

Modalities for Implementation of

Component 9: Market Development

Sub Component 3 : Support to Small Growers' Collectives/ SHGs/ Cooperatives for coffee marketing

Objective: The objective of the scheme is to extend support to small and tiny growers, incentivizing them to form collectives/ Self Help Groups/ Cooperatives thus encouraging them in the process for taking up marketing of coffee produced on community based approach through suitable financial incentives. This way they will not only be able to improve the quality of coffee but also realize better value for their coffees. It is expected to provide a mechanism for better price realization for the group, arising out of both the improvement of quality as well as collective bargaining.

9.3.1 Eligibility

- 9.3.1.1 All Small Growers' Collectives / Self Help Groups (SHGs)/ Cooperatives in traditional coffee growing states.
- 9.3.1.2 The coffee marketing should be taken up in the name of Small Growers' collectives/ SHGs/ Cooperatives
- i) Through recognized public auction platforms like Indian Coffee Trade Association (ICTA)
 - ii) Direct export by the organization
 - iii) Through the recognized Commodity Exchanges wherein, physical delivery of coffee takes place.

9.3.2 Scale of Subsidy

Rs. 4.00 per kg.of clean coffee.

9.3.3 Procedure for application

- i) After marketing of coffee, the small growers' collectives/ SHGs/ Cooperatives would furnish the claim for reimbursement in the prescribed application along with the proofs/ supportive documents.
- ii) The application for subsidy should be submitted to the Deputy Director (Extension),
- iii) The Deputy Director (Extn.) of respective regions scrutinize and forward the application to the Head Office for approval.



9.3.4 Disbursement of subsidy

- i) The subsidy is disbursed only after the sale of coffee is completed by small growers' collectives/SHGs/Cooperatives.
- ii) The coffee marketing should takes place in clean coffee (green bean) form only.
- iii) The subsidy shall be released to the individual members (of the small growers' collectives/ SHGs/ Cooperatives mentioned in the sale note issued by the auctioneers/ commodity exchange) directly to their bank account through NEFT in cases where the application is complete in all respects.

9.3.5 List of Documents to be furnished

The following supporting documents shall accompany the application for claiming subsidy. Failure to furnish the requisite documents will entail rejection of the application.

- i) Application in prescribed format (Duplicate)
- ii) Certificate of incorporation/registration, memorandum of article of association/society as Growers' Collective/ SHG/ Cooperative issued by the authority concerned.
- iii) Complete list/ details of members of the organization as per Annexure 1.
- iv) Along with each claim for subsidy, the application should be accompanied with the details of the member wise coffee sold..
- v) Certificate from the Growers' Collective/ SHG/ Cooperative stating that the concerned grower is the member of the organization.
- vi) Certificate from concerned state Government commercial tax department (VAT registration certificate) wherever applicable.
- vii) In addition to the above documents
 - A. In case of coffee marketed through the Auction platform/ Commodity Exchange
 - a) Registration certificate as member of ICTA / other recognized marketing auction platform (one time)
 - b) Proof of coffee sold– Attested copy of sale note issued by the auctioneers' concerned to the growers' collectives/ SHGs/ Cooperatives.
 - B. In case of coffee exported directly
 - a) Export permit having Customs endorsement
 - b) ICO certificate of origin having customs endorsement
 - c) Bill of Lading (BL)

G. S. S. S. S.

9.3.6 Amendment to the Scheme

The Coffee Board reserves the right to amend, amplify or abrogate in its discretion any of the terms and conditions of the scheme without notice as it may consider necessary for efficient execution of the scheme and fulfillment of its objectives.

- 9.3.7** Applications of persons who resort to making offers, rewards, gifts or any material benefit, or any coercion either directly or indirectly, to influence the sanction process shall summarily be rejected. Similarly, legal action will be initiated for recovery with applicable interest against applicants who obtain the subsidy benefit by willfully furnishing wrong/incorrect information, misrepresentation and suppression of information.

G. S. Suresh

**APPLICATION FOR CLAIMING SUBSIDY UNDER SUPPORT FOR COFFEE
MARKETING BY GROWERS' COLLECTIVE /SHG /COOPERATIVE**

1	Name of the applicant(Grower Collective/ SHG/ Co-operative)	
2	Nature of the ownership: (Grower collective/ Self Help Group (SHG)/Cooperative)	
3	Address of the applicant (proof to be enclosed)	
4	Name & Designation of the authorized signatory of the Grower collective/ Self Help Group (SHG)/Cooperative	
5	Phone No.	
6	Email Id.	
7	Total quantity of coffee marketed (Member wise)	
8	List/ Details of the members of the organization whose coffee is sold	
9	Channel of marketing of coffee	
	a. Coffee exported by self with copies of documents for coffee exported	
	b. Quantity of coffee marketed through auctions (ICTA and other recognized auction platforms) with copies of documents for coffee auctioned	
10	Copy of Sale Note	

Place:

Date:

Signature of the Auth. Signatory

(Seal of the Organization)

DETAILS OF GROWERS' COLLECTIVE /SHG /COOPERATIVE

1.	Name of the Grower Collective /SHG/ Co-operative and Registration No.	
2.	Total No. of grower members	
3.	Furnish all the grower member details	
	a. Name of the grower	
	b. Address	
	c. Membership No.	
	d. Planted area (Ha)	
	e. Type of coffee grown (Arabica and Robusta)	
	f. Survey No(s)	
	g. Crop harvested (Tonnes)	
4.	Bank Account Details of Individual grower members(a cancelled cheque leaf along with letter from the Bank giving the account holder details should be enclosed)	
	Account Holder Name	
	Type of Account and Number	
	Name of the Bank and Branch	
	Address of the Branch	
	IFS Code of the Bank	
	Date :	Signature of the President (with seal)
	Place :	Signature of the Secretary (with Seal)