

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

LOK SABHA
UNSTARRED QUESTION NO. 352
ANSWERED ON 04/02/2025

PROMOTION OF COFFEE CULTIVATION

352. SHRI CAPTAIN BRIJESH CHOWTA:

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

- (a) whether the Government has taken any steps to promote coffee cultivation as an alternative crop to areca nut in Dakshina Kannada district;
- (b) if so, the details of the initiatives, schemes, or financial support provided to farmers in this regard;
- (c) whether the Government is conducting awareness programs or providing technical assistance to farmers for coffee cultivation, if so, the details thereof; and
- (d) the steps being taken by the Government to address challenges related to market access, pricing and infrastructure for coffee growers in the region?

ANSWER

वाणिज्य और उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

(a) & (b) Coffee Board recently conducted a survey to evaluate the feasibility of promoting coffee cultivation in Dakshina Kannada District. In the district of Dakshin Kannada, coffee crops are already under cultivation in some parts like Malavantige panchayat of Belthangadi taluk and extension services are being provided to the Coffee growers in that region. Coffee Board, through its scheme 'Integrated Coffee Development Project' undertakes various activities which *inter alia* include distribution of seeds, training/ capacity building programs, soil analysis and advisory services for proper nutrient management, supply of bio-control agents and cup quality assessment to improve quality.

(c) & (d) In areas which are suitable for coffee cultivation, Coffee Board extends services such as soil analysis, advisory on coffee cultivation, supply of quality seeds and training

programme to enhance technical knowledge of growers and improve coffee cultivation practices. Under its scheme “Integrated Coffee Development Project” the Coffee Board provides support for development of infrastructure such as drying yards, solar tunnel dryers, mechanical dryers, godowns, coffee pulpers, water tanks and irrigation equipment. Further, in order to improve market accessibility, Coffee Board provides organic coffee certification, organizes buyer-seller meets, attends fairs, holds workshops and cupping sessions along with stakeholders. Coffee Board also provides regular global and domestic market information to stakeholders to assist in price discovery. Coffee Board also creates awareness amongst growers and entrepreneurs about coffee market through its training programmes.
