

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION NO.1575
TO BE ANSWERED ON 05th MARCH,2018

PREMIUM TAG FOR COFFEE GROWN BY TRIBALS

1575. SHRI J.C. DIVAKAR REDDY:
SHRIMATI KOTHAPALLI GEETHA

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether the Government proposes premium tag for coffee grown by tribals in the country including Araku Coffee in Andhra Pradesh and if so, the details thereof along with the steps taken/being taken in this regard;
- (b) whether the Government proposes upwards of coffee per kg an acre for planters and if so, the details thereof and the steps being taken in this regard;
- (c) whether Araku tribal coffee from Visakhapatnam is now sold at premium stores in Paris and other parts of the world and if so, the details thereof along with the steps being taken to give more publicity to Araku coffee in the country and abroad also; and
- (d) whether the Coffee Board has signed an MoU with the Social Welfare Departments and with others for promoting/selling Araku coffee to catch the demand and supply to increase its sale and if so, the details thereof along with the results yielded so far?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री सी. आर. चौधरी)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI C. R. CHAUDHARY)

- (a) The Coffee Board has applied for registration of Araku coffee under the Geographical Indications to protect the unique identity of the coffee grown by tribal growers of Araku Valley region.
- (b) The Central Government, through Coffee Board, is promoting production by implementing “Integrated Coffee Development Project”. The scheme, inter alia, includes extending financial support for replantation/expansion, creation of water harvesting and irrigation infrastructures and mechanization of coffee estate operations. In the non-traditional areas financial support is extended for consolidation of existing coffee plantations through gap filling, application of compost etc. Technical assistance is also provided by organising capacity building programmes, field demonstrations etc.

- (c) Arabica coffee from Araku Valley area has gained popularity as a high quality specialty coffee internationally. The Coffee Board has developed exclusive logos for coffee grown in the country based on their geographic distinctiveness, including Araku Valley. Besides, the Coffee Board encourages the coffee growers to participate in the "Flavour of India- The Fine Cup Award" competition organized by Coffee Board every year.
- (d) The Coffee Board has not signed an MoU with the Social Welfare Departments and with others for promoting/selling Araku coffee. However, the Coffee Board is facilitating collective marketing of Araku coffee by providing incentives @ Rs.10 per kg for the SHGs/grower collectives.
