

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

**LOK SABHA**  
**UNSTARRED QUESTION NO. 2099**  
**TO BE ANSWERED ON 24<sup>th</sup> DECEMBER,2018**

**TECHNOLOGY INITIATIVES FOR COFFEE STAKEHOLDERS**

2099. SHRI PRATHAP SIMHA:  
KUMARI SHOBHA KARANDLAJE:

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

- (a) whether the Government has launched technology initiatives for coffee stakeholders—Coffee Connect and coffee Krishi Tharanga recently and if so, the details thereof, including its objectives;
- (b) the number of Coffee growers covered and the funds allocated for Coffee Krishi Tharanga;
- (c) whether the Government proposes to extend the Integrated Coffee Development Project beyond 12th Plan period with higher outlay and if so, the details thereof;
- (d) whether the Coffee Board has identified technological solutions to address some of the perennial coffee production and coffee farming issues and challenges and if so, the details thereof;
- (e) the details of R&D Programmes launched by the Coffee Board aimed at improved Coffee varieties especially Arabica coffee; and
- (f) the estimated total direct and indirect employment in coffee sector?

**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) Yes, Madam. The Coffee Board has launched technology initiatives namely Coffee Connect Mobile App and Coffee Krishi Tharanga for the benefit of coffee stakeholders on 04.09.2018. The Coffee Connect Mobile App is, inter alia, aimed at improving work efficiency of field functionaries and easing the whole process of field activities like digitization of coffee growers, coffee estates, infrastructure, etc. and provide advisory services to the coffee growers. The objective is to bring transparency in activities of extension officers and subsidy disbursement.

The Coffee Krishi Tharanga is aimed at providing customized information and advisory services to increase productivity, profitability and environment sustainability.

(b) Under Coffee Krishi Tharanga 30,000 coffee growers are being targeted during the pilot stage (July 2018 to February 2019). So far about 10000 growers have been covered from Chikmagalur and Hassan Districts of Karnataka.

**Fund allocated for Coffee Krishi Tharanga:**

Agency / Organization contribution	Amount (In Rs.)
Precision Agriculture for Development India Foundation (PAD IF)	35,04,384
NABARD	15,00,000
<b>Total</b>	<b>50,04,384</b>

In addition, Coffee Board is providing man power support, space for call centre, computer and internet connectivity.

(c) The Central Government approved continuation of the XII plan scheme “Integrated Coffee Development Project” for a further period of 3 years during the Medium Term Framework Period (2017-18 to 2019-20) with an outlay of Rs.647.46 crore. The details of the approved outlay is given in the following Table.

(Rs. in crore)

Sl. No.	Components	2017-18	2018-19	2019-20	Total
1	Research & Development and Transfer of Technology	7.13	9.75	7.86	<b>24.74</b>
2	Development Support to stakeholder	23.62	31.12	31.31	<b>86.05</b>
3	Market Development and Export Promotion	24.75	25.13	25.88	<b>75.76</b>
4	Establishment Expenses- Salary, administrative expenditure, pension	128.10	127.87	135.94	<b>391.91</b>
5	Pending subsidies of previous years	69.00	0.00	0.00	<b>69.00</b>
	<b>Grand Total</b>	<b>252.60</b>	<b>193.87</b>	<b>200.99</b>	<b>647.46</b>

(d) It has been a continuous endeavour of the Coffee Board to address the production and farming issues/challenges being faced by the coffee farmers. The Coffee Board is implementing pilot projects on Hyper Local Weather Forecast, Pest (White Stem Borer) Identification Application, Leaf Rust Disease Forecast and Block Chain Based Market Place App. In addition, the Coffee Board has launched soil health cards and coffee soil health monitoring and management web portal (KSHAMAM) for effective soil nutrient management at estate level. A new stem borer tolerant Arabica line, S.4595 has been evolved.

(e) Coffee Board is currently focusing on collaborative research programmes with international organizations such as World Coffee Research (WCR), based at Texas. Under this programme, International Multi Location Variety Trials (IMLVT) have been established with 30 Arabica varieties shared by different collaborating countries including India for testing their suitability and for subsequent commercial exploitation.

(f) The Coffee sector provides direct employment in plantations to 6.6 lakh workers and indirect employment to 13.4 lakh workers in coffee processing & value chain and other allied activities.

\*\*\*\*\*