

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

LOK SABHA
UNSTARRED QUESTION NO. 487
TO BE ANSWERED ON 05th FEBRUARY, 2020

ENCOURAGING COFFEE DEVELOPMENT

487. KUMARI SHOBHA KARANDLAJE:

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

- (a) whether the Government is implementing any scheme to encourage coffee development in traditional and non-traditional areas in the country and if so, the details thereof;
- (b) the details of steps taken by the Coffee Board to address the production and farming issues being faced by coffee growers;
- (c) the details of measures being taken by the Government to boost the production and export of coffee along with the financial and technical assistance provided to coffee growers during each of the last three years;
- (d) whether the Coffee Board has predicted a 30 per cent decline in coffee production for the 2018-19 season due to heavy rains in the Western Ghats States and if so, the details thereof; and
- (e) whether the Government expects dip in coffee exports with lower output in 2018-19 and if so, the details thereof along with quantum of coffee exported during the last three years?

ANSWER

वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)
THE MINISTER OF COMMERCE AND INDUSTRY
(SHRI PIYUSH GOYAL)

- (a) : Yes, Sir. The Government through Coffee Board is implementing Integrated Coffee Development Project which inter-alia includes the following activities :
- (i) In traditional coffee growing areas financial support is provided for replantation, water augmentation and eco-certification of coffee. Support is also provided for marketing of coffee on community basis by Small Growers' Collectives / Self Help Groups (SHGs) / Cooperatives.
 - (ii) In Non-traditional areas of Andhra Pradesh and Odisha support is provided for coffee expansion (new coffee planting) and consolidation, quality up-gradation (purchase of

baby pulpers and construction of cement drying yards) and Eco-Certification / Organic Certification. Support is also provided for marketing of coffee on community basis by Self Help Groups (SHGs) / Tribal Growers collectives

Support is also provided for installing Roasting, Grinding and Packing Machinery.

- (b) : Various interventions such as research & development, technology transfer, capacity building, support for value addition etc. are undertaken for overall improvement of production, productivity and quality of coffee. Coffee Board has launched Coffee Connect – Field Force Mobile App to provide advisories on production related aspects to the coffee growers. The Board has also launched a Web-portal namely, KSHEMAM (Kaapi Soil Health Monitoring and Management) which enable the growers to access the soil fertility status of their areas/ plantations and download the soil health cards.
- (c) : Government has taken measures to boost the production and export of coffee by the way of providing financial and technical assistance to the growers and the industry for replanting, water augmentation, expansion & consolidation of holdings in non-tradition and North Eastern Region, value addition and market promotion. Details of financial and technical assistance provided by the coffee Board during the last three years are given in Annexure I and Annexure -II respectively.
- (d) : As per the post-monsoon estimation (during December 2019) done by the Coffee Board, the estimated crop for the year 2018-19 is 3,19,500 tonnes which is about 16% less than the post-blossom estimation of 3,80,000 tonnes carried out during May 2018.
- (e) : Coffee exports in a particular year are generally contributed by the current year coffee production as well as the stock of previous year. Accordingly, the dip in production during 2018-19 may effect export during 2019-20. As per the export permits issued by the Coffee Board upto December 31, 2019, the coffee exports for the year 2019-20 (241.367 MT) have declined by 1.41% over the corresponding period of previous year i.e., 2018-19 (244.837 MT). The volume of India's coffee exports during last three years is as follows:

Year	Quantity (MT)
2016-17	3,44,870
2017-18	3,91,815
2018-19*	3,53,795

Source: Coffee Board

*Provisional based on export permits issued.

Note: The total coffee exports include export of Indian coffees as well as re-export of imported coffees after value addition;

Financial Assistance provided by the Coffee Board during the last three years

Activities	Physical and Financial (Rs.in lakhs)					
	2017-18		2018-19		2019-20 (Till 31.12.2019)	
	P	F	P	F	P	F
Traditional area :						
Replantation/ Expansion (in ha.)	2936	4289.72	1829	2724.43	185.25	104.42
Water Augmentation (Nos.)	4852		3036		606	386.19
Quality Up-gradation (Pulpers/ Drying Yards) (Nos.)	2591		1115		-	-
Pollution Abatement (Nos.)	14		15		-	-
Eco-Certification (Nos.)	2		-		-	-
Support for Mechanisation (Nos.)	3787		771		-	-
Labour welfare measures	3017		4329		944	30.32
Interest Subsidy (Nos.)	1051		284		1217	-
Export incentives :						
a) Value added coffee (MT)	3547	206.96	3484	215.48	240.85	7.23
b) Green coffee (MT)	5028		5548		4885	51.27
Value Addition	-	69.90	22	131.95	-	-
Non-traditional area						
Expansion (in ha.)	2.86	33.54	2386.72	560.00	3998.8	252.5
Quality Up-gradation (Pulpers/ Drying Yards) (Nos.)			1420		83	18.30

P-Physical; F-Financial

Source: Coffee Board

Technical / advisory / entrepreneurship training provided by the Coffee Board during the last three years

		2017-18	2018-19	2019-20 (Till 31.12.2019)	Total
1	Seed coffee production (in MT.)	17.82	15.148	6.44	39.408
2	Supply of rooted clones (CxR)	44461	35116	29007	108584
3	Soil / leaf analysis & Agro chemical analysis	10022	9128	2179	21329
4	Broco/ pheromone traps	62800	38207	12352	113359
5	Quality Analysis of Coffee samples	772	421	291	1484
6	Calibration of Moisture metere	114	109	118	341
7	Estate Visits	27000	30243	14838	72081
8	Field Demonstrations	3124	3191	1895	8210
9	Advisory Letters	229	374	441	1044
10	Group Meetings/ Seminars/ Village Level Meetings	644	463	2833	3940
11	Media Campaigns (Print/ Electronic/ Social Media)	717	586	366	1669
12	Training Programmes	238	351	2760	3349
13	Vocational Training Programme for Workers/ Growers	43	38	14	95
14	Exposure visit to model estate / TEC / Res. Station	70	122	37	229
15	Entrepreneur training programme	53	0	20	73
16	Kaapi Shastra Training programme	111	55	96	262

Source: Coffee Board
