	97.25	93.22	82.57

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	2006	2007	2008	2009	2010	2011	2012	2013	2014*
ICO Comp. Indicator	95.75	106.88	124.23	115.67	147.24	210.39	179.65	119.51	137.86
New York Futures (Arabica)	112.43	121.91	136.46	128.18	165.20	256.35	209.45	139.53	156.08
London Futures (Robusta)	59.75	78.55	96.76	67.61	71.97	101.22	88.08	94.16	85.97

* As on 31.03.2014

Table-3

Auction Prices – Average prices secured in ICTA (Bangalore)

Rs./ Kg

Calendar Year	2006	2007	2008	2009	2010	2011	2012	2013	2014*
Plant. A	109.84	112.70	131.26	175.32	186.36	272.42	211.17	177.41	209.30
Rob.Chy.AB	63.02	75.78	96.86	81.16	79.58	111.78	138.17	127.25	113.13

* Jan to March, 2014



Global Supply and Demand Balance:

The global production of 145.2 million bags in 2013-14 compared to 145.0 million bags of 2012-13 shows an increase of 0.1% in production. Global consumption in 2013 was at 145.8 million bags as compared to 142.3 million bags in 2012.

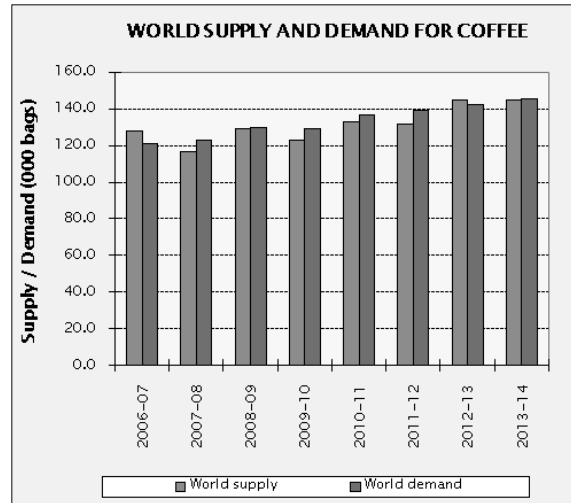


Table-4

Global Production/Consumption

(In Million bags)

Calendar Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Production*	128.209	116.614	129.260	123.023	133.065	132.011	145.003	145.202
Consumption**	121.087	122.726	130.004	129.100	136.960	139.135	142.300	145.800

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

**Calendar year (ICO CMR August 2012)

India – Production and Exports:

Coffee production in 2013-14 is placed at 3,04,500 tonnes which is 4.31% lower than the previous year's (2012-13) production of 3,18,200 tonnes. In 2013-14, India exported 2,98,152 MT of coffee (including 57,026 MT of re-export). The quantity comprised of 59,399 metric tonnes of Arabica, 1,54,054 metric tonnes of Robusta and 84,699 metric tonnes of instant

and R&G was exported to 102 countries. Italy, Germany, Belgium, Russian Federation, and Turkey were the top five importing countries. The export earnings during 2013-14 was US \$ 764.59 million as against US \$ 855.46 million during the previous year. In terms of Indian Rupees, it was at Rs. 4,532.45 Crores as against Rs. 4,552.75 Crores during 2012-13.



Table 5

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

Calendar Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Specialty coffee	9476	10688	10363	10002	14897	13390	12666	15169
Value added coffee*	60550	64993	49004	65300	73140	81541	89183	94250
Total	70026	75681	59367	75302	88037	94931	101849	109419

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

Flavour of India Fine Cup Awards:

The final round of cupping of Flavour of India – 2013 was held on 24th June, 2013 at Nice, France. Out of 221 samples, 40 samples comprising of 20 of Arabica, 6 of Speciality Arabica, 8 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 competitions of 2012 and 2013 were distributed to the winners at the “Coffee Awards Nite” during IICF on 24th January, 2014 at Hotel Lalit Ashok, Bangalore.

India International Coffee Festival 2014

The 5th edition of the India International Coffee Festival held from 21st to 25th January, 2014 in Bengaluru was a grand success. The festival with the theme “The Changing face of Coffee” had more than 400 enthusiasts participating from 16 countries viz., Australia, Brazil, Canada,

Dubai, Finland, Germany, Israel, Italy, Japan, Kuwait, Malaysia, Netherlands, Switzerland, UK, USA and India. The festival was inaugurated by Shri Siddaramaiah, Hon’ble Chief Minister of Karnataka. Mr. Roberio Oliveira Silva, Executive Director of the ICO was the guest of honour and 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 Coffee Board instituted a National Barista Championship to encourage new talent in the domestic coffee scenario. Shri S.R. Rao IAS, Secretary, Department of Commerce, Govt. of India was the Guest of Honour for the awards function to honour the winners in the categories of Roasters, Curing establishments, Cafés and Baristas.

November 2014
Bangalore.

JAWAID AKHTAR
Chairman, Coffee Board



CHAPTER – I

EXECUTIVE SUMMARY

PRODUCTION:

- ◆ The final crop estimates for 2013-14 crop season was placed at 3,04,500 metric tonnes comprising of 1,02,200 metric tonnes of Arabica (34% of total) and 2,02,300 metric tonnes of Robusta (66% of total).
- ◆ Karnataka contributed 2,11,100 metric tonnes (69.33%) followed by Kerala with 66,675 metric tonnes (21.90%) and Tamil Nadu with 18,775 metric tonnes (6.16%). The Non-Traditional Areas comprising Andhra Pradesh & Odisha and North Eastern Region made up the remaining 7,923 metric tonnes (2.61%).
- ◆ During the year, the overall productivity was 799 Kg/ha.
- ◆ The productivity in respect of traditional areas for the year 2013-14 worked out to 905 Kg/ha wherein the productivity of Arabica and Robusta was 733 and 1015 Kg/ha respectively.
- ◆ The total area planted with coffee was around 4.18 lakh hectares, of which the total bearing area was around 3.81 lakh hectares.
- ◆ There were around 3,00,390 coffee holdings in the country, consisting of 1,64,479 holdings in Traditional areas, 1,27,414 holdings in Andhra Pradesh and Odisha (NTAs) and the remaining 8,497 holdings in NER, of which small holdings having less than 10 hectares, were around

2,97,732 which accounted for about 99% of the total holdings.

EXPORTS:

- ◆ A total quantity of 2,98,152 metric tonnes of coffee (including 57,026 MT of re-exports) was exported during 2013-14. The quantities comprising 59,399 metric tonnes of Arabica, 1,54,054 metric tonnes of Robusta and 84,699 metric tonnes of instant and R&G coffee were exported to 102 countries. Italy, Germany, Russian Federation, Belgium and Turkey were the top five importing countries.
- ◆ The export earnings during 2013-14 was US \$ 764.59 million as against US \$ 855.46 million during the previous year. In terms of Indian Rupee, it was Rs. 4,532.45 Crores as against Rs. 4,552.75 Crores during the previous year.
- ◆ In terms of unit value, the composite value of all types of coffee exported during 2013-14 was Rs.1,52,018.00 per metric tonne compared to Rs. 1,52,119.00 per metric tonne during 2012-13.
- ◆ The total number of exporters registered with Coffee Board as on 31st March 2014 stood at 538, which includes 81 numbers of new registrations for the year 2013-2014 as against 457 as on 31st March 2013.
- ◆ A total of 10,584 Export Permits and ICO Certificate of Origin were issued to 160



registered exporters of coffee during the year as against 9,993 Permits issued during 2012-13. Out of 10,584 permits, as many as 9,210 permits were issued for export of Indian origin coffee and 1374 permits were issued for re-export of coffee.

RESEARCH:

- ◆ To develop heterotic F_1 hybrids, four male sterile plants were identified in the coffee genepool (Ethiopian collections – S.2651 & S.2660 and World collections – S.1572 & S.1573) and were used for the first time in hybridization at CCRI. Four genetically distant genotypes Sarchimor, Tree Coffee Hybrid, SIn.9 and S.4595 were used as pollinator parents and a total of 13 cross combinations were made during 2014 flowering season.
- ◆ Crosses were performed between S.4903 (Colombian Catimor line) with tall arabica genotypes S.1934, S.795, SIn.5B as pollinators, to generate vigorous semi-dwarf F_1 hybrids coupled with durable rust resistance.
- ◆ F_1 seed was collected from crosses between Chandragiri and Kawisari, Cavimor and S.3827 (SIn.10) used as resistance donors (SH3 gene) and progenies were raised for field planting during 2014 planting season.
- ◆ Towards breeding for white stem borer tolerance, F_1 progenies developed from reciprocal crosses between 'Chandragiri' and a spontaneous hybrid of tree coffee field planted during 2012 planting season were being evaluated.
- ◆ Four F_1 hybrid progenies raised from inter-varietal crosses between (SIn.7.3 x SIn.6 x S.3822) x SIn.10, made with an objective of pyramiding of various rust resistance genes were established in the field at CCRI.
- ◆ Twenty one F_2 progenies raised from selected F_1 genotypes which recorded promising performance were established in the field at CCRI for further evaluation and selection.
- ◆ In order to expedite the field evaluation, 16 F_3 progenies were raised from selected F_2 plants of Colombian Catimor crosses (S.5039, S.5040, S.5048, S.5049, S.5050, S.5051) and nine F_2 progenies from selected F_1 s of SIn.10 x (Catuai x HDT) at CCRI, for field planting during 2014 season.
- ◆ Of the 12 inter varietal F_1 progenies of Arabica (S.4856 to S.4863 and S. 4874 to S.4877) which are under evaluation at CRSS, Chettalli, S.4875 (SIn.6 x SIn.9) recorded maximum yield of 1371 kg/ha followed by 1164 kg/ha in S.4877 (S.795 x SIn.9).
- ◆ With an objective of evaluating the potential of drought tolerant clones, clonal progenies of S.880, S.1932, S.3399, DR- 5 and two station selections, S.274 and C x R, were planted in a recurrently drought prone region Perikkallur area of Pulpally liaison zone in Wynad district.
- ◆ In order to evaluate the performance of promising robusta lines in different locations, clones of S.3399, Wt.2, Wt.4, S.3657 and Wt.6 along with station selections, S.274 and CxR were planted in Pathirimadom estate at Pulpally in Wayanad and Poabs Plantations at Vandiperiyar, Idukki Dt.
- ◆ F_1 hybrids from reciprocal crosses involving drought tolerant root types (S.1932,



- S.3399) as well as exotic robusta collection (S.3657) and station selections (S.274, C x R) were established in field at RCRS, Chundale.
- ◆ Sequence Characterized Amplified Region assays (SCAR) with BA 12412K and SAT 244 markers linked to SH3 gene for rust resistance were used for tracking plants homozygous to SH3 in F₁ and F₂ progenies of Colombian Catimor crosses with S.1934.
 - ◆ During 2013-14 season, 8,580 kg seed coffee of different station selections comprising of 6,544 kg Arabica and 2,036 kg Robusta produced at different research stations and Technology Evaluation Center's (TECs), was supplied to the coffee growers in traditional areas. Among arabica varieties, Chandragiri constituted the major share of 4252 kg. In non-traditional areas, 3,508.5 kg of seed coffee including 3501 kg Arabica and 7.5 kg Robusta produced at RCRS, R.V.Nagar and TEC, Minumalur was supplied during 2013-14 season.
 - ◆ A total of 20,335 rooted clones of CxR were supplied to growers from CCRI, CRSS, Chettalli and RCRS, Chundale, for planting during 2013 planting season. Further, considering the growing demand for robusta clones, a pilot programme was initiated to scale up the clonal production to achieve an annual target of 1.0 lakh clones by the end of XII plan. Accordingly, 62,000 clones were raised during 2013 season which will be ready for supply to the growers during 2014 planting season.
 - ◆ Café Movel, the mobile based extension service, developed as a pilot programme under ICO-CFC sponsored multi-country project on coffee leaf rust, was launched on 22nd August 2013.
 - ◆ Gus expression and transgene integration was analyzed in T₀ and T₁ transgenic plants transformed with rice endochitinase gene. PCR amplification revealed the integration of GusA, hpt, 35s promoter and chitinase transgenes in T₀ as well as in 18 T₁ plants.
 - ◆ Multi-location field trials on Integrated Nutrition Management (INM) were continued in selected research stations and TECs on arabica and robusta coffee with the treatments modified as per the suggestions of the expert committee.
 - ◆ Field trial conducted to study the influence of organic and inorganic nutrient sources on Arabica coffee yield, quality and soil physico-chemical property were continued.
 - ◆ Under the advisory service support to growers through soil, leaf and agrochemical analysis, 8357 soil samples, 104 leaf samples and 933 agrochemicals samples were analysed and reports were sent to the growers.
 - ◆ The field trials on evaluation of different planting designs and pruning methods in Arabica coffee, laid out with Chandragiri variety at CCRI, SIn. 5B at Gundikhan estate and Chandragiri & SIn. 5B at CRSS, Chettalli, were continued.
 - ◆ Under the programme on improvement of labour productivity through mechanization, the walk behind track carrier machine was evaluated for its efficiency for various operations like spraying, raking etc.
 - ◆ The assessment of growth and physiological parameters like leaf area and specific



- leaf weight, relative water content and soil moisture in C x R, S.274, Wayanad Robusta (WR) and Drought tolerant (DT) robusta coffee at RCRS, Chundale revealed maximum increase of specific leaf weight from 14.38 to 18.80 followed by 13.82 to 17.8, 12.76 to 17.2 and 11.58 to 15.60 mg/cm² was in C x R, Drought tolerant, Wayanad Robusta and S.274 respectively.
- ◆ Thirty five rust differentials and 24 'A' type plants established in nine locations, seven in Karnataka and two in Tamil Nadu, to monitor rust race flora of different coffee regions were periodically observed for tolerance / susceptible to rust pathogen.
 - ◆ Field incidence of leaf rust on new arabicas (F₁ & F₂ hybrids) at CCRI and Regional Stations were assessed.
 - ◆ Field efficacy of new fungicide Nativo 75 % WG (Tebuconazole 50% + Trifloxystrobin 25%) at different concentrations (0.005, 0.075, 0.01, 0.015 and 0.02% a.i.) was assessed in comparison with recommended fungicides viz., Contaf 5 EC (0.01%), Folicur 25 EC (0.02%) and Bordeaux mixture (0.5%) for control of leaf rust on S.795 cultivar of arabica coffee at three locations.
 - ◆ A preliminary study was initiated during May, 2013 to understand the etiology of the new problem of curling and chlorosis of tender coffee leaves on arabica coffee cultivars planted in the museum block at CCRI farm
 - ◆ Rust incidence was recorded during peak period (October and November) of disease incidence on arabica world collections (Germplasm block) which are maintained at CCRI farm.
 - ◆ To popularise the use of cross vane pheromone traps as one of the interventions for the effective management of coffee white stem borer, 30,865 traps with bait were supplied to coffee growers.
 - ◆ For the management of the coffee berry borer, 60,690 broca traps with lure were supplied to coffee growers in Karnataka and Kerala. To replenish the lure material in the traps supplied to the growers, 2260 litres of lure material was supplied.
 - ◆ As an eco-friendly measure to manage the coffee mealy bug infestation, 9,000 parasitoids of the mealy bug were supplied to growers as per demand.
 - ◆ Under the DBT sponsored project "Development of Arabica Coffee Plants Resistant to Coffee White Stem Borer", 1402 Bt toxins were screened by incorporating in the artificial diet developed and 148 were found to show moderate activity against the borer larvae.
 - ◆ Under the outsourced project with Bio-control Research Laboratories of Pest Control India Ltd. Bangalore, on "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" new baits were being tested both in the laboratory as well as in the field.
 - ◆ Trials under the collaborative project "Eco-friendly approaches for the management of coffee white stem borer, *Xylotrechus quadripes* Chev. (Coleoptera: Cerambycidae)" with ICAR Institutes like IIHR, NBAII, Bangalore and NRCB, Banana, Trichy, were continued. The leads obtained were being probed further.



- ◆ New molecules like Chloranthranlliprole 18.9% w/w S.C, Flubendiamide, Chlorpyrifos 50% + Cypermethrin 5%, Ethiprole 40% + Imidacloprid 40% WG, and Thiacloprid 21.7% SC were being tested for their efficacy against the stem borer.
- ◆ To identify sources of resistance against the stem borer, screening of a natural arabica–tree coffee hybrid was taken up by releasing eggs and neonate larvae on cut stems in comparison with stems of susceptible varieties. Preliminary observations indicate mortality of the early stage larvae.
- ◆ Six roasting units, set up by the industry / stakeholders, were inspected for providing subsidy under Support for Coffee Processing machinery. Two coffee curing works were inspected for renewal of curing license.
- ◆ Four Kaapi Shastra Training Programmes were conducted at Quality Evaluation Centre, Coffee Board, Bangalore during 2013-14 in which 72 people participated.
- ◆ Two 3 days Short Term Executive Program (STEP) in Coffee Entrepreneurship were organized in Mumbai and Kolkata by IIPM-CIE during 2013-14 and a total of 31 members participated.

COFFEE QUALITY DIVISION, BANGALORE:

- ◆ 449 coffee samples comprising of 334 commercial samples received from exporters, growers and traders and 54 R&D samples received from research stations, 26 samples from NER region and 35 samples from ICD were assessed for physical and organoleptic quality parameters.
- ◆ The analytical laboratory analysed 57 coffee samples for PFA parameters and 6 samples for OT-A. A total number of 97 moisture meters received from the industries were calibrated.
- ◆ The coffee samples selected for the final round of cupping for the 'Flavour of India-Fine Cup Award - Cupping Competition 2013' were judged by the International Jury on 24th June 2013 at Nice, France.
- ◆ A total of 227 coffee samples consisting of 137 arabica and 90 robusta samples from the different coffee tracts for 2014 season were subjected for physical assessment and pre jury cupping session during March 2014.
- ◆ Seven students of the 2012-13 batch of the "Post Graduate Diploma in Coffee Quality Management", successfully completed the course. Eight students joined the 2013-14 batch and reported at CCRI on 16th September 2013 for the first trimester. After completing the 1st trimester they reported for the 2nd trimester on 16th December 2013 at Head Office, Bangalore.
- ◆ The National Barista Championship 2014 was held in two phases i.e. preliminary round was conducted from 16th to 18th January 2014 at Manthri Square, Sampige road, Malleshwaram, Bangalore and the final was organized on 24th January 2014 during the India International Coffee Festival 2014 (IICF) at Lalit Ashok, Bangalore.

EXTENSION AND DEVELOPMENT:

A. Traditional Areas:

- ◆ During the year 2013-14, 26,286 estate visits were made by the Extension Personnel. They conducted 6,311



- field demonstrations on various coffee technologies and issued 3,106 advisory letters to the growers apart from conducting 106 village level group meetings/seminars/workshops/ contact programmes/study tours/training programmes to educate farmers on different aspects of coffee cultivation.
- ◆ 20 mass communication/contact programmes were conducted covering 1889 growers to educate the growers about the different coffee cultivation aspects, integrated management of the pests/diseases, preparation of quality coffee, etc. and to give wide publicity of the Coffee Board's schemes.
 - ◆ An area of 2291 ha. was brought under replantation during the period under report. Subsidy was extended to 2981 units under water augmentation and 1758 units under quality up-gradation programme of the Development Support scheme.
 - ◆ Support was extended to 10345 machineries benefiting 9,129 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 3268 holdings, conducted 815 field demonstrations, 266 group gatherings for the benefit of coffee growers of these states.
 - ◆ A total of 1,012 tribal growers were imparted one day on farm training programme on various aspects of coffee cultivation. 36 growers from this area were taken on a study tour to traditional coffee growing areas.
- ◆ 6426.50 Kgs. of different varieties of Arabica seed coffee was procured and distributed to the tribal coffee growers and other agencies of Andhra Pradesh and Odisha during the year.
 - ◆ An extent of 3344 Ha. was brought under coffee cultivation with the support of ITDA. 1034 pucca drying yards were constructed and 250 baby pulpers were supplied to the growers in this area.
 - ◆ Under the Labour Welfare Scheme, a sum of Rs. 21.705 Lakhs was extended to 997 students.
- C. North Eastern Region:**
- ◆ The Boards' Extension Personnel in North Eastern Region have visited 2474 coffee holdings. 1190 field demonstrations, 314 group gatherings and 91 on farm training programmes benefiting 1709 growers were conducted apart from issuing 754 advisory letters to educate the coffee growers on different aspects of coffee cultivation. 54 quality awareness campaigns were conducted benefiting 1063 growers.
 - ◆ 30 tribal coffee growers of Jampui Hills of NE Region participated in reach-out programme conducted in association with Indian Institute of Plantation Management, Bangalore on "Managing Family Coffee Business for tiny coffee growers for future of NER".
 - ◆ 26 internal Study Tour programs were organised benefiting 244 growers.
 - ◆ Coffee expansion has been taken up in 363.00 Ha. and consolidation in



88.00 Ha. Support was extended for construction of 105 drying yards and 122 baby pulpers to the growers during 2013-14.

- ◆ 172 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 Rs. 1,01,000.00 under Labour Welfare Scheme was extended to 56 students.

PROMOTION:

- ◆ The Board participated in 13 overseas exhibitions as part of annual action plan for 2013-14. During the participation, the Board had organized 5 special events/ cupping programmes alongside the events, with active involvement of the Indian coffee exporters.
 - ◆ The prestigious event of the Coffee Board -Finals of the Cupping Competition – Flavor of India was also held during the participation in the SCAE World Coffee Conference held in Nice, France.
 - ◆ The Board participated in 46 reputed Internal Exhibitions in different locations of the Country after identifying the potential areas to promote coffee drinking.
 - ◆ During 2013-14, 6 roasting units were inspected and subsidy was provided under Support for Coffee Processing machinery.
 - ◆ The Indian Coffee Journal, which is published by the Coffee Board of India,
- has been revamped. Articles which are more relevant in the current scenario are being brought out for the guidance of coffee stakeholders.
- ◆ For encouraging entrepreneurship in the coffee sector, a coffee business guide - “Establishing and Managing a Coffee Roasting & Grinding Business in India” was released in collaboration with IIPM-CIE during IICF-2014.

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 during the months of July 2013, October 2013, January 2014 and March 2014.
- ◆ Crop forecasting was carried out with final estimation for 2013-14 and the post blossom estimation for 2014-15.
- ◆ Rendered economic and analytical support to the Board and Government related to WTO and trade policy matters of coffee.
- ◆ The Unit co-ordinated the activities of the Export Section.
- ◆ The Rainfall Insurance Scheme for Coffee (RISC) was implemented during 2013-14 in Karnataka, Kerala and Tamil Nadu through Agricultural Insurance Company of India Ltd., involving different marketing firms viz. M/s. India Insure Risk Management



- & Insurance Broking Services Pvt. Ltd., M/s. United India Insurance Co. Ltd., and M/s. Blend Insurance Brokers Pvt. Ltd. During 2013-14 a total of 751 coffee growers have taken the policy with an area coverage of 1557 ha.
- ◆ During the period under report, the Coffee Board website www.indiacoffee.org was re-designed with the assistance of National Informatics Centre, Bangalore in order to provide enhanced capacity, new look and make it user-friendly for browsing by the coffee fraternity. As per the Government policy, the re-designed website is hosted on the NIC server. The re-designed website was launched by the Commerce Secretary on 24th January 2014 during India International Coffee Festival 2014. The Market Intelligence Unit continues to be involved in the maintenance of the Board's website.
 - ◆ The unit provided weekly estimated indicator prices for all the grades of coffee to domestic auction centre, ICTA.
 - ◆ The unit also extended support to the activities of Export and Domestic promotion of Coffee as under :
 - Coordinated the production of film 'Coffee Connoisseur' by National Geographic Channel.
 - Initiated the process of Expression of Interest for 'Production of short films and TVCs on Coffee of India'.
- ◆ The staff strength of the Board as on 31.03.2014 was 899, comprising of 84 Group 'A' officers, 179 Group 'B' Officers and 636 Group 'C' officials.
 - ◆ A sum of Rs. 2,07,66,000.00 has been sanctioned under Labour Welfare Measures during 2013-14 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 9,497.
 - ◆ The Board has granted Conveyance Purchase Advance to the tune of Rs. 3,90,000.00 to 13 employee and personal computer advance of Rs. 22,50,000.00 to 75 employee during the period.

VIGILANCE & LEGAL

- ◆ 14 cases were pending at the beginning of the year including 2 cases which were referred to Ministry of Commerce & Industry, Govt. of India and 5 new cases were added during the year. Out of 19, 4 cases have been disposed during the year and remaining 15 cases were pending for disposal as on 31.03.2014.
 - ◆ Vigilance Awareness week was observed in the Board's offices across the Country between 28th October to 2nd November, 2013.
 - ◆ 41 court cases were pending at the beginning of the year and 07 new cases were added during the year. Out of 48, 6 cases were disposed during the year. The remaining 42 pending cases pertain to : Marketing and CDRP matters-12, Service Matters-20, SLP-6 & other matters-4.
- ADMINISTRATION:**
- ◆ In the year 2013-14, one Board Meeting was convened.



- ◆ The Board filed OS No.5298/1991 before the City Civil Court, Bangalore against the Pool Agent M/s Rahamania Coffee Works, Mettupalayam (Tamil Nadu) for recovery of Rs.1,48,18,252/- being the Pool fund money misappropriated by the Pool Agent between 1983 and 1990. The said suit was disposed and decreed vide order dated 2.1.2013 in favour of the Board.

RIGHT TO INFORMATION

- ◆ Under the Right to Information Act-2005, the Board received 105 applications from the Citizens of India seeking information/ documents during the year 2013-14 and 8 applications from the previous year were pending at the beginning of the year. Thus, there were 113 applications for disposal. 106 applications have been disposed off during the year leaving behind 07 applications. 22 appeals were received during the year and all were disposed.

ENGINEERING UNIT

- ◆ The Engineering Division of the Board has taken up various infrastructure development and maintenance works with an expenditure of Rs.2.06 crores.

OFFICIAL LANGUAGE IMPLEMENTATION:

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 achieved the targets, as fixed in the Annual programme 2013-2014 issued by the Department of Official Languages, Ministry of Home Affairs, Government of India.

- ◆ As stipulated, all letters sent to the Ministry and offices situated in 'A' and 'B' Region 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 Languages Act 1963 was adhered and all the reports sent to the Central Government, were prepared in bilingual form. The Annual Report and Annual Accounts pertaining to Coffee Board were published and submitted in Hindi and English.

- ◆ The Special Incentive Scheme in vogue in the Board was continued wherein an individual employee was eligible to get an amount of Rs. 2,000/- per year for writing 5000 words in Hindi in routine office files etc. Eleven officials enrolled for the scheme and were granted incentive.

- ◆ Periodic Inspections were conducted in various sections at Head Office and also in some sub offices of the Board in order to check the usage and progress of Official Language Hindi. During the year, 27 sub offices of the Board were inspected.

- ◆ The consolidated Quarterly Progress Reports regarding progressive usage of Hindi were submitted to the Department of Official Language, Ministry of Home Affairs, New Delhi.

- ◆ Meetings of Official Language Implementation Committee were conducted in each quarter. Regular participation was ensured in the meetings of Hindi Salahakar Samiti of the Department of Commerce and Town Official Language Implementation Committee, Bangalore.

- ◆ 8 employees of the Board passed the Hindi Pragma examination held during November



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- 2013 conducted under the Hindi Teaching Scheme.
- ◆ Unicode font was installed in 116 computers at Head Office, all the computers at CCRI, Balehonnur and Chikmagalur Extension offices.
 - ◆ Under Rule 10(4) of OL Rules 1976, Six Sub offices of Coffee Board have been notified in the Official Gazette (letter dated 02.04.2013).
 - ◆ 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. Accordingly, this year also the competition was organized on 13.08.2013. Competitors from fifteen various offices took part in the competition and the Air Force Station, Jalahalli bagged the Rolling Shield.
- ◆ Hindi Day was celebrated on 20.09.2013 and various competitions were held during the fortnight preceding the Hindi Day and the winners were awarded prizes on Hindi Day.
 - ◆ Hindi Books worth a sum of Rs.21,246.00 were purchased during 2013-14.
 - ◆ An amount of Rs. 60,23,925.00 was spent on advertisement on Coffee in Hindi which appeared in popular Hindi magazines and Journals.
 - ◆ The Officers of Official Language Wing attended the Regional O.L Conference held on 10.02.2014 at Chennai.
 - ◆ The Coffee Board was awarded First Prize by the Town Official Language Implementation Committee under Non-Technical Offices and Second Prize by the Ministry of Commerce & Industry, New Delhi for excellent performance in implementing Official Language in Coffee Board under 'C' Region for the year 2012-13.





CHAPTER – II

CONSTITUTION AND FUNCTIONS OF THE BOARD

Coffee Board is a statutory organization under the control of Ministry of Commerce & Industry., 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 comprising Members of the Parliament and 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 07-01-2014 to 06-01-2017.

MEMBERS OF COFFEE BOARD DURING THE YEAR 2013-14

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 reconstituted Board during the period are given below:

List of Members of the Board for 2013-14

Sl. No.	Category	Appointed under Coffee Rules, 1955	No. of Members	Name
1	Members of Parliament (Lok Sabha)	Rule 3 (1)	2	Shri. D.B. Chandre Gowda (From 07.01.2014) Shri. M.I Shanavas (From 07.01.2014)
	Members of Parliament (Rajya Sabha)	Rule 3 (1)	1	Vacant
2	Representing Governments of principal coffee growing States	Rule 3 (2) (a)	4	Principal Secretary (Tribal Welfare), Social Welfare Department, Govt. of Andhra Pradesh, Hyderabad. Principal Secretary to Govt. of Karnataka Horticulture Department, Govt. of Karnataka, Bangalore.



Sl. No.	Category	Appointed under Coffee Rules, 1955	No. of Members	Name
				Shri V. Somasundaran, IAS., Additional Chief Secretary (Industries) Govt. of Kerala, Thiruvananthapuram. Agricultural Production Commissioner and Secretary to Government, Agriculture Department, Govt. of Tamil Nadu, Chennai.
3	Representing Large Coffee Growers	Rule 3 (2) (b)	3	Dr. N.K. Pradeep Shri. Anil Kumar Bhandari Shri. Emmanuel T. Ramapuram
4	Representing Small Coffee Growers	Rule 3 (2) (b)	7	Shri. Jabir Asghar Shri. B.S. Jairam, Shri. D.M. Vijay, Smt. A. Thara Aiyamma, Shri. Vijay Jagirdar, Shri. Vasantha Lakshminarayana Shri. C.P. Varghese
5	Representing Coffee Trade Interests	Rule 3 (2) (c)	3	Shri. D.M. Purnesh, Dr. S.M. Kaverappa, Shri. Ramesh Rajah
6	Representing Coffee Curing Establishments	Rule 3 (2) (c)	2	Shri. A.N. Devraj, Shri. K.M. Ibrahim
7	Representing Labour interests	Rule 3 (2) (c)	4	Shri. G. Bhaskar, Shri. N.M. Adyanthaya, Prof. K.P. Thomas, Shri. R. Chandrasekharan.



Sl. No.	Category	Appointed under Coffee Rules, 1955	No. of Members	Name
8	Representing coffee growing States other than principal coffee growing States	Rule 3 (2) (c)	2	Shri. K.V. Satyanarayana, IAS., Addl. Chief Secretary, Secretary-in-charge of Agriculture Department, Govt. of Tripura, Agartala. Shri. Rajesh Prasad, IAS., Commissioner, Industries & Commerce, Govt. of Assam, Guwahati.
9	Representing Consumers Interests	Rule 3 (2) (c)	2	Smt. Uma I.B. Shankar, Shri. Iftekhar Khan
10	Representing Instant Coffee manufacturers	Rule 3 (2) (c)	1	Shri. C.Rajendra Prasad
11	Eminent personality in the field of Research/ Marketing/ Management/ Promotion of coffee	Rule 3 (2) (c)	1	Shri. Peter Mathias

FUNCTIONS OF THE BOARD:

The main functions assigned to the Board are:-

- ◆ Promotion of Agricultural and Technological Research in the interest of the Coffee Industry.
- ◆ Assistance to Coffee Estates for their development.
- ◆ 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 is also 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 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 studies 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 01-04-2013 to 31-03-2014.

Sl. No.	Name of the Committee	Date of Meeting
1.	198 th Board Meeting	08.02.2014





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

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. Dr. Aarti Dewan Gupta, IDAS - Director of Finance
3. Dr. Jayarama – Director of Research (up to 31.01.2014)
4. Dr. Y Raghuramulu – Director of Research (I/c) from 01.02.2014

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 as under:

- 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 for carrying out research activities on various aspects viz., 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 benefit of different stakeholders. Analytical Laboratory and Quality Division are the other units 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.

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 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 campaigns and providing training to prospective entrepreneurs on setting up of Coffee Roasting, Grinding and Packaging Units. This training complemented the scheme for setting up of processing unit.

The Market Research & Intelligence unit continued market information and intelligence activities as a part of the Board's role as a facilitator to the industry in respect of coffee exports. It provides inputs on crop conditions, 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 were appointed at Head Office.

SECRETARIAT DEPARTMENT

ADMINISTRATION UNIT:

(a) Promotions:

During the year, 19 Officers / officials were promoted in the cadre of

◆ Joint Director (Extension)	1
◆ Deputy Director (Extension)	5
◆ Senior Liaison Officer	9
◆ Driver Grade I	2
◆ Driver Grade II	2

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

- ◆ 107 personnel were granted financial up-gradation under the Modified Assured Career Progression Scheme (MACPS) during the year.

(c) Transfers:

- ◆ 60 Officers / officials were transferred during the general transfers which were



effected based on guidelines on this subject and the same is detailed below:

Group	No. of Officers / officials transferred
'A'	18
'B'	20
'C'	22

(d) Employees' Welfare Measures:

(i) Conveyance Purchase Advance:

During the year, 13 employees were sanctioned a sum of Rs.3,90,000.00 towards Conveyance Purchase Advance @ Rs.30,000.00 per head.

(ii) Personal Computer Advance:

During the year, 75 employees were sanctioned a sum of Rs.22,50,000.00 towards Personal Computer Advance @ Rs.30,000.00 per head.

(iii) 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 871 members on the roll comprising of different categories and an amount of Rs. 21,79,195.00 was settled to 48 members during the year.

(e) Labour Welfare Measures:

(i) Educational Stipends: The stipends at the rate of Rs.1500.00 per student were granted to those students who had passed

SSLC examination in the academic year 2012-13 and who had taken up higher studies after SSLC, viz 1st year PUC, Polytechnic / Vocational Training during the academic year 2013-14.

(ii) Incentive Award: An Incentive Award of Rs.1,500.00 was granted to one girl student and Rs.1,000.00 to one boy student in each division who had scored highest marks in the SSLC examination in the academic year 2012-13 and continued further studies.

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

Sl. No.	Description of courses	Amount per student, per annum for the entire duration of the courses
1.	Professional courses such as Medicine, Engineering, Agriculture, Pharmacy, B.Sc.& M.Sc. Nursing and ANM course	Rs. 5,000.00
2.	Graduation	Rs. 2,500.00

The Board granted Rs. 2,07,66,000.00 during the year 2013-14 under Labour Welfare Measures to 9,497 beneficiaries.



(f) Staff Strength of Coffee Board as on 31.03.2014

The details of Group-wise Staff Strength, number of Scheduled Caste & Scheduled Tribe employees and Female staff strength of the Board as on 31.03.2014 is summarized below :

Sl. No.	Total		SC/ST				FEMALE	
	Group	No. of Employees	SC (No.)	ST (No.)	% of Total No.		Female No.	% to Total No.
					SC	ST		
1.	'A'	84	15	6	17.86	7.14	11	13.10
2.	'B'	179	32	8	17.88	4.47	25	13.97
3.	'C'	636	115	38	18.08	5.97	137	21.54
	Total	899	162	52	18.02	5.78	173	19.24

OFFICIAL LANGUAGE WING

The Official Language Wing continued to discharge its duties in accordance with the norms laid down by the Official Languages Act 1963 and Official Languages Rules 1976 and achieved the targets, as fixed in the Annual Programme 2013-14 issued by the Department of Official Language, Ministry of Home Affairs, Government of India.

- ◆ As stipulated, all letters sent to the Ministry and offices situated in 'A' and 'B' Region were in the bilingual form viz., Hindi and English. Further, all letters received in Hindi were replied in Hindi.
- ◆ The compliance of Section 3(3) of the Official Languages Act 1963 was adhered and all the reports sent to the Central Government, were prepared in bilingual form. The Annual Report and Annual Accounts pertaining to Coffee Board were published and submitted in Hindi and English.
- ◆ The Special Incentive Scheme in vogue in the Board was continued wherein an individual employee was eligible to get an amount of Rs. 2,000.00 per year for writing 5000 words in Hindi in routine office files

etc. Eleven officials enrolled for the scheme and were granted incentive.

- ◆ Periodic Inspections were conducted in various sections at Head Office and also in some sub offices of the Board in order to check the usage and progress of Official Language Hindi in regular office work and subsequent reports with regard to the inspection were sent to enable them to make necessary corrections and improvements wherever necessary. During the year, 27 sub offices of the Board were inspected.
- ◆ The consolidated Quarterly Progress Report regarding progressive usage of Hindi were submitted through online to the Department of Official Language, Ministry of Home Affairs, New Delhi.
- ◆ Meetings of Official Language Implementation Committee were conducted in each quarter. Regular participation was ensured in the meetings of Hindi Salahakar Samiti of the Department of Commerce and Town Official Language Implementation Committee, Bangalore.



- ◆ 8 employees of the Board passed the Hindi Pragya examination held during November 2013 conducted under the Hindi Teaching Scheme.
- ◆ Unicode font was installed in 116 computers at Head Office, all the computers at CCRI, Balehonnur and Chikmagalur Extension offices.
- ◆ Under Rule 10(4) of OL Rules 1976, Six Sub offices of Coffee Board have been notified in the Official Gazette (letter dated 02.04.2013).
- ◆ 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. Accordingly, this year also the competition was organized on 13.08.2013. Competitors from fifteen various offices took part in the competition and the Air Force Station, Jalahalli bagged the Rolling Shield.
- ◆ Hindi Day was celebrated on 20.09.2013 and various competitions were held during the fortnight preceding the Hindi Day and the winners were awarded prizes on Hindi Day.
- ◆ Hindi Books worth a sum of Rs. 21,246.00 were purchased during 2013-14.
- ◆ An amount Rs. 60,23,925.00 was spent on advertisement on Coffee in Hindi which appeared in popular Hindi magazines and Journals.
- ◆ The Officers of Official Language Wing attended the Regional O.L Conference held on 10.02.2014 at Chennai.

- ◆ The Coffee Board was awarded First Prize by the Town Official Language Implementation Committee under Non-Technical Offices and Second Prize by the Ministry of Commerce & Industry, New Delhi for excellent performance in implementing Official Language in Coffee Board under 'C' Region for the year 2012-13.

VIGILANCE UNIT:

Vigilance unit is responsible for carrying out the 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:

Sl. No.	Particulars	No.
(i)	Pending cases at the time of commencement of year i.e., as on 01.04.2013 including 2 cases referred to Govt. of India.	14
(ii)	New cases added during the year	05
(iii)	No.of cases concluded during the year	04
(iv)	No.of cases pending for disposal as on 31.03.2014 (including cases referred to Government)	15

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 4 cases. Further enquiry is on in six cases.

The Vigilance Awareness week was observed in the Board's offices across the Country between 28th October, 2013 to 2nd November, 2013.

LEGAL UNIT:

The Legal cell is responsible for carrying out the following functions:-

Attending to all the Board's Legal matters pertaining to Marketing/Staff/Sales/ purchases/ Service Tax and Labour etc.,

- ◆ Attending litigations pending before various courts viz., Supreme Court, High Courts, Labour Courts, Lower Courts and Sales Tax Appellate Forum etc. of respective states.
- ◆ Co-ordinating and assisting the Board's advocates with relevant records to enable the advocates in preparing the plaints/ counter and for arguments.

- ◆ Attending to correspondence connected with Tax (both Sales Tax/Purchase Tax and Service Tax/, Service matters, Amendments to Coffee Act and correspondence 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 due wherever payable.
- ◆ Furnishing of opinion on files being referred by various sections, viz., Export, Pension, Engineering, Administration, etc.

Status of Court cases:

41 court cases were pending at the beginning of the year and 07 new cases were added. Out of 48, 6 cases were disposed during the year. The remaining 42 pending cases pertain to : Marketing and CDRP matters-12, Service Matters-20, SLP-6 & other matters-4.

Special Achievements:

The Board filed OS No.5298/1991 before the City Civil Court, Bangalore against the Pool Agent M/s Rahamania Coffee Works, Mettupalayam(Tamil Nadu) for recovery of Rs.1,48,18,252/- being the Pool fund money misappropriated by the Pool Agent between 1983 and 1990. The said suit was disposed and decreed vide order dated 2.1.2013 in favour of the Board. Further, the court directed the respondents to pay the court cost to the Board. The Board asked the Pool agent and the United India Insurance Co., Bangalore to pay the decreed amount in compliance of the City Civil Court order. Since the Lower Court has not passed any order on the interest payable by the Pool Agent, the Board has filed a review petition which is pending for disposal. In the meantime the United India Insurance Co., has filed an appeal before the High Court of Karnataka challenging the Lower Court order and decree.



Status of Purchase Tax Disputes:

Government of Tamil Nadu: The Board availed the Samadhan Scheme for settlement of arrears of tax/penalty/interest and paid Rs.6.80 crores in full and final settlement against the demand of 12 crores and interest / penalty. 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 for the assessment years 1983/84, 1987/88 to 1996/97.

Government of Kerala: The High Court of Kerala vide its order dated 29/8/2008 set aside the orders passed by the STAT confirming the levy of CST for the years 1984/85 to 1990/91, 1994/95 to 1996/97 and remanded the matter to the assessing officer to re-examine the issue in accordance with the law. Similarly, in respect of the Appeals for the year 1991/92 to 1993/94 and 2000/01 under CST and for the year 1991/92 to 1993/94, 1996-97 and 1997-98 under KGST, the STAT vide its order dated 26/9/2012 remanded the matter to the assessing officer. The Board produced the available relevant records to drop the demand. The Assessing Officer issued notices dated 11/3/2013 for the year 1984/85 to 1990/91, 1994/95 to 1996/97 proposing to confirm the levy of CST. The Board has filed a detailed reply to the said notices. The said reply is under consideration of the Assessing Officer.

ENGINEERING UNIT:

Coffee Board owns Office / Residential 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 Stations 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 Tamilnadu: R.V. Nagar in Andhra Pradesh and Diphu in Assam and Technology Evaluation Centers maintained by the Extension Department in the states of Karnataka, Tamilnadu, Kerala, Andhra Pradesh, Odisha and in North East Region of India viz. Assam, Arunachal Pradesh, Tripura, Mizoram & Nagaland. India Coffee House at Bangalore and India Coffee Center 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 new buildings under Infrastructure Development directly and some of the works through deposit contribution by liaising with the concerned authorities.

The expenditure details of the works carried out during the year 2013-14 are as under:

Sl.No.	Works carried out	Amount (in Rs.)
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	1,02,51,458.00
2	Total expenditure incurred for the minor civil / Electrical works under maintenance of buildings, payments of the Telephone bills, Water Supply and Sewage bills, Electricity bills and Property tax paid to Bruhat Bangalore MahanagaraPalike	1,04,13,013.00
		2,06,64,471.00



RIGHT TO INFORMATION:

Under Right to Information Act 2005, the Board received 105 applications from the Citizens of India seeking information / documents during the year 2013-14 and 08 applications were pending

at the beginning of the year. Thus, there were 113 applications for disposal. 106 applications have been disposed of during the year leaving behind 07 applications pending. 22 Appeals were received during the year 2013-14 and all the 22 appeals were disposed.





CHAPTER – III (A)

DETAILS OF STAFF WITH DISABILITY

No Persons with Disability (PwD) 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	Group	Existing	No. of staff with Disability		Category-wise staff with disability		
				No.	% to Total	UR	SC	ST
1.	Divisional Head (Research Projects)	A	6	1	16.67	1	-	-
2.	Subject Matter Specialist	A	33	1	3.03	1	-	-
3.	Junior Hindi Translator	B	4	1	25.00	1	-	-
4.	Extension Inspector	C	127	2	1.57	2	-	-
5.	Senior Assistant	C	102	3	2.94	3	-	-
6.	Multi Tasking Staff	C	271	1	0.37	1	-	-
	Total		543	9	1.66	9	-	-





CHAPTER – IV

COFFEE RESEARCH

The Coffee Board Research Department has implemented a number of research programmes/ studies under the scheme viz., “Research & Development of technologies for sustainable Coffee Production” during the year 2013-14.

The research projects were implemented by Central Coffee Research Institute (CCRI) and its regional research stations located at Chettalli (Kodagu, Karnataka), Chundale (Waynad, Kerala), Thandigudi (Pulneys, Tamil Nadu), R.V. Nagar (Vizag Dist., Andhra Pradesh) and Diphu (Karbi Anglong Dist., Assam). Beside these, the research programmes were also implemented in two research divisions viz., Biotechnology Centre, Mysore and Quality Division, Bangalore.

Apart from the above, various research projects sponsored by external funding agencies like 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 2013-14 under different research projects are as follows:

SCHEME: RESEARCH AND DEVELOPMENT OF TECHNOLOGIES FOR SUSTAINABLE COFFEE PRODUCTION

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

DIVISION OF PLANT BREEDING AND GENETICS

To develop heterotic F₁ hybrids, four male sterile plants were identified in the coffee gene pool (Ethiopian collections – S.2651 & S.2660 and World collections – S.1572 & S.1573) and used for the first time in hybridization at CCRI. Four genetically distant genotypes viz., Sarchimor, Tree Coffee Hybrid, SIn. 9 and S.4595 were used as pollinator parents and a total of 13 cross combinations were made during 2014 flowering season.

Crosses were performed between S.4903 (Colombian Catimor line) with tall arabica genotypes viz., S.1934, S.795 and SIn.5B as pollinators, to generate vigorous semi-dwarf F₁ hybrids coupled with durable rust resistance.

F₁ seed was collected from crosses between Chandragiri and three resistance donors (SH3 gene) viz., Kawisari, Cavimor and S.3827 (SIn.10) and progenies were raised for field planting during 2014 planting season.

Towards breeding for white stem borer tolerance, F₁ progenies developed from reciprocal crosses between ‘Chandragiri’ and a spontaneous hybrid of tree coffee were field planted during 2012 planting season. These hybrids exhibited vigorous growth, high field tolerance to rust and good fertility status. The progeny is being subjected to screening against stem borer *in vivo*. Selected plants have been selfed during 2014 season for raising F₂ progenies.



Four F_1 hybrid progenies raised from inter-varietal crosses between (SIn.7.3 x SIn.6 x S.3822) x SIn.10, made with an objective of pyramiding of various rust resistance genes were established in the field at CCRI.

Twenty one F_2 progenies raised from selected F_1 genotypes that recorded promising performance were established in the field at CCRI for further evaluation and selection. Selected progenies were also planted at CRSS, Chettalli and RCRS, Thandigudi for evaluation in different agro-climates.

In order to expedite the field evaluation, 16 F_3 progenies were raised from selected F_2 plants of Colombian Catimor crosses (S.5039, S.5040, S.5048, S.5049, S.5050, S.5051) and nine F_2 progenies from selected F_1 s of SIn.10 x (Catuai x HDT) at CCRI, for field planting during 2014 season.

Among seven F_1 hybrid progenies (S.4814 to S.4820) of the crosses between Colombian Catimor collection and tall genotypes like S.1934, SIn.5B and SIn.9 evaluated at CCRI, the progeny S.4817 (Colombian Catimor x S.1934) and S.4814 (Colombian Catimor x SIn.5B) recorded promising performance with respect to production potential, field tolerance to rust and bean quality traits. These progenies were advanced to F_3 level by pedigree selection for evaluation.

Among the F_1 hybrid progenies developed from inter-varietal crosses involving tall arabicas like HDT, S.2464, SIn.5A, Cioccie and Agaro, under evaluation at CCRI, S.4896 (S.HDT x S.2464) and S.4897 progenies (S.2464 x HDT) continued to record superior performance, with projected yields of 1591 kg/ha and 1645 kg/ha respectively, coupled with field tolerance to leaf rust and improved bean size (44% 'A' grade). F_2 progenies of select F_1 s were planted in field during 2013

season. Observations on bulk plots of S.4595 (F_3 of SIn.11 x HDT) established at RCRS, R.V. Nagar and TEC, Minumuluru revealed that the progenies exhibited vigorous growth and 10 to 32% of the population manifested low incidence of rust at the two locations. Further, at RCRS, R.V. Nagar, progeny yields of F_1 hybrids between SIn.5A and other tall arabicas (SIn.4A and SIn.3.4) ranged between 622 kg/ha to 1002 kg/ha with varying levels of leaf rust incidence. In order to raise the F_2 progenies, 18 elite plants were marked and selfed.

Among semi-dwarf F_1 progenies under evaluation at CCRI, the progeny S.4932 (BBTC Catimor x Sarchimor) recorded maximum projected yield of 1077 kg/ha during 2013 with 3 years average of 1314 kg/ha. The progeny also manifested high field tolerance to leaf rust and 67.6% 'A' grade beans of which 44.7% represent 'AA' grade. F_2 progenies of select F_1 plants were planted in field during 2013 season for evaluation.

Among 15 different semi-dwarf genotypes established at CCRI as multi line composite population, the progenies S.4938 and S.4939 recorded maximum projected yield of 1536 and 1662 kg/ha with moderate levels of field tolerance to leaf rust (36% and 50% of the population show medium rust incidence). The progeny S.4940 (Cavimor) recorded projected yield of 1384 kg/ha and relatively high tolerance to leaf rust (20.5%) during 2013. At RCRS, Thandigudi selfed progeny of Cavimor recorded consistent performance with mean projected yield of 1207 kg/ha (over 8 years) coupled with high field tolerance to leaf rust and good bean size (62.7% 'A' grade beans).

Of the 12 inter varietal F_1 progenies of Arabica (S.4856 to S.4863 and S.4874 to S.4877) under evaluation at CRSS, Chettalli, S.4875 (SIn.6 x SIn.9) recorded maximum projected yield of 1371 kg/ha followed by 1164 kg/ha in S.4877 (S.795 x SIn.9). The S.4861 progeny (SIn.6 x S.795)



recorded average yield of 1036 kg/ha (over 5 yrs). The S.4877 progeny was free from rust while 3.5% of population in S.4861 manifested low rust incidence. Both these progenies recorded high percentage of 'A' grade beans, 74% in S.4877 and 67% in S.4861. Elite plants were selfed for raising F_2 progenies.

Field performance of F_2 progeny of the cross, S.4422 x HDT was evaluated at CRSS, Chettalli and 11 plants with mean fruit yield (3 years) of 3 to 4.5 kg were selfed and F_3 progenies were generated for further evaluation. At RCRS, Thandigudi, F_1 progeny of 5B x Sln.9 recorded consistent performance with mean projected yield of 1102 kg/ha (4 years), coupled with high field tolerance to leaf rust and improved bean size (60% of 'A' grade).

With an objective of evaluating the potential of drought tolerant clones, clonal progenies of S.880, S.1932, S.3399, DR- 5 and two station selections, S.274 and C x R, were planted in Perikkallur area of Pulpally liaison zone, a recurrently drought prone region. Juvenile growth was found superior in S.1932 followed by S.3399 and under severe moisture stress (Mean soil moisture < 16%) experienced during the last season, S.1932 clones exhibited relative tolerance as 14 clones out of 50 clones followed by S.3399 (11 out of 50 clones) showed wilting symptoms.

In order to evaluate the performance of promising robusta lines in different locations, clones of S.3399, Wt.2, Wt.4, S.3657, and Wt.6 along with station selections, S.274 and CxR were planted in Pathirimadom estate at Pulpally in Wayanad and Poabs Plantations at Vandiperiyar, Idukki Dt. Among the seven genotypes, the establishment and growth of S.3399 clones followed by Cx R clones was found to be superior at both the locations.

Conducted a survey in severely drought hit areas of Pulpally and Mananthavady liaison zones for selecting drought tolerant Robusta plants. A total of 11 plants showing tolerance to severe moisture stress and scorching were identified (9 plants from Mullankolly Panchayath of Pulpally & two plants from Vellamunda under Mananthavady zone). Suckers were collected from these plants and clones are being raised.

F_1 hybrids from reciprocal crosses involving drought tolerant root types (S.1932, S.3399) as well as exotic robusta collection (S.3657) and station selections (S.274, C x R) were established in field at RCRS, Chundale.

SCAR (Sequence Characterized Amplified Region) assays with BA 12412K and SAT 244 markers linked to SH3 gene for rust resistance were used for tracking plants homozygous to SH3 in F_1 and F_2 progenies of Colombian Catimor crosses with S.1934.

During 2013-14 season, 8,580 kg seed coffee of different station selections comprising of 6,544 kg Arabica and 2,036 kg Robusta produced at different research stations and TECs, was supplied to the coffee growers in traditional areas. Among arabica varieties, Chandragiri constituted the major share of 4252 kg. In non-traditional areas, 3,508.5 kg of seed coffee including 3501 kg Arabica and 7.5 kg Robusta produced at RCRS, R.V. Nagar and TEC, Minumulur was supplied during 2013-14 season.

A total of 20,335 rooted clones of C x R were supplied to growers from CCRI, CRSS, Chettalli and RCRS, Chundale, for planting during 2013 planting season. Further, considering the growing demand for robusta clones, a pilot programme was initiated to scale up the clonal production to achieve annual target of 1.0 lakh clones by the end of XII plan. Accordingly, 62,000 clones were



raised during 2013 season which will be ready for supply to the growers during 2014 planting season.

Café Movel, the mobile based extension service, developed as a pilot programme under ICO-CFC sponsored multi-country project on coffee leaf rust, was launched on 22nd August 2013.

DIVISION OF BIOTECHNOLOGY

The research activities of the Biotechnology Centre, Mysore during the year were focused on the control of WSB using biotechnological tools. To accomplish these, around 550 WSB infected stems were collected from private estates and covered with nylon nets for trapping the adult beetles. A total of 189 Bt isolates were inoculated in to spore suspension cultures and these suspensions were provided to Entomology Division for bioassay studies. PCR screening of Bt isolates using cry gene specific primers were carried out. Full length of Cry II gene was amplified from the DBT 737 & 739 strains and cloned in pGEM-T vector and sequenced. E. coli containing the cloned Cry II and Cry 34 genes in pET expression vector was received respectively from collaborators M/s Metahelix, Bangalore and UAS, Dharwad. Cloned Cry II and Cry 34 genes were inactive in the bioassay. The plasmid DNA isolated from SROB8 was amplified with SRP 271. Forward and reverse primers and the amplified products was cloned and transformed to E. coli JM 109 and sent for sequencing. Cry 3 gene was cloned in E. coli expression vector system. Different Bt formulations were prepared and applied to WSB infected arabica stems in the field conditions to know their efficacy in controlling the WSB incidence.

Genomics studies were continued to get clues on the molecular basis of resistance to WSB. Analysis of subtracted cDNA library was prepared

from WSB fed CxR to understand the gene expression during WSB infestation. Secondary PCR products of 342 clones were sequenced and data were analyzed. Thirty one clones selected from the PCR product target the full length gene of the R2 and R3 domain transcription factor was cloned from cDNA and sequenced. 3RACE product of a glucosyl transferase gene was cloned and sequenced. Further PCR product of WSB fed forward subtracted C x R cDNA was amplified with SRP 230, SRP 244 and SRP 245 forward and reverse primers and were cloned in pGEMT vector and screened by blue white screening. In the suppression subtractive hybridization (SSH) cDNA library we discovered strong presence of transcripts putatively coding for a gene involved in the biosynthetic pathway of a plant defense system against herbivory. This was thought to be the major defense system of coffee plants against WSB. Then designed a semi-quantitative assay for detecting the trait and confirmed the existence of the defense system in *Coffea* species. Different genotypes of *Coffea* species were screened to assess the diversity of the trait in coffee germplasm. Wide variation was noticed in the expression of the trait. Thus, the study apart from identifying a novel defense system deployed by coffee plants against WSB, has also provided a simple semi-quantitative assay to detect its presence.

Gus expression and transgene integration was analyzed in T_0 and T_1 transgenic plants transformed with rice endochitinase gene. PCR amplification revealed the integration of GusA, hpt, 35s promoter and chitinase transgenes was noticed in T_0 as well as 18 T_1 plants.

Plants were regenerated from the seeds of the inter-specific hybrids of *C. racemosa* x SIn.3R (*C. congensis* x *C. canephora*) by culturing seeds and embryo rescue method. Morphological and



yield data was collected from TC trial plots with S.2800, S.2794 and C x R genotypes established in the different agro-climatic locations including the planter's field.

Sub-component 1.2:

Technologies for crop production through improved soil health and management practices

CROP MANAGEMENT

DIVISION OF AGRICULTURAL CHEMISTRY

Multi-location field trials on Integrated Nutrition Management (INM) were continued in selected research stations and Technology Evaluation Centers (TEC) on arabica and robusta coffee with the treatments modified as per the suggestions of the expert committee. The first year's data on nutrient status (major and micro) and biological parameters (soil respiration, dehydrogenase and biomass carbon) were generated by analyzing soil samples collected during pre and post monsoon periods prior to the imposition of treatments. Variation in the nutrient status as well as biological parameters among the treatments was not very significant. The clean coffee yield recorded in all the six locations did not exhibit a definite trend with reference to the different treatments. The study is being continued.

Field trial conducted to study the influence of organic and inorganic nutrient sources on Arabica coffee yield, quality and soil physico-chemical property was continued. The variations in soil chemical and biological properties with reference to the different treatments were statistically insignificant. However, soil organic carbon, available P, K, Ca, Mg, Cu, Zn, Fe, Mn, and biological properties (dehydrogenase, respiration and bio-mass carbon contents) were numerically higher in the soils receiving organic nutrient

sources exclusively or in combination with the inorganic fertilizers compared to the treatments, "absolute control" and RDF. Highest yield was observed under the treatment in which 50% of the nutrients was supplied through in-organic fertilizers in combination with vermicompost @ 1.25 ton/ac/annum. Similar field trials were initiated in research farms of other substations on robusta coffee to verify the benefits of vermicompost.

Soil fertility assessment and soil health monitoring of traditional coffee growing regions of Karnataka, Kerala and Tamil Nadu was initiated as an inter-institutional collaborative project with NBSS & LUP (ICAR), Bangalore to appraise soil fertility and establishment of permanent soil health monitoring sites. The project was formally launched during July 2013 and systematic soil sample collection for evaluation of fertility status was initiated in Chikmagalur and Kodagu during December 2013. A total of 1180 soil samples were collected from Chikmagalur (911 samples covering five taluks) and Kodagu regions (269 samples covering 3 hoblis of Somawarapet taluk). The work is under progress.

Under the advisory service support to growers through soil, leaf and agrochemical analysis, 8357 soil samples were received and analysed for pH, OC and available P and K. Based on soil analytical data and field information, lime and fertilizer recommendations were rendered to 1410 growers. A total of 284 soil samples received from 30 growers were analysed for available Ca, Mg, Cu, Zn, Fe and Mn and the results were communicated to the concerned growers.

104 leaf samples received from five growers were analysed for nutrient content and the sufficiency/deficiency of nutrients, with suitable remedial measures, was intimated to the growers.



A total of 933 agrochemicals comprising of liming materials, spray lime, fertilizers, organic manures and copper sulphate received from 522 growers were analysed and the purity of the samples reported to the growers.

To assess the secondary and micronutrient status of coffee growing soils of Tamil Nadu, 196 soil samples from Adalur, Yercaud, Palghat, Pannaikadu and Perumalmalai Liaison Zones of Tamil Nadu region were collected and analysed for available Ca, Mg and DTPA extractable micronutrients content.

DIVISION OF AGRONOMY

The study on evaluation of different planting designs and pruning methods in Arabica coffee, laid out with Chandragiri variety at CCRI, SIn. 5B at Gundikhan estate and Chandragiri & SIn. 5B at CRSS, Chettalli, were continued. Observations on yield during 2013-14 at CCRI revealed that among different treatments, hedge row system of planting (6' x 3') (6050 plants / ha) and training on multiple stem without topping with cyclic pruning after each harvest and hedge row system of planting (6' x 3') (6050 plants / ha) on single stem with rock-n-roll pruning of alternate rows recorded highest yield of 1632 and 1617 kg / ha respectively. Square system of planting (Control) (6' x 6') (2990 plants / ha) on single stem with regular pruning treatment recorded a yield of 672 kg/ha.

Under the programme on improvement of labour productivity through mechanization, evaluation of the walk behind track machine was done to check its efficiency for various operations like spraying and raking of fruits etc.

A new trial on micro-irrigation and fertigation was finalized and initiated at CCRI.

Evaluation of data for the last ten years (2003 to 2012) available at RCRS, Diphu, Assam revealed that receipt of adequate quantum of blossom and backing shower has direct bearing on productivity of robusta coffee.

Studies on performance of station selections revealed that Chandragiri recorded promising performance over Cauvery with respect to yield (347 kg/ha) at TEC, Bualpui. However, at TEC, Haflong, Cauvery recorded higher yield (164 kg/ha) compared to Chandragiri (102.85 kg/ha). Among robusta selections evaluated at RCRS, Diphu, C x R recorded maximum yield of 378 kg/ha followed by S. 274 (293 kg/ha) and BR series (280 kg/ha).

A technical bulletin on "Planting design for mechanization of coffee estates in India" has been published.

DIVISION OF PLANT PHYSIOLOGY

Detoxification of hydrogen peroxide through enzymatic activity is an important function of plant cells to protect from oxidative damage. The periodical assessment of enzymatic activities (catalase and peroxidase) in four Arabica cultivars for two seasons revealed that whenever, peroxidase activity was high the catalase activity was low and vice-versa. But both enzymes showed increasing activity with increase in maximum temperature coupled with depletion of soil moisture and started declining with decrease in temperature and improvement in soil moisture in all the cultivars. However, total H₂O₂ detoxification of catalase + peroxidase was high in Chandragiri at low temperature & high soil moisture from June to December and subsequently total detoxification activity was high in SIn.9 at high temperature & low soil moisture from January to March. Whereas, in other two Catuai x HDT and



Columbian Catimor cultivars showed intermediate total H₂O₂ detoxifying activity.

Assessment of physiological performance in semi dwarf hybrids at CCRI showed maximum net photosynthesis in BBTC x Sarchimor hybrid. While its reciprocal hybrid Sarchimor x BBTC exhibited maximum stomatal conductance, transpiration rate and mesophyll efficiency among the hybrids compared to parents and other crosses. Among tall arabica hybrids SIn.5A x SIn.9 showed higher carboxylation efficiency, instantaneous and intrinsic water use efficiency with minimum Ci/Ca ratio over to their parents.

Seasonal variation in growth and development in nine new promising arabica hybrids in comparison with S.795 and SIn.9 at CRSS, Chettalli indicated significantly ($p < 0.05$) high mean berry dry matter accumulation in S.4862 followed by S.4858 and S.4859 compared to rest of the genotypes. However, maximum fruit dry matter accumulation with better out turn ratio at fruit ripening stage was in S.4858 and S.4859. The regression correlation analysis on leaf production, leaf extension growth, starch content and pre mature berry drop in coffee showed a positive relationship ($r = 0.539$) between leaf production and mean starch content of the wood and negative relationship ($r = -0.645$) between leaf extension and pre mature berry drop. Thus, leaf retention, maintenance of adequate carbohydrate reserve through supply of adequate nutrients and timely adoption of plant protection measures and agronomic practices during berry development is very important for reduction of the pre mature berry drop in coffee.

Crop development behavior assessed during 2013 & 2014 in different locations revealed that on account of heavy and continuous rainfall in many places the fruit drop was high to an extent of 14.9 to 28.51 % in robusta coffee, 5.27 to 20.87% in arabica coffee at CCRI, 33.8 and 43.57 in arabica

and robusta coffee at CRSS Chettalli, 5 -10% in robusta coffee at Chundale and minimal of 1.5 to 2.66 % in arabica at RCRS, Thandigudi.

The assessment of bean characteristics and meteorological data during 2013 & 2014 in robusta coffee from different plantations of TATA Coffee Ltd and CRSS farm indicated Pea berry 13.45 & 16.67 %; AA 6.44 & 10.54%; RKR 18.31 & 13.36%; AB 38.02 & 41.25 % and C grade beans 12.44 & 19.9% during 2013 and 2014. Thus, indicating 3.21% increase in pea berry, 4.1% less in AA 4.95% less in RKR (Robusta Kapi Royale) with 3.23% and 7.46% increase in AB and C grades in the current year compared to 2013 season. The weight loss was mainly due to improper development of coffee berries as there was around 30 to 33% excess monsoon rainfall during 2013 season. The increase in pea berry was mainly due to prolonged dry period after fruit set and delayed onset of monsoon.

The regression correlation analysis at Coffee Research Sub Station on fruit weight and meteorological data indicated a positive relationship ($r = + 0.351$ $n=50$) between quantum of rainfall and number of fruits per Kg and negative relationship ($r = - 0.372$ $n=50$) between minimum temperature during monsoon period and fruits per Kg. Thus indicating that excess rainfall reduces the fruit weight and prevalence of minimum temperature during monsoon for longer period reduced total fruit weight, resulting in increased number of fruits in a Kg fruits harvested. Thus, out turn ratio was affected in robusta coffee throughout the zones. The same analysis in arabica coffee did not indicate major influence.

The assessment of growth and physiological parameters like Leaf area and Specific leaf weight, Relative water content and soil moisture in C x R, S.274, Wayanad Robusta (WR) and Drought tolerant (DT) robusta coffee at RCRS,



Chundale revealed maximum increase of specific leaf weight from 14.38 to 18.80 followed by 13.82 to 17.8, 12.76 to 17.2 and 11.58 to 15.60 mg/cm² was in C x R, Drought tolerant, Wayanad Robusta and S.274 respectively.

Sub-component 1.3:

Development of eco-friendly measures for management of pests and diseases of coffee

CROP PROTECTION

DIVISION OF PLANT PATHOLOGY

Thirty five rust differentials and 24 'A' type plants established at nine locations, seven in Karnataka and two in Tamil Nadu, to monitor rust race flora of different coffee regions were periodically observed for tolerance / susceptible to rust pathogen.

Rust spores were collected from the infected coffee differentials and 'A' type plants and rust races viz., I, VIII, XII, XXIII, XXXVII, XLI and new rust races with virulent genes V 1, 2, 5, 6, 7, 8, 9 and V 2, 5, 6, 7, 8, 9 were isolated. Fourteen designated rust races and 15 new races differentiated earlier were maintained on Bourbon coffee seedlings under greenhouse conditions for further studies.

Field incidence of leaf rust on new arabicas (F₁ & F₂ hybrids) at CCRI and Regional Stations were assessed. The observations indicated that at CCRI, among the eleven F₁ hybrids assessed, rust incidence was least on S.4932 (0.1.26%) followed by S.4933 (1.69%), S.4897 (2.06%), S.4936 (3.39%), S.4898 (3.49%), S.4937 (4.53%), S.4899 (5.70%), S.4896 (5.73%), S.4934 (6.60%), S.4935 (6.612%) and highest on S.4900 (9.41%) during the peak period of incidence. Among the seven F₂ progenies of new hybrids, least rust incidence was recorded in S.4814 (1.97%), followed by S.4816 (2.44%), S.4817 (3.81%), S.4815 (5.81%), S.4819

(19.23%), S.4818 (22.52%), and maximum in S.4820 (27.27%). At CRSS, Chettalli, among the new hybrids assessed, incidence was least on S.4862 (3.90%) followed by S.4855 (4.43%), S.4861 (4.61%), S.4856 (6.89%), S.4860 (7.77%), S.4859 (12.31%), S.4858 (15.39%), S.4863 (18.94%) and highest incidence was recorded on S.4864 (27.33%). At RCRS, Thandigudi, among the three hybrids assessed, rust incidence was least on Sln.5B x Sln.7.3 (1.04%) followed by Sln.5B x Sln.9 (1.43%) and highest on Cauvery x Sln.7.3 (11.56%)

Field efficacy of new fungicide Nativo 75 % WG (Tebuconazole 50% + Trifloxystrobin 25%) at different concentrations (0.005, 0.075, 0.01, 0.015 and 0.02% a.i.) was assessed in comparison with recommended fungicides viz., Contaf 5 EC (0.01%), Folicur 25 EC (0.02%) and Bordeaux mixture (0.5%) for control of leaf rust on S.795 cultivar of arabica coffee at three locations. Treatments were imposed during pre and post-monsoon period. Leaf rust incidence was recorded at monthly intervals. Average rust incidence recorded was least in treatments with Nativo 75WG at 0.015 and 0.02% (0.92% and 0.79% respectively), while incidence was slightly higher in other fungicide treatments and in Nativo at lower concentrations. Similar trends on the incidence of rust were noticed at CRSS, Chettalli and RCRS, Thandigudi where the fungicide trial was repeated.

Rust incidence along with weather parameters was recorded at fortnightly intervals on three coffee cultivars at three locations to develop rust forecast model. The results of the observations indicated that maximum plant population infected by leaf rust fungus was recorded in arabica coffee S.795 (69.6%) followed by robusta cultivar CxR (63.3%) and least in Sln.5B (62.75%). Disease incidence was high in CxR (6.52%) followed by



S.795 (5.73%) and low in Sln.5B arabica (4.52%). Disease severity was high in robusta cultivar CxR (7.77%) followed by S.795 (6.80%) and low in Sln.5B (6.02%) arabica coffee respectively.

A preliminary study was initiated during May, 2013 to understand the etiology of the new problem of curling and chlorosis of tender coffee leaves on arabica coffee cultivars planted in the museum block at CCRI farm. The data on disease incidence and disease severity recorded for the season indicated that average high incidence of leaf curling and chlorosis was recorded in Sln.13 (4.29 %) followed by Sln.8 and Sln.9 (1.97%), Sln.10 (1.80%), Sln.5B (1.56%), Sln.11 (1.46%), Sln.6 and Sln.4 (1.33%), Sln.12 (1.21%), Sln.7.3 (1.06%), Sln.5A (0.96%) and least incidence in Sln.3 (0.98%). The average severity of leaf curling and chlorosis was highest in Sln.13 (22.09%) followed by Sln.4 (5.18%), Sln.12 (5.16%), Sln.11 (4.90%), Sln.8 (4.75%), Sln.5B (3.98%), Sln.9 (3.84%), Sln.6 (3.30%), Sln.10 (3.05%), Sln.3 (2.61%), Sln.5A (2.11%) and least in Sln.7.3 (1.66%).

Rust incidence was recorded during peak period (October and November) of disease incidence on arabica world collections (Germplasm block) which are maintained at CCRI farm. The observations on 246 germplasm collections of arabica revealed that the disease incidence was nil on S.2581, S.2452, S.2456, S.2460, S.2732, S.2727, S.2459, S.2742, S.1567 and S.1575, while all the remaining materials were found susceptible to coffee rust.

The nursery experiment initiated to test the efficacy of Nativo 75 WG at 0.075% & 0.015% a.i. in comparison with presently used fungicides viz., Tilt 25 EC (0.02%), Folicur 25 EC (0.02%) and Indofil 75% WP (0.04%) for the control of stem necrosis and leaf spot of coffee seedlings

was continued during the period. Among the different fungicides evaluated, stem necrosis and leaf spot disease caused by *Myrothecium roridum* was least on seedling treated with Indofil 75% WP @ 0.04% (6.49%) followed by Folicur 25 EC @ 0.02% (8.15%) Nativo 75% WG @ 0.015% (8.27%), Tilt 25% EC @ 0.02% (8.91%) and untreated control recorded highest disease incidence of 14.08%.

DIVISION OF ENTOMOLOGY

To popularise the use of cross vane pheromone traps as one of the interventions for the effective management of coffee white stem borer, 30,865 traps with bait were supplied to coffee growers.

For the management of the coffee berry borer, 60,690 broca traps with lure were supplied to the coffee growers in Karnataka and Kerala. To replenish the lure material in the traps supplied to the growers, 2260 litres of lure material was supplied.

As an eco-friendly measure to manage the coffee mealy bug infestation, 9,000 parasitoids of the mealy bug were supplied to growers as per demand.

The use of the entomopathogenic fungi *Beauveria bassiana* as a bio-control agent against the coffee berry borer was popularised by supply of ready to use culture as well as starter culture for on-farm production. 1008 kg of rice culture containing the fungus was supplied as a ready to use product. Further, 80 litres of liquid medium was supplied as starter culture for on-farm production.

Under the DBT sponsored project "Development of Arabica Coffee Plants Resistant to Coffee White Stem Borer", 1402 Bt toxins were screened by incorporating in the artificial diet developed and 148 were found to show moderate activity against the borer larvae.



Under the outsourced project with Bio-control Research Laboratories of Pest Control India Ltd. Bangalore, on “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” new baits were being tested both in the laboratory as well as in the field.

Trials under the collaborative project “Eco-friendly approaches for the management of coffee white stem borer, *Xylotrechus quadripes* Chev. (Coleoptera: Cerambycidae)” with ICAR Institutes like IIHR, NBAII, Bangalore and NRCB, Banana, Trichy, were continued. The leads obtained were being probed further.

New molecules like Chloranthranlliprole 18.9% w/w S.C, Flubendiamide, Chlorpyrifos 50% + Cypermethrin 5%, Ethiprole 40% + Imidacloprid 40% WG, and Thiacloprid 21.7% SC were being tested for their efficacy against the stem borer.

To identify sources of resistance against the stem borer, screening of a natural arabica–tree coffee hybrid was taken up by releasing eggs and neonate larvae on cut stems in comparison with stems of susceptible varieties. Preliminary observations indicate mortality of the early stage larvae.

The incidence of shot-hole borer on robusta appeared to be on the increase during the recent years. Hence, trials were taken up to evaluate leaf extracts of other recorded host plants as kairomone bait.

The facility to test soil samples for identifying nematode infested areas on the estates as well as soil used for nursery preparation was continued.

Sub-component 1.4:

Technology for enhancement of Quality of coffee and coffee effluent pollution abatement

COFFEE QUALITY DIVISION, BANGALORE

449 coffee samples comprising of 334 commercial samples received from exporters, growers and traders and 54 R&D samples received from research stations, 26 samples from NER region and 35 samples from ICD were assessed for physical and organoleptic quality parameters.

The coffee samples selected for the final round of cupping for the ‘Flavour of India-Fine Cup Award - Cupping Competition 2013’ were judged by the panel of International Jury on 24th June 2013 at Nice, France. The results of the competition were announced at the SCAE Exhibition on 26th June 2013 at Nice, France and the awards were distributed to the winners at the “Coffee Awards Nite” during IICF on 24th January 2014 held at Hotel Lalit Ashok, Bangalore.

A total of 227 coffee samples consisting of 137 arabica and 90 robusta samples from the different coffee tracts were received for the flavour of India-Fine Cup Award Cupping Competition 2014. The samples received were coded by the coding committee and were subjected for physical assessment and pre jury cupping session during March 2014.

Six roasting units, setup by the industry stakeholders, were inspected for providing subsidy under Support for Coffee Processing machinery. Two coffee curing works were inspected for renewal of curing license.

Four Kaapi Shastra Training Programmes were conducted at Quality Evaluation Centre, Coffee Board, Bangalore during 2013-14 in which 72 people participated.



Two three-days Short Term Executive Program (STEP) in Coffee Entrepreneurship were organized in Mumbai and Kolkata by IIPM-CIE during 2013-14 and a total of 31 members participated.

Seven students of the 2012-13 batch of the "Post Graduate Diploma in Coffee Quality Management", successfully completed the course. Eight students joined the 2013-14 batch and reported at CCRI on 16th September 2013 for the first trimester. After completing the 1st trimester they reported for the 2nd trimester on 16th December 2013 at Head Office, Bangalore.

The National Barista Championship 2014 was held in two phases i.e. preliminary round was conducted from 16th to 18th January 2014 at Manthri Square, Sampige road, Malleshwaram, Bangalore and the final was organized on 24th January 2014 during the India International Coffee Festival 2014 (IICF) at the Lalit Ashok, Bangalore.

ANALYTICAL LABORATORY, BANGALORE

A total of 57 coffee samples comprising of 4 roasted beans, 14 green coffee, 20 roast and ground coffee, 3 de-caffeinated coffee, 10 R & G + chicory and 6 Monsooned coffee received from traders were analyzed for different PFA parameters. The results indicated that all the samples were within the limits prescribed by PFA.

A total of 97 moisture meters consisting of, 40 Sinar, 54 Digital and 3 Kappa moisture meters received from curers/traders/exporters/Research were calibrated for accurate measurement of moisture level in green coffee samples.

Six coffee samples received from the traders, comprising of four green and two monsooned coffee samples, were tested for Ochratoxin-A contamination. The level of contamination in

green coffee was in the range of 0.4 to 0.7 ppb and in monsooned coffee the range was from 0.2 to 0.46 ppb.

Thirty one green coffee samples, 23 samples received from CRSS, Chettalli and 8 received from RCRS, Diphu, were analyzed for moisture and caffeine content and the results indicated that all the samples were within the limits prescribed by PFA.

To generate database, a study on the BIS parameters namely moisture content by oven method, total ash and caffeine content in combination with roast and ground, pure coffee and coffee-chicory mix, samples of pure Arabica and robusta coffee and pure roast and ground chicory were collected from manufacturers. Different blends were prepared with arabica + robusta, arabica + chicory and robust + chicory and arabica + robusta chicory at different ratios.

Twenty three numbers of Roast & Ground coffee samples were analyzed for pH and acidity. Total acidity and pH were estimated in both water and ethanol extract of six roasted coffee samples from different coffee growing region of the world and the result indicated that pH of water and total acidity showed better correlation than its counterpart.

As a part of the work on testing of pure soluble coffee and soluble coffee: chicory mixtures for BIS parameters, six coffee samples comprising of three pure soluble coffee and three soluble coffee: chicory blended samples were tested for moisture percentage, caffeine and total ash contents. Caffeine content in all the six samples was well within the limits prescribed by the BIS. The total ash content in pure soluble coffees was within the limits prescribed by the BIS while the total ash content in soluble coffee: chicory blended samples did not meet the prescribed limits.





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 traditional areas is 3, 47,236 Ha. which accounts for 84% of the total area of 4,18,975 Ha. in the country. The number of holdings in Traditional Areas are 1, 64,479 which accounts for around

55% of the total number of 3,00,390 holdings in the country.

Area under coffee in Traditional Area

The details of planted area, bearing area under coffee and number of holdings for 2013-14 in 3 traditional coffee growing States were as follows:

State	Planted Area (Ha)			Bearing Area (Ha)			No. of Holdings		
	Arab.	Rob.	Total	Arab.	Rob.	Total	< 10 Ha	>10Ha	Total
KARNATAKA	109003	121330	230333	100323	113063	213386	69367	2005	71372
KERALA	4175	81184	85359	3865	80548	84413	77110	275	77385
TAMILNADU	25939	5605	31544	24461	5535	29996	15379	343	15722
TOTAL FOR TRADITIONAL AREA	139117	208119	347236	128649	199146	327795	161856	2623	164479

Weather Conditions and Crop Production for 2013-14:

Blossom and crop setting for 2013-14 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 2013. Subsequently, the coffee areas witnessed a long drought period during May 2013 which resulted in heavy proliferation of White Stem Borer causing considerable loss to Arabica plants. The dry period was followed by monsoon with unusually heavy & continuous rains from June to August 2013. Heavy rains resulted in diseases like black rot, stock rot and berry drop due to wet

feet conditions. Continuous rains did not even allow carrying out routine cultural operations necessary to protect coffee plants. The Rainy and cloudy weather affected photosynthesis and regular development of the berries and plants. The weather conditions prevailed during North-East monsoon period were favourable for crop development.

Considering the overall situation and the crop realization, the final crop estimates for 2013-14 season for traditional area was placed at 2,96,550 MT comprising of 94,390 MT of Arabica and 2,02,160 MT of Robusta. The State-wise details are as follows:



(In Metric Tonnes)

State	Production Estimates		
	Arabica	Robusta	Total
KARNATAKA	78,440	1,32,660	2,11,100
KERALA	2,000	64,675	66,675
TAMIL NADU	13,950	4,825	18,775
Total for Traditional Area	94,390	2,02,160	2,96,550

Pests and Diseases:

The incidence of white stem borer, which is a major pest on Arabica, was generally medium to high 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 high in coffee plantations located in high altitudes and heavy rainfall areas during June to Aug 2013. The incidence of die back and root diseases on coffee was 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 the Junior 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 the Junior 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 the 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, 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

activities viz., periodical assessment of crops, monitoring & management of pest and disease incidence, procurement and distribution of seed coffee. The details of various extension activities carried out during the year 2013-14 are as follows:

Sl. No.	Activities	Achievement (Numbers)
1.	Estate Visits	26286
2.	Field Demonstration	6311
3.	Advisory letters	3106
4.	Group Meetings/ Seminars/ Village level meetings	106
5.	Mass Communication/Contact programmes	20
6.	Media Campaigns	57
7.	Training Programmes on coffee cultivation at TECs	5453
8.	Vocational training programme for women workers/ growers	994

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 873 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, analysis of these samples and chalking out soil amelioration measures and the manurial dosage to be applied 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 1016 growers were covered under 6 mass contact programmes

Technology Evaluation Centres (TECs):

Ten Technology Evaluation Centers (TECs) of the Board located in different agro climatic zones 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 by adopting region / location specific agronomic package of practices as training centres and as seed production centers.

Development Support Scheme:

The Extension Personnel of the Board carried out the works of registration, investigation, processing



of subsidy applications /claims and disbursement of subsidy for effective implementation of the development support scheme. Subsidy was extended to the coffee growers in traditional area for carrying out the activities of re-plantation, water augmentation, quality up-gradation and pollution abatement activities for improving production, productivity and quality of coffee.

As per the approval of Govt. of India, the XI plan schemes were continued till 31.12.2013 as per the same cost norms and pattern of expenditure of XI plan. The details and scale of subsidy for different components continued upto 31.12.2013 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 unit cost considered for the purpose of the scheme was Rs.1,00,000.00 per ha. in case of Arabica and Rs.70,000.00 per ha. in case of Robusta. The scale of subsidy varied with the size of holdings; (i) 40% of the unit cost for the growers up to 2 Ha. holding size; (ii) 30% of the unit cost for the growers holding above 2 Ha. and up to 10 Ha. holdings; and (iii) 25% of the unit cost for the growers holding above 10 Ha. coffee area.

2. Water Augmentation:

Subsidy at the rate of 25% of the unit cost subject to a maximum subsidy limit of Rs. 1.50 lakhs per holding was extended for different activities under water augmentation scheme to eligible individual coffee growers up to 20 Ha. holding size. The unit cost fixed for different activities varies with the size of holdings and ranges from Rs.27,000.00 to Rs.5,00,000.00 per holding.

3. Quality Up-gradation:

Subsidy at the rate of 20% of the unit cost subject to a maximum subsidy limit of Rs. 1.50 lakhs per holding was extended for different activities under Quality upgradation scheme to eligible individual coffee growers up to 20 Ha. holding size. The unit cost fixed for different activities varies with the size of holdings and ranges from Rs.25,000.00 to Rs.4,50,000.00 per holding.

4. Pollution Abatement:

Extended subsidy at the rate of 20% of the unit cost subject to a maximum subsidy limit of Rs. 80,000.00 per holding for the growers up to 20 Ha. holding size for taking up pollution abatement activity. The unit cost fixed for different activities varies with the size of holdings and ranges from 4,000.00 to Rs.4,00,000.00 per holding.

The physical achievement under different activities during the year 2013-14 are as follows:

Sl. No.	Component/Activity	No. of Beneficiaries/ Units	Area benefited in Ha.
1.	Replantation	1150	2291
2.	Water Augmentation	2981	7461
3.	Quality Up-gradation	1758	5919



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 shortage of farm labour.

The scale of subsidy applicable for different sized holdings and SHGs / Grower Collectives is as under:

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

During 2013-14, support was extended to 10345 machineries benefiting 9129 growers under this scheme.

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

Distribution of Area:

Coffee Board conducted a Techno-Feasibility Survey in the early 1950's to identify areas suitable for coffee cultivation in the states of Andhra Pradesh (AP) and Odisha. Based on the recommendation in the survey report, the Forest Department of AP first started commercial coffee cultivation in the Agency areas of Visakhapatnam

in 1961. These plantations were later handed over to Andhra Pradesh Forest Development Corporation Ltd., (APFDC) for maintenance. In 1976, the Integrated Tribal Development Agency (ITDA) introduced coffee as a development initiative for tribal groups to stop the practice of 'Podu' or shifting cultivation. Realizing the potential of coffee farming in non-traditional area, Coffee Board executed its support for coffee development in Andhra Pradesh and Odisha from IX five year plan onwards.

Distribution of Area in NTA:

The details of area under coffee and number of holdings in Andhra Pradesh and Odisha are as under:

Liaison zone	Planted Area (Ha)			Bearing Area (Ha)			No. of holdings		
	Ar.	Rob	Total	Ar.	Rob	Total	< 10	> 10	Total
ANDHRA PRADESH									
Minumuluru	26978	1.0	26979	20355	1.0	20356	65038	1	65039
Chintapalli (E)	10027	181	10208	7337	181	7518	17528	2	17530
Chintapalli(W)	14280	86	14366	11535	86	11621	19741	2	19743
Arakuvalley	9790	--	9790	7872	0	7872	21361	1	21362
Total	61075	268	61343	47099	268	47367	123668	6	123674
ODISHA									
Koraput	4066	-	4066	3317	-	3317	3720	20	3740
Total	4066	0	4066	3317	0	3317	3720	20	3740
Grand Total	65141	268	65409	50416	268	50684	127388	26	127414



Weather Conditions and Crop Production:

In Andhra Pradesh, the weather was satisfactory and congenial for development of coffee during 2013-14 season. Blossom showers were received during the third week of April 2013 followed by backing showers during the first fortnight of May 2013. This resulted in satisfactory blossom and fruit set. The monsoon was set during June 2013 and was fairly active. The distribution of rainfall was satisfactory throughout the season.

In Odisha, the weather was satisfactory and congenial for development of coffee during 2013-14 season. Blossom showers were received during second fortnight of March 2013 and subsequent showers were received during April 2013. The monsoon was set during June 2013 and the distribution of rainfall was satisfactory throughout the season.

Considering the overall situation and the crop realisation, the final estimates for 2013-14 for NTA was placed at 7,760 MT comprising of 7,690 MT of Arabica and 70 MT of Robusta.

Pest and Diseases:

No major out-break of pests and diseases was reported during the year 2013-14. Partial defoliation, death of twigs was noticed in the rust susceptible selections like Cauvery (Sln.12), Sln. 7, Sln.4 (A), Sln.4 (T). 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 focused 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 2013-14 are as follows:

Sl. No.	Activities	Achievement (Nos.)
1	Estate visits (Nos.)	3268
2	Method demonstration (Nos.)	815
3	Group gatherings addressed (Nos.)	266
4	Study Tour to traditional coffee growing areas (Nos.)	36
5	Quality awareness campaigns (Nos.)	13

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 2013-14 is furnished below:

Activities	Area / Units
Coffee Expansion (Area in Ha.)	3344
Quality up-gradation	
a) Drying yard (No. of units)	1034
b) Baby pulpers (No. of units)	250



C. NORTH EASTERN REGION (NER)

Coffee was introduced in Cachar district of Assam in the year 1953. The coffee expansion programme was initially taken up by the Corporations / Departments of the various states of North Eastern Region. As cultivation was encouraging,

Coffee Board undertook a comprehensive survey during 1982-1990 and identified suitable areas for coffee cultivation in different states of NER. Thereafter, the Board involved itself directly in the implementation of coffee development programmes from IX Plan period (1997-2002) onwards.

Distribution of Area:

The details of area under coffee and number of holdings in North Eastern States are as under:

Sl. No.	Liaison Zone/State	Planted Area (Ha)			Bearing Area (Ha)			No. of Holdings		
		Arabica	Robusta	Total	Arabica	Robusta	Total	<10 Ha	>10 Ha	Total
1	Arunachal Pradesh	07	204	211	-	154	154	179	2	181
2	Assam	635	375	1010	388	304	692	989	3	992
3	Manipur	225	2	227	22	-	22	206	-	206
4	Meghalaya	336	373	709	227	201	428	1074	-	1074
5	Mizoram	1993	4	1997	627	3	630	3752	3	3755
6	Nagaland	1584	196	1780	600	50	650	1491	1	1492
7	Tripura	347	49	396	200	49	249	797	-	797
	Total	5127	1203	6330	2064	761	2825	8488	9	8497

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.

Pest and Diseases:

In general, no major incidence of pest and disease was 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	2474
2	Method demonstration	1190
3	Group gatherings addressed	314
4	Quality awareness campaigns	54



Technology Evaluation Centres (TECs)

Four Technology Evaluation Centers continued to function in North Eastern Region at Deomali (Arunachal Pradesh), Halflong (N.C.Hills, Assam), Bualpui (Mizoram), Tulakona (Agartala, Tripura). The TEC, Bualpui in Mizoram continued 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 (in ha.)	363
Consolidation of Coffee (in ha.)	88
Quality Up-gradation	
a. Pulpers (No. of Units)	122
b. Drying Yard (No. of Units)	105

In addition to extending financial support for the above activities, 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.

Under the market support scheme, the Board continued to extend 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 stakeholders of coffee industry as detailed below :

- ◆ In association with Indian Institute of Plantation Management, Bangalore conducted 10 reach-out training programmes for 233 coffee growers of different coffee growing regions of the country and for Board's personnel. The key topics covered under the reach out programme included, (i) Use of Machinery and its Maintenance in Coffee Estates (ii) Certified Coffee for Profitability and Sustainability (iii) Personality, Career and Relationship Management (iv) Participatory Approaches to Extension Management (v) Managing Family Coffee Business for tiny growers for future of NTA (vi) Managing Family Coffee Business for tiny growers for future of NER and (vii) Coffee Markets and Price Trends.
- ◆ Six Short Term Executive Programmes were conducted for 143 personnel of the Board by the Indian Institute of Plantation Management, Bangalore on (i) Value Chain Management in coffee (ii) Administrative and Legal Procedures in Government Organization (iii) IT Enabled Administrative System (ITEAS) and (iv) Entrepreneurship and New Ventures in the Coffee Sector.



- ◆ Training and skill building programmes on various aspects of coffee cultivation for the benefit of 5453 coffee growers, estate workers and supervisory staff were conducted at the Technology Evaluation Centres of Coffee Board.
- ◆ Vocational training programmes for women were conducted for the benefit of 994 women growers / workers in association with Krishi Vigyan Kendras of Agricultural Universities / ICAR.
- ◆ Five training programmes of Kaapi shastra and three training programmes on coffee roasting, grinding and retailing were conducted benefiting 83 and 72 beneficiaries respectively.

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 Rs. 50,000.00 per Arabica coffee grower and Rs. 40,000.00 per Robusta coffee grower and;
- ii) the interest rate, after allowing interest subsidy should not be lower than 7%.

During the year, 479 growers got the benefit of interest subsidy to an extent of Rs.52.39 lakhs.





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 were approved by the Government of India:

- 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 robust domestic market is important. Besides creating value in the sector, a robust demand helps to create a buffer for the producers against international price fluctuations. In this context, growth in domestic demand is facilitated through promoting awareness about coffee / consumption of pure coffee through generic promotion campaigns using mass media (TV, Radio, Magazines), participation in festivals, besides developing Entrepreneurial Skills by holding trainings on Coffee Roasting, Brewing etc.

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

ii) Market Research and Intelligence:

The component has the focus on providing analysis of market trends to growers through web and dissemination of 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 Database 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.

Domestic Promotional Activities:

The demand and trends of domestic coffee consumption are analysed through periodic studies which provide useful inputs to chalk out the marketing strategies and based on this, the Board identifies the areas and participates in domestic exhibitions. Last year the Board participated in 46 reputed exhibitions after identifying the potential areas to promote coffee drinking such as North, East, West and South India.

The Coffee Board is targeting to increase the domestic coffee consumption in the coming years and during 2013-2014, the Board participated in the following domestic events:



Sl. No.	Name of the Event	Period
1	44 TH General Assembly at Oberoi, Mumbai	21 st to 24 th April 2013
2	Arogya-2013 at Comprehensive –Fair Ayurveda, Yoga & Unani, Chandigarh	10 th to 13 th May 2013
3	India Bakery Expo 2013, Chennai	18 th to 20 th May 2013
4	Annual Flower Show 2013 at Kodaikanal, TN	19 th and 20 th May 2013
5	Ad6 Deccan Herald Event 2013, Bangalore	25 th and 26 th May 2013
6	Food and Hospitality World 2013, White field, Bangalore	12 th to 14 th June 2013
7	9 th Food & Tech Expo 2013, New Delhi	26 th to 28 th July 2013
8	Agri Intex 2013 Codissia, Coimbatore, TN	11 th to 14 th July 2013
9	Dinamalar Agri Expo 2013, Vellore, TN	2 nd to 5 th August 2013
10	12 th Kolkata Foodtech 2013, Kolkata	16 th to 18 th August 2013
11	5 TH Edition Foodex 2013, BIEC, Bangalore	23 rd to 25 th August 2013.
12	ITPO Nainital Carnival 2013, Nainital, Uttarakhand	8 th to 13 th August 2013
13	UPASI Coonoor 2013, Coonoor, TN	2 nd and 3 rd September 2013
14	Aahar KTPO 2013, Bangalore	6 th to 8 th September 2013
15	10 th Edition of Food & Beverage, Goa	19 th to 21 st September 2013
16	Annapoorna 2013, Mumbai	23 rd to 25 th Sept. 2013
17	Kaliaghai Utsav 2013, Midnapur WB	24 th to 28 th September 2013
18	Coffee Festival 2013, Chandigarh	27 th to 30 th Sept. 2013.
19	NNS 8 th Meri Dilli Utsav 2013, New Delhi	4 th to 6 th October 2013
20	Global Agri Connect 2013, Pusa, New Delhi.	25 th to 27 th October 2013
21	FICCI, Arogya, Comprehensive Fair on Ayurveda, Yoga, Lucknow, UP	25 th to 28 th October 2013
22	18 th Edition of CII Chandigarh Fair 2013, Chandigarh	25 th to 28 th October 2013
23	Himalayan Expo in Railway Ground Siliguri, WB	25 th to 31 st October 2013
24	“Krishimela 2013”, GKV Bangalore	7 th to 11 th November 2013
25	Bio Fach 2013, Bangalore	14 th to 16 th November 2013
26	33 rd India Intl. Trade Fair 2013 (IITF), New Delhi	14 th to 27 th November 2013
27	4 th Agrotech 2013, ITC Kolkata	28 th to 30 th November 2013
28	PHD, PITEX Intl Expo 2013, Amritsar, Punjab	5 th to 9 th December 2013



Sl. No.	Name of the Event	Period
29	Infocom 12 Gems of India 2013, Kolkata	5 th to 8 th December 2013
30	Fine Food India 2013, New Delhi	11 th to 13 th December 2013
31	10 th Jatiya sahanti Utsav 2013, Kolkata, WB	11 th to 17 th December 2013
32	6 th Onattukara Agri Festival 2013, Alleppy, Kerala	26 th to 30 th December 2013
33	37 th Sunderban Mela 2014, Kolkata WB	3 rd to 12 th January 2014
34	80 th All India Kannada Literary Conference Madikeri	7 th to 9 th January 2014
35	Coffee Santhe, Bangalore	11 th and 12 th January 2014
36	1 st Assam Intl Agri Horti Show 2014, Guwahati, Assam	8 th to 11 th January 2014
37	Classic Vintage Car Rally 2014, Kolkata	19 th January 2014
38	IICF 2014, Bangalore	21 st to 25 th January 2014
39	Partnership Summit 2014, Taj West End, Bangalore	27 th to 29 th January 2014
40	Asia Africa Agri Business, 2014, New Delhi	4 th to 6 th February 2014
41	CCSCH Spices Board 2014, Cochin, Kerala	11 th to 14 th February 2014
42	Indoor Food Expo 2014, Indoor, MP	14 th to 16 th Feb. 2014
43	5 th Vision Rajasthan 2014, Jaipur, Rajasthan	17 th to 19 th Feb 2014
44	Rubber Meet 2014, Cochin, Kerala	20 th &21 st February 2014
45	9 th Nutra India Summit 2014, Bangalore	12 th to 14 th March 2014
46	Aahar 2014, New Delhi	10 th to 14 th March 2014

The consumption can be increased only through awareness about coffee and this is done through generic mass media campaigns like TV campaigns and Print media campaigns, in the form of booklets, journals etc., and hence these campaigns are done effectively to bring awareness about coffee drinking. The Board has also released advertisements to draw the attention of younger generation for making a career in coffee which has abundant openings- to become a cupper, roaster or barista besides educating the consuming public on the positive health aspects of coffee in reputed magazines.

The Board continued its efforts of providing 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.

Kaapi Shastra programme

During 2013-14, Coffee Board organized Four Kaapi Shastra Training programmes at Head Office in Bangalore and Two Reach Out programmes in association with Indian Institute of Plantation Management - Centre for Innovation & Entrepreneurship (IIPM-CIE) in Kolkata and Mumbai.



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

In the world coffee chain hardly 40% of the coffee economy is in the producing countries while the remaining 60% is captured by consuming countries. Over the years consuming countries have improved the capabilities of processing, manufacturing and marketing coffee as an end product. Adoption of latest technologies in roasting, grinding and packaging is critical for the sustained development of coffee value chain and the market. Processing, packaging and marketing of coffee in the domestic market would also provide ample opportunities for employment generation especially through small and medium enterprises. As the modern technologies in the areas of coffee roasting, grinding and packaging are capital intensive; it inhibits the Small and Medium Enterprises (SMES) to venture into taking up coffee value addition activities. Therefore, it is found necessary to extend appropriate support to the entrepreneurs to acquire the suitable technology to manufacture and package good quality coffee powder.

The main objective of the scheme is to enhance quality of coffee product and achieve value addition through introduction of improved technologies in coffee roasting, grinding and packaging.

Individuals, Self-Help-Groups and growers' collectives, marketing co-operatives, 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 rate of subsidy is (i) 25% of the total cost for individuals / firms and 40% for Self Help Groups and other growers' collectives. The total cost includes besides the basic cost of the machinery items, admissible taxes, freight, insurance and cost of commissioning. Maximum subsidy is limited to Rs.25.00 lakhs per unit.

The roasting, grinding and packaging machinery in any of the following combination is eligible for subsidy:

1. Roasting machine, grinding machine and packaging machine.
2. Roasting machine and packaging machine.
3. Grinding machine and packaging machine.

However, in respect of the existing units, subsidy is eligible for any one type of machines viz., roasting, grinding or packaging machines. A grinding machine or roasting machine is considered only if a functional packaging machine is already existing or vice-versa.

During the year 6 roasting units were inspected and subsidy was provided for under Support for Coffee Processing machinery.





CHAPTER VII

EXPORT PROMOTION

COFFEE EXPORTS

Exporter Registration and Renewal

The total number of exporters registered with Coffee Board as on 31st March 2014 was 538 as against 457 on 31st March, 2013. This includes 81 new registrations for the year 2013-14.

Export Permits and ICO Certificate of Origin

Coffee Board is issuing Export Permit under Section 20 of Coffee Act for export of Coffee. As per the norms of the International Coffee Organization, London, Coffee Board also issues Certificate of Origin for export of coffee to the registered exporters of coffee against the requests made by them in the prescribed application format.

Filing of Export Permit Applications Online

Export permits and ICO Certificate of Origin are now issued against the applications filed both online as well as in person. The facility of online filing of export permit has been extended by providing User-id and Password to all the registered exporters of Indian Coffee.

A total of 10,584 export permits and ICO Certificates of Origin have been issued to 160 Registered Exporters of Coffee during the year as against 9,993 permits issued during 2012-13. Out of 10,584 permits, 9210 permits were issued for export of Indian origin coffee and 1374 permits were issued for re-export of coffee.

Interactions 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 the International Events, Trade Fairs, Quality issues, Financial Assistance etc. All the 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 and to the 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 during the period are as under:

- Daily report on export performance for Board's website, Notice Board, and Board's Officers.
- 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 exports - Exporter wise, Country wise, Type & Grade wise 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 under:

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 of equivalent given in the footnote of the ICO Resolution 407/420.

*2 Arabica Cherry 'C' should be free from Blacks, Browns and 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

Coffee Exports:

During 2013-14, export permits for export of 3,12,454 MT of coffee were issued (including 63,571 MT of re-exports) valued at Rs. 4,760.35 crores equivalent to US \$ 810.03 million with a unit value of Rs.1,52,353 per MT. As against the total permits issued, confirmation of exports has been received provisionally for 2,98,152 MT

(including 57,026 MT of re-exports) valued at Rs. 4,532.45 crores equivalent to US\$ 764.59 Million with a unit value of Rs. 1,52,018 per MT. During the year 2012-13, exports of coffee was 2,99,288 MT valued at US\$ 855.46 Million equivalent to Rs. 4,552.75 crores with a unit value of Rs. 1,52,119 per MT.

During 2013-14, coffee from India was exported to 102 countries as against 104 countries in the previous year, of which Italy, Germany, Belgium, Russian Federation, and Turkey were the top 5 importing countries.

Types of Coffee	Quantity In MT	Percentage to Total Exports
Arabica Parchment	48,055	16.12
Arabica Cherry	11,344	3.80
Robusta Parchment	29,125	9.77
Robusta Cherry	1,24,929	41.90
Roasted Coffee Beans and Ground Coffee in GBE*	255	0.09
Instant/Soluble Coffee in GBE*	84,444	28.32
Total	2,98,152	100.00

*Green Bean Equivalent.

GRADE WISE DETAILS OF COFFEE EXPORTS (PROVISIONAL)

Sl. No.	Grade Name	Quantity in Tonnes	Indian Rs. [Lakhs]	Us Dollar [Lakhs]	Unit Value	
					Rs./Tonne	USD/Tonne
1	Plantation-A	18,766.0	35425.00	598.00	188777.00	3188.00
2	Plantation-PB	2,298.00	4193.00	70.00	182479.00	3039.00
3	Plantation-B	8,828.0	15152.00	255.00	171638.00	2893.00
4	Plantation-C	4,404.0	6721.00	113.00	152596.00	2573.00
5	Plantation-Bulk	1,782.0	3210.00	54.00	180117.00	3020.00
6	Mysore Nuggets-EB	2,130.0	4065.00	69.00	190902.00	3217.00
7	Plantation-AA	9,839.0	18984.00	324.00	192944.00	3289.00
8	Plantation-PB Bold	9.0	20.00	0.00	224889.00	4222.00



Sl. No.	Grade Name	Quantity in Tonnes	Indian Rs. [Lakhs]	Us Dollar [Lakhs]	Unit Value	
					Rs./Tonne	USD/Tonne
10	Arabica Cherry-PB	58.0	89.00	2.00	154593.00	2600.00
11	Arabica Cherry-C	739.0	896.00	15.00	121139.00	1981.00
12	Arabica Cherry-Bulk	126.0	234.00	3.00	185843.00	2727.00
13	Monsooned Malabar-AA	4,203.0	9688.00	160.00	30494.00	3810.00
14	Monsooned Basanally	375.0	677.00	11.00	180408.00	3040.00
15	Mon. Arabica Triage	209.0	269.00	4.00	129233.00	2125.00
16	Arabica Cherry-AA	142.0	232.00	4.00	163146.00	2788.00
17	Arabica Cherry-A	85.0	140.00	2.00	165253.00	2827.00
18	Robusta Parchment-AB	10,346.0	16469.00	282.00	159187.00	2724.00
19	Robusta Parchment-PB	1,922.0	2684.00	47.00	139657.00	2469.00
20	Robusta Parchment-C	1,260.0	1667.00	28.00	132302.00	2242.00
21	Robusta Pmt-Bulk	7,229.0	11035.00	189.00	152637.00	2614.00
22	Robusta Kaapi Royale	7,482.0	11759.00	196.00	157165.00	2622.00
23	Robusta Parchment-A	867.0	1405.00	24.00	162027.00	2736.00
24	Robusta Pmt.PB-Bold	19.0	39.00	1.00	204479.00	3177.00
25	Robusta Cherry-AB	54,258.0	66760.00	1132.00	123041.00	2087.00
26	Robusta Cherry-PB	3,372.0	4361.00	75.00	129352.00	2211.00
27	Robusta Cherry-C	27.0	33.00	1.00	124151.00	2038.00
28	Robusta Cherry-Bulk	3,336.0	3991.00	68.00	119634.00	2046.00
29	Robusta Chy Clean Bk.	11,893.0	14537.00	253.00	122237.00	2126.00
30	Monsooned Robusta-AA	926.0	1579.00	26.00	170596.00	2812.00
31	Monsooned Rob-Triage	10.0	12.00	0.00	125258.00	2268.00
32	Liberia Bulk	234.0	322.00	6.00	137268.00	2399.00
33	Excelsia Bulk	11.0	58.00	1.00	535185.00	8611.00
34	Robusta Cherry-AA	21,068.0	27204.00	463.00	129123.00	2196.00
35	Robusta Cherry-A	29,692.0	38364.00	647.00	129206.00	2179.00
36	Robusta Cherry AAA	103.0	141.00	2.00	136831.00	2258.00
37	Instant Coffee	84,444.0	142139.00	2375.00	168323.00	2812.00
38	Roasted & Ground Coffee	193.0	530.00	9.00	275363.00	4678.00
39	Roasted Coffee Seeds	63.0	184.00	3.00	293876.00	4848.00
	Total	2,98,152.0	453245.00	7646.00	152018.00	2564.00



COUNTRY WISE DETAILS OF COFFEE EXPORTS DURING 2013-14
[BOTH INDIAN & RE-EXPORTED COFFEE] [PROVISIONAL]

Sl. No.	Name of the Country	Quantity in MT.	Value Rs. Lakhs
1	Italy	74,892.0	1,05,940.0
2	Germany	31,094.0	46,207.0
3	Belgium	17,682.0	29,267.0
4	Russian Federation	15,968.0	25,778.0
5	Turkey	11,848.0	20,242.0
6	Jordan	10,335.0	17,183.0
7	Slovenia	9,478.0	11,502.0
8	Indonesia	8,963.0	12,744.0
9	Liberia	6,706.0	8,310.0
10	Ukraine	6,278.0	11,499.0
11	Spain	6,080.0	7,750.0
12	Malaysia	5,642.0	7,871.0
13	Australia	5,487.0	7,933.0
14	U.S.A.	5,293.0	8,891.0
15	Greece	5,184.0	6,696.0
16	Finland	5,151.0	8,887.0
17	Kuwait	4,477.0	7,677.0
18	Saudi Arabia	4,229.0	7,067.0
19	France	4,171.0	7,060.0
20	Israel	3,874.0	5,066.0
21	Portugal	3,700.0	4,715.0
22	Taiwan	3,139.0	4,192.0
23	Switzerland	3,050.0	5,651.0
24	Japan	2,711.0	4,446.0
25	Myanmar	2,591.0	3,609.0
26	Singapore	2,535.0	4,077.0
27	Poland	2,478.0	3,584.0
28	Syrian Arab Republic	2,264.0	3,093.0
29	United Kingdom	2,203.0	4,137.0
30	United Arab Emirates	2,081.0	3,904.0
31	Netherlands	1,641.0	2,442.0
32	Korea, Republic of	1,564.0	2,717.0



Sl. No.	Name of the Country	Quantity in MT.	Value Rs. Lakhs
33	Croatia	1,288.0	1,578.0
34	Morocco	1,256.0	1,696.0
35	Algeria	1,252.0	1,630.0
36	Canada	1,155.0	1,652.0
37	Vietnam	984.0	1,370.0
38	Albania	928.0	1,162.0
39	Latvia	887.0	1,811.0
40	Belarus	882.0	1,773.0
41	Egypt	807.0	1,053.0
42	Serbia	768.0	982.0
43	Romania	702.0	851.0
44	Lithuania	679.0	1,262.0
45	Togo	643.0	1,421.0
46	Denmark	643.0	772.0
47	Iran, Islamic R/O	618.0	1,098.0
48	Niger	617.0	1,396.0
49	Oman	580.0	839.0
50	Nigeria	575.0	1,108.0
51	Estonia	574.0	952.0
52	Benin	566.0	1,382.0
53	Hungary	564.0	871.0
54	Georgia	557.0	720.0
55	Mali	556.0	1,317.0
56	Senegal	538.0	1,220.0
57	Mauritania	531.0	1,141.0
58	Austria	442.0	516.0
59	Lebanon	395.0	502.0
60	Ghana	380.0	1,000.0
61	Uzbekistan	356.0	587.0
62	Norway	327.0	554.0
63	New Zealand	302.0	470.0
64	Burkina Faso	279.0	675.0
65	China	276.0	415.0
66	Korea, People's R/O	274.0	542.0
67	Turkmenistan	264.0	580.0



Sl. No.	Name of the Country	Quantity in MT.	Value Rs. Lakhs
68	South Africa	258.0	476.0
69	Bangladesh	237.0	404.0
70	Nepal	235.0	891.0
71	Kazakhstan	233.0	449.0
72	Kenya	211.0	384.0
73	Congo. Rep. of	196.0	453.0
74	Sweden	174.0	357.0
75	Qatar	127.0	204.0
76	Czech Republic	118.0	229.0
77	Iraq	115.0	299.0
78	Tunisia	99.0	227.0
79	Bulgaria	95.0	25.0
80	Cameroon	80.0	171.0
81	Slovakia	77.0	116.0
82	Moldova	68.0	153.0
83	Dubai	68.0	139.0
84	Sri Lanka	54.0	129.0
85	Ireland	48.0	136.0
86	Brazil	45.0	107.0
87	Guinea	42.0	96.0
88	Gabon	39.0	95.0
89	Macau	38.0	46.0
90	New Caledonia	38.0	63.0
91	Chad	37.0	60.0
92	Tahiti	33.0	70.0
93	Armenia	30.0	53.0
94	Gambia	29.0	4.0
95	Mexico	27.0	69.0
96	Peru	18.0	30.0
97	Sudan	18.0	64.0
98	Thailand	14.0	24.0
99	Bahrain	13.0	25.0
100	Maldives	2.0	5.0
101	Hong Kong	1.0	2.0
102	Philippines	1.0	1.0
	Grand Total	2,98,152.0	4,53,245.0

Zero stands for less than a tonne\Rs. lakhs



COUNTRY WISE DETAILS OF COFFEE EXPORTS 2013-14
[RE-EXPORTED COFFEE]

Sl. No.	Name of the Country	Quantity in Mt.	Value Rs. Lakhs
1	Russian Federation	11,489.0	18,682.0
2	Turkey	10,623.0	18,474.0
3	Indonesia	6,405.0	9,120.0
4	Ukraine	3,966.0	7,366.0
5	Finland	2,876.0	4,965.0
6	U.S.A.	2,842.0	4,457.0
7	Malaysia	2,469.0	3,410.0
8	Singapore	2,058.0	3,067.0
9	Japan	1,793.0	2,757.0
10	Myanmar	1,713.0	2,357.0
11	France	1,036.0	2,249.0
12	Germany	906.0	1,494.0
13	Belarus	771.0	1,541.0
14	United Kingdom	730.0	1,552.0
15	Taiwan	660.0	988.0
16	Syrian Arab Republic	559.0	781.0
17	Vietnam	558.0	776.0
18	Latvia	545.0	1,082.0
19	Poland	425.0	620.0
20	Mali	392.0	927.0
21	Mauritania	364.0	806.0
22	Uzbekistan	356.0	587.0
23	Togo	296.0	657.0
24	Belgium	184.0	244.0
25	Iran, Islamic R/O	180.0	390.0
26	Kazakhstan	159.0	307.0
27	Lithuania	157.0	273.0
28	Kenya	153.0	233.0
29	Burkina Faso	152.0	362.0
30	Niger	149.0	326.0
31	Nigeria	143.0	245.0
32	China	141.0	224.0
33	Senegal	139.0	318.0



Sl. No.	Name of the Country	Quantity in Mt.	Value Rs. Lakhs
34	Italy	126.0	190.0
35	Congo. Rep. of	119.0	284.0
36	Korea, Republic of	109.0	216.0
37	Iraq	107.0	275.0
38	Kuwait	107.0	220.0
39	Jordan	95.0	146.0
40	Tunisia	89.0	202.0
41	Benin	86.0	193.0
42	Cameroon	73.0	154.0
43	Hungary	67.0	197.0
44	Georgia	63.0	135.0
45	Greece	57.0	98.0
46	Turkmenistan	57.0	125.0
47	Netherlands	54.0	190.0
48	Saudi Arabia	53.0	96.0
49	Brazil	45.0	107.0
50	Switzerland	45.0	72.0
51	Guinea	40.0	92.0
52	South Africa	33.0	55.0
53	Tahiti	22.0	46.0
54	Moldova	22.0	42.0
55	Estonia	21.0	49.0
56	Gabon	20.0	48.0
57	Algeria	18.0	40.0
58	Croatia	18.0	34.0
59	Austria	18.0	27.0
60	Thailand	13.0	22.0
61	Bulgaria	13.0	21.0
62	Armenia	11.0	16.0
63	Gambia	9.0	19.0
64	Spain	9.0	22.0
65	Ghana	8.0	21.0
66	United Arab Emirates	6.0	15.0
67	Australia	5.0	13.0
68	Romania	5.0	8.0
	Grand Total	57,026.0	95,124.0



EXPORT OF SPECIALTY AND VALUE ADDED COFFEE 2013-14
[BOTH INDIAN AND RE-EXPORTED COFFEE]

Sl. No	Type of Coffee	Quantity in MT	Value Rs. Lakhs
1	Specialty Coffee	15,334	28,051
2	Soluble, Roasted & Ground Coffee	84,700	1,42,854
	Total	1,00,034	1,70,905

EXPORT OF COFFEE BY TOP 10 EXPORTERS DURING 2013-14
[BOTH INDIAN & RE-EXPORTED COFFEE]

Sl. No	Name of the Exporter	Quantity in MT	Value Rs. Lakhs
1	Allanasons Limited	31,246.4	47,644.0
2	CCL Products (India)Ltd.,	30,227.1	49,228.9
3	NKG Jayanti Coffee Pvt. Ltd.	24,116.6	33,393.0
4	Tata Coffee Ltd.,	19,666.2	34,379.5
5	I.T.C. Limited	18,550.9	26,521.8
6	Nestle India Limited	16,686.0	27,542.2
7	Olam Agro India Limited	16,657.1	26,632.1
8	Amalgamated Bean Coffee Trading Co. Ltd.,	15,058.1	22,619.1
9	S.L.N. Coffee Pvt.Ltd.	14,828.4	21,641.1
10	Ruchi Infrastructure Ltd.,	13,676.2	17,543.7
	Top 10 Total	2,00,713.0	3,07,145.4
11	Others	97,439.2	1,46,099.9
	Grand Total	2,98,152.2	4,53,245.3



Export Incentives:

Coffee Board provided Export Incentives to the coffee exporters under the Scheme “Export Promotion of Coffee” during the XI Plan. The Govt. of India conveyed its approval for the continuation of the scheme as per XI plan norms till 31st December 2013 with existing modalities.

The following are the objectives for providing Export Incentives:

- a) To enhance the export of Value Added coffees as India Brand in retail consumer packets containing maximum quantity of 1000 gms in the case of Roasted coffee and 500 gms. for Instant Coffee.
- b) To encourage the export of high value green coffees to far off markets viz. USA, Canada, Japan, Australia & New Zealand

In view of the above, the Export Incentives to the Coffee Exporters under “Export Promotion Scheme” was continued for export of Value Added Coffee in retail pack as India Brand @ Rs. 2.00 Per Kg and @ Rs. 1.00 per Kg for export of High Value Green Coffee to far off markets viz. USA, Canada, Japan, Australia & New Zealand during 2013-14.

The physical and financial achievements under the two activities during the year 2013-14 are as

follows:

Sl. No	Components	Quantity in MT	Value Rs. Lakhs
1.	Incentive extended for export of High Value Green Coffee to far off markets	8,650	86.50
2.	Incentive extended for export of Value Added Coffee in retail packs as India Brand	14,301	285.64

Coffee Board of India continued to promote the export of value added coffees as India Brand and continued to strengthen the identity of Indian coffee through Coffees of India Logo depicting Indian coffee as shade grown, sustainable and scintillating. This

symbolically describes the fact that Indian coffee is shade grown and coffee growing region in India is one of the 25 bio-diversity hotspots of the world and also highlights the diversity of coffees grown in India.





Coffee Board Awards:

Export Awards:

Coffee Board of India instituted the Export Awards in 1999-2000 in order to recognize and honour the best performance of Coffee Exporters to motivate, encourage and maximize their export performance especially to key destinations in value added segments like Specialty, Roasted and Soluble Coffees. During 2011, in addition to the Best Exporter & the Second Best Exporter, a Third category of the award was also introduced as the Bronze award.

The 13th & 14th Annual Export Awards were held on 24.01.2014 for Export Performance for the financial years 2011-12 & 2012-13. The awards

were Gold, Silver, Bronze in each category- viz., Green, Specialty, Instant/Soluble and Roasted Coffee and for performance in each region – viz., USA & Canada, Europe, Russia and CIS, Middle East and North Africa (MENA) and Far East.

For the two years 2011-12 & 2012-13 put together, nineteen companies bagged 54 Export awards. The highest number of Gold Awards were won by M/s CCL Products (India) Ltd., Hyderabad with Six Gold, whereas the highest number of Awards were bagged by M/s Allanasons Ltd., Mumbai which bagged 10 Awards which include 3 Gold, 5 Silver and 2 Bronze Awards.

The Nineteen companies who bagged 54 Export awards are:-

SI No	Name of the Exporter	Awards	Category
1	M/s CCL Products (India) Ltd., Hyderabad	Six Gold Awards	-Best Exporter of Instant Coffee (2011-12) -Best Exporter of Instant Coffee (2012-13) -Best Exporter of coffee to Russia & CIS Countries (2011-12) -Best Exporter of coffee to Russia & CIS Countries (2012-13) - Best Exporter of coffee to USA & Canada Region (2011-12) - Best Exporter of coffee to USA & Canada Region (2012-13)
2	M/s Allanasons Ltd., Mumbai	Three Gold Awards	- Best Exporter of Coffee to MENA Region (2011-12) - Best Exporter of Green Coffee (2012-13) - Best Exporter of Coffee to MENA Region (2012-13)



SI No	Name of the Exporter	Awards	Category
		Five Silver Awards Two Bronze Awards	-Second Best Exporter of Green Coffee(2011-12) -Second Best Exporter of Specialty Coffee (2011-12) -Second Best Exporter of USA & Canada Region (2011-12) -Second Best Exporter of Specialty Coffee (2012-13) -Second Best Exporter of USA & Canada Region (2012-13) -Third Best Exporter of coffee to Europe Region (2011-12) -Third Best Exporter of coffee to Europe Region (2012-13)
3	M/s NKG Jayanti Coffee Pvt. Ltd., Bangalore	Three Gold Awards One Silver Award Two Bronze Awards	-Best Exporter of Green Coffee (2011-12) -Best Exporter of Coffee to Europe region (2011-12) -Best Exporter to Europe Region (2012-13) -Second Best Exporter of Green Coffee (2012-13) -Third Best Exporter of Specialty coffee (2011-12) -Third Best Exporter of Specialty coffee (2012-13)
4	M/s Aspinwall & Co., Ltd., Mangalore	Two Gold Awards	-Best Exporter of Specialty coffee (2011-12) -Best Exporter of Specialty coffee (2012-13)
5	M/s Sri. Narasu's Coffee Company Ltd., Salem	Two Gold Awards	-Best Exporter of coffee to Far East Region (2011-12) -Best Exporter of coffee to Far East Region (2012-13)
6	M/s Coca-Cola India Pvt. Ltd., Bangalore	One Gold Award	- Best Exporter of Roasted Seeds & Ground Coffee (2011-12)



SI No	Name of the Exporter	Awards	Category
7	M/s Jay Keshav Exports Pvt. Ltd., Bangalore	One Gold Award	- Best Exporter of Roasted Seeds & Ground Coffee (2012-13)
8	M/s Tata Coffee Ltd., Bangalore	Five Silver Awards Two Bronze Awards	-Second Best Exporters to Russia & CIS countries (2011-12) -Second Best Exporters to Far East Region (2011-12) -Second Best Exporters of Instant coffee (2011-12) -Second Best Exporters to Russia & CIS countries (2012-13) -Second Best Exporters of Instant coffee (2012-13) Third Best Exporter of coffee to USA & Canada Region (2011-12) Third Best Exporter of coffee to Far East Region(2012-13)
9	M/s Amalgamated Bean Coffee Trading Co., Ltd., Bangalore	Two Silver Awards One Bronze Award	-Second Best Exporter of coffee to Europe Region (2011-12) -Second Best Exporter of coffee to Europe Region (2012-13) -Third Best Exporter of Green Coffee (2012-13)
10	M/s Rams Exim, Chennai	Two Silver Awards	-Second Best Exporter of Roasted Seeds & Ground Coffee (2011-12) -Second Best Exporter of Roasted Seeds & Ground Coffee (2012-13)
11	M/s Nestle India Ltd., Gurgaon	One Silver Award Four Bronze Awards	-Second Best Exporter to MENA Region (2012-13) -Third Best Exporter of coffee to Russia & CIS countries (2011-12) -Third Best Exporter of Instant Coffee (2011-12) -Third Best Exporter of coffee to Russia & CIS countries (2012-13) -Third Best Exporter of Instant Coffee (2012-13)



SI No	Name of the Exporter	Awards	Category
12	M/s Vayhan Coffee Ltd., Secunderabad	One Silver Award One Bronze Award	-Second Best Exporter of coffee to Far East Region (2012-13) -Third Best Exporter of coffee to Far East Region (2011-12)
13	M/s Olam Agro India Limited, Bangalore	One Silver Award	-Second Best Exporter of coffee to MENA Region (2011-12)
14	M/s fresh & Honest Café Ltd., Chennai	One Bronze Award	-Third Best Exporter of Roasted & Ground coffee (2012-13)
15	M/s Cothas Coffee Company, Bangalore	One Bronze Award	-Third Best Exporter of Roasted & Ground coffee (2011-12)
16	M/s Mudremane Coffee Curers, Mudigere	One Bronze Award	-Third Best Exporter of coffee to USA & Canada Region (2012-13)
17	M/s Bola Surendra Kamath & Sons, Kedinje, Karkala	One Bronze Award	-Third Best Exporter of coffee to MENA Region (2012-13)
18	M/s I.T.C. Ltd., Secunderabad	One Bronze Award	-Third Best Exporter of Green coffee (2011-12)
19	M/s Om Shree International, Mumbai	One Bronze Award	-Third Best Exporter of coffee to MENA Region (2011-12)

Flavour of India-Fine Cup Award: 2013

For the Flavour of India, a total number of 221 coffee samples comprising of 137 Samples of Arabica and 84 Samples of Robusta were received on 4th March 2013. These underwent Physical evaluation. After physical evaluation, 213 samples comprising of 133 Arabica Coffee Samples and 80 Robusta Coffee Samples scoring 60% qualified for Pre-Jury Cupping.

After Pre-Jury Cupping, 113 samples comprising of 68 Arabica Coffee Samples & 45 Robusta Coffee Samples scoring 60% qualified for National

Jury Cupping. After National Jury Cupping 40 samples comprising of 20 Nos. of Arabica; 6 Nos. of Specialty Arabica; 8 Nos. of Robusta and 6 Nos. of Specialty Robusta were selected to the final round of Cupping by the International Jury.

International Jury Cupping:

The Coffee Board organized the final cupping session of 'Flavour of India-Fine Cup Award-Cupping Competition 2013 on 24th June 2013 at Nice, France prior to the Annual Conference and Exhibition of SCAE scheduled from 26th - 28th June 2013 at Nice, France.



The results of the competition were announced at the SCAE Exhibition on 26th June 2013 at Nice, France. The awards of Flavour of India – Fine Cup Award-Cupping Competition-2013 were distributed to the winners at the “Coffee Awards Nite” during IICF on 24th January 2014 held at Hotel Lalit Ashok, Bangalore.

The winners in the various categories were:

1. **Best Arabica:**
Pedabayalu Estate,
Andhra Pradesh Forest Dev.Corp.Ltd.
Vishakapatnam, Andhra Pradesh
2. **Best Specialty Arabica:**
Poabs Estates (P) Ltd
Abraham Jacob, Director,
Seethargund Estate and Post,
Nelliyampathi, Palakkad, Kerala.
3. **Best Robusta:**
Margolly Estate, Tata Coffee Ltd.
Pollibetta, South Kodagu - 571215
4. **Best Specialty Robusta:**
Harley 'B' Estate, D S Shrivantejas,
Kumbaradi Post, SAKLESHPUR.

EXTERNAL PROMOTION:

Under the export promotion scheme, the main activities carried out were centered around the following:

- Regular participation in selected international food & beverages fairs, Coffee

Conferences & Exhibitions etc. both directly and through the India Trade Promotion Organization (ITPO).

- Giving visibility to Coffees of India, Coffee Export Logo in the events to support India Branding.
- Participation in India shows organized with the support of Ministry of Commerce to strengthen the international trade presence.
- Release of advertisements in selected overseas coffee related trade journals.
- Arranging coffee tasting sessions, buyer-seller meets etc abroad involving foreign buyers, Indian exporters, Embassy officials etc.
- Circulation of various publicity and promotional literatures, DVDs, Films etc on coffees of India in overseas events.

The Board participated in 13 overseas exhibitions as part of annual action plan for 2013-14. During participation, the Board had organized 5 Special events/cupping alongside the events, with active involvement of the Indian coffee exporters.

The prestigious event of the Coffee Board -Finals of the Cupping Competition –Flavor of India was also held during our participation in the SCAE World Coffee Conference held in Nice, France.



BOARD'S PARTICIPATION IN OVERSEAS EVENTS DURING 2013 - 14

Sl. No.	Particulars of the Event	Event Dates
1.	25 th SCAA Annual Exposition and World Coffee Conference, Boston, MA, USA along with Special Event	April 11-14, 2013
2.	14 th edition of SIAL, Shanghai, China – Food & Beverage Show	May 07-09, 2013
3.	Melbourne International Coffee Expo, Melbourne, Australia. along with Special Event	May 23-26, 2013
4.	SCAE World Coffee Conference, Nice, France, along with Flavour of India	June 26-28, 2013
5.	India Week Festival, Bangkok, Thailand	Aug. 15-18, 2013
6.	World Food Moscow, Moscow, Russia.	Sept.16-19, 2013
7.	Eu' Vend & Coffeena, Cologne, Germany	Sept. 19- 21, 2013
8.	SCAJ World Coffee Conference, Tokyo, Japan, along with Special Event	Sept. 25-27, 2013
9.	Host 2013, Fiera Milano City, Milan, Italy	Oct. 18-22, 2013
10.	Café Show, Seoul, Korea along with Special Event	Nov. 21-24, 2013
11.	India Adda, Davos, Switzerland	Jan. 23-26, 2014
12.	India Show, Lahore, Pakistan	Feb. 14-16, 2014
13.	Gulf Food, Dubai	Feb. 23-27, 2014





CHAPTER – VIII

MARKET RESEARCH & INTELLIGENCE

The Market Research & Intelligence Unit of the Board dealt with the following assignments during 2013-14:

- The Unit continued to collect and compile daily market information (both global & India) 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 was extended to the growers via extension department and posted on the website www.indiacoffee.org and messages were also sent through SMS.
- The Unit published four issues of Comprehensive 'Database on Coffee' for the months of July 2013, October 2013, January 2014 and March 2014. The Database on coffee is useful for policy makers and stakeholders.
- Crop estimations were carried out using stratified random sampling techniques across different category of holdings and coffee zones/regions for the season 2013-14 and 2014-15.
 - Post-monsoon estimate for 2013-14 was placed at 3,11,500 MT (Arabica -102,000 MT and Robusta -209,500 MT)
- Final estimate for 2013-14 was placed at 304,500 MT (Arabica -102,200 MT and Robusta - 202,300 MT)
- Post-blossom estimate for 2014-15 is placed at 3,44,750 MT (Arabica-105,500 MT and Robusta - 239,250 MT)
- Rendered economic and analytical support on WTO and Trade policy matters on coffee.
- The unit coordinated the activities of the Export Section.
- During the period under report, the Coffee Board website www.indiacoffee.org was re-designed with the assistance of National Informatics Centre, Bangalore in order to provide enhanced capacity, new look and make it user-friendly for browsing by the coffee fraternity. As per the Government policy, the re-designed website is hosted on the NIC server. The re-designed website was launched by the Commerce Secretary on 24th January, 2014 during India International Coffee Festival 2014. The Market Intelligence Unit continues to be involved in the maintenance of the Board's website.
- The unit regularly contributed the monthly "market watch" column in Indian Coffee magazine.
- The unit provided weekly estimated indicator prices for all the grades of coffee to domestic auction centre, ICTA.



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- The unit also extended support to the activities of Export and Domestic promotion of Coffee as under:
 - Coordinated the production of film 'Coffee Connoisseur' by National Geographic Channel.
 - Initiated the process of Expression of Interest for 'Production of short films and TVCs on Coffees of India'
 - The Rainfall Insurance Scheme for Coffee (RISC) was implemented during 2013-14 in Karnataka, Kerala and Tamil Nadu through Agriculture Insurance Company of India Ltd., involving different marketing firms viz. M/s. India Insure Risk Management & Insurance Broking Services Pvt. Ltd., M/s. United India Insurance Co. Ltd. and M/s. Blend Insurance Brokers Pvt. Ltd. During 2013-14, 751 coffee growers covering an area of 1557 ha. purchased the insurance product.





PHYSICAL TARGET & ACHIEVEMENT OF PLAN SCHEMES – 2013-14

Sl. No.	Name of the schemes / programmes	Target	Achmt.
I	R & D FOR SUSTAINABLE COFFEE PRODUCTION		
	a) Crop Production (MT)	320000	304500
	b) Production of Seed in MTs	5.00	8.58
	c) No. of Estate visits	20000	26286
II	DEVELOPMENT SUPPORT		
	a) Re-plantation (in ha.)	2500	2291
	b) Water augmentation, Quality up-gradation & Pollution Abatement (in Units)	4000	4739
	c) Coffee Development in N.E. Region		
	i) Expansion/Consolidation (in ha.)	500	451
	ii) Pulpers/Drying yard/trays (Nos.)	300	227
	d) Coffee Development in Non-Traditional Area		
	i) Expansion/Phasing out of Cauvery (in ha.)	3000	3344
	ii) Pulpers / Drying yards (Nos.)	1000	1284
	e) Capacity building (No. of beneficiaries)	4000	6978
	f) Welfare support to labourers (Nos.)	6000	8573
	g) Interest subsidy (No. of beneficiaries)	500	479
III	MARKET DEVELOPMENT		
	Domestic fairs (Nos.)	36	46
IV	RISK MANAGEMENT TO GROWERS		
	a) No. of small growers proposed to cover with <10 ha.	3000	751
	b) Total coffee area proposed to cover in ha.	5000	1557
V	EXPORT PROMOTION		
	a) Export of Coffee (in MT)	256000	312571
	b) Incentive for Export of value added coffee as Indian brands (in MT)	5000	14301
	c) Incentive for Export of high value coffees to far off markets (in MT)	4500	8649
	d) Participation in Overseas trade fairs (Nos.)	13	13
	e) Buyer-Seller meet	5	6
VI	SUPPORT FOR PROCESSING – Processing units(Nos.)	10	6
VII	Support for Mechanisation of Coffee Estate Operations		
	No. of Machineries	8000	10345



CHAPTER IX

ACCOUNTS AND FINANCE

Functions:

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

- Drawing up Budget Estimates and allocation of budget to various units of the Board.
- Liaison with the Finance Division of the Ministry of Commerce for release of funds etc.
- Compilation and maintenance of accounts of the various departments 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.
- Conducting Internal Audit of the offices of the Board.
- Dealing with pending issues of Pool Marketing like settling sales tax cases etc.

Grants-in-Aid received from Government of India during 2013-14

Plan: (Rs. in lakh)

Plan Grants	4374.72
NER Grants	1284.90
Subsidy Grants	3925.00

Non-Plan: (Rs. in lakh)

Non-Plan Grants-General	3040.00
Non-Plan Grants-Salary	2560.00

Pension:

The Pension Corpus of Rs. 68.82 crore was invested in Nationalized Banks for earning prevailing rates of interest. Total interest earned during the year was Rs. 6.43 crore, which partially funded pension liability of Rs. 38.73 crore towards the 2787 pensioners of various categories of pension.

At present, 105 employees who joined services of the Coffee Board after 01.01.2004 are members in the New Pension Scheme.

First ever Pension Adalat was held during the year and all the grievances received during Pension Adalat were settled.

Expenditure of Plan grants 2013-14

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

I. R & D for Sustainable Coffee Production

(Rs. in Lakh)

	Name of the Component	Expenditure
1	R & D Technologies	1545.48
2	Transfer of Technology	722.14
3	Infrastructure Development for R & D	99.46
	Total	2367.08



II. Development Support Scheme

(Rs. in Lakh)

	Name of the Component	Expenditure
1	Re-Plantation	933.96
2	Water Augmentation, Quality Up-gradation, Pollution Abatement	137.55
3	Coffee Development in NER	490.58
4	Coffee Development in NTA and Tribal Sector	398.84
5	Capacity Building for all stake holders	221.10
6	Welfare Support to labours / tiny growers	193.79
	Total	2375.82

III. Market Development

(Rs. in Lakh)

	Name of the Component	Expenditure
1	Domestic Coffee Promotion	539.45
2	Market Research	47.10
	Total	586.55

IV. Export Promotion

(Rs. in Lakh)

1	Export Promotion	375.64
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Plan Subsidy:

II. Development Support

(Rs. In Lakh)

	Name of the Component	Expenditure
1	Re-Plantation	281.52
2	Water Augmentation, Quality Up-gradation, Pollution Abatement	954.41
3	Coffee Development in NER	130.24
4	Coffee Development in NTA and Tribal Sector	287.47
5	Interest Subsidy to growers on working capital Loans.	52.39
6	Mechanisation Programme	1327.02
	SC Sub-Plan	26.26
	Total	3059.31

(Rs. in Lakh)

III.	Risk Management to Growers	23.44
V.	Export Promotion	371.94
VI.	Support for Processing	35.64
	Total	431.02
	Grand Total	3490.33

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

Pool Fund:

1. Provision for Purchase Tax / Sales Tax:

a) In case of Kerala, the claim amounting to Rs. 44.81 crore (Rs. 2.16 crore for Purchase Tax + Rs. 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 has initiated action for early settlement.

b) As regards Tamil Nadu, there are no demands pending for payment. However, formal confirmation orders from the Commercial Tax Department, Tamil Nadu 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 2013-14 along with Audit Report are placed separately as 'Audit Report with Annual Financial Statements of Coffee Board for the year 2013-14'.





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
FYM	Farm Yard Manure
GBE	Green Bean Equivalent
HDT	Hybrido-De-Timor
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
IDAS	Indian Defence Accounts Service
INM	Integrated Nutrition Management
IPM	Integrated Pest Management
IICF	India International Coffee Festival
IIHR	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
SIn	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 PolimerDolymorphic
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	Wettable Powder
WSB	White Stem Borer
WTO	World Trade Organisation