



TECHNOLOGY INITIATIVES OF
COFFEE BOARD OF INDIA

Coffee Board of India: Role

- ❖ 1942: Statutory organization established under the Coffee Act VII
- ❖ 1989: End of global quota marketing and ICO quota
- ❖ 1992 – 95: Phased transition from control regime to free market

Presently:

A Friend,

Philosopher and

Guide facilitating overall growth of coffee industry in India

Focus: Research, Transfer of Technology, Development and Promotion

Planted area / bearing area & Production (2017-18)

Crop	Planted Area (Ha.)	Bearing area (Ha.)	Production (MT)
Arabica	2,28,910	1,98,671	95,000
Robusta	2,25,812	2,14,349	2,21,000
Total	4,54,722	4,13,020	3,16,000

Number of Holdings

Holding Size	Number of farmers
Small (<10Ha.)	3,63,366
Medium & large (>10Ha.)	2,876
Total	3,66,242

Research and Development

Research stations:

- CCRI main Research Station with 5 Sub Stations to evaluate the research findings of CCRI for location specific suitability

Focus:

- Development of improved Varieties and production technologies for improving the production, productivity and quality of coffee, Render problem solving, need based advisories

Support to coffee farmers

- Supplies entire demand of the country for improved seed material
- Clones of high yielding varieties
- Pest control equipment
- Analysis of soils and customized recommendation

Extension

Network:

74 units and 170 personnel across coffee growing areas of the Country

Focus:

Transfer of Technology, Capacity Building and extending developmental assistance including welfare measures, crop estimation, Periodical surveys for critical assessment of status of pest & diseases and rendering suitable control measures

Promotion

Domestic and Export Markets - Branding, Buyer Seller Meets, Cupping sessions, Participation in fairs, Publicity, Capacity Building in roasting, grinding & quality assurance, Support & Awards



Coffee Board financially supports

Coffee farmers:

- For creation of infrastructure for improvement of production, productivity, quality and work efficiency, certification & collective marketing

Exporters:

- Export incentive for high value coffees and value added coffees.

Value addition:

- Introduction of improved technologies in roasting, grinding and packaging to boost domestic coffee consumption and entrepreneurship in the coffee sector.

NEED FOR TECHNOLOGICAL INTERVENTIONS

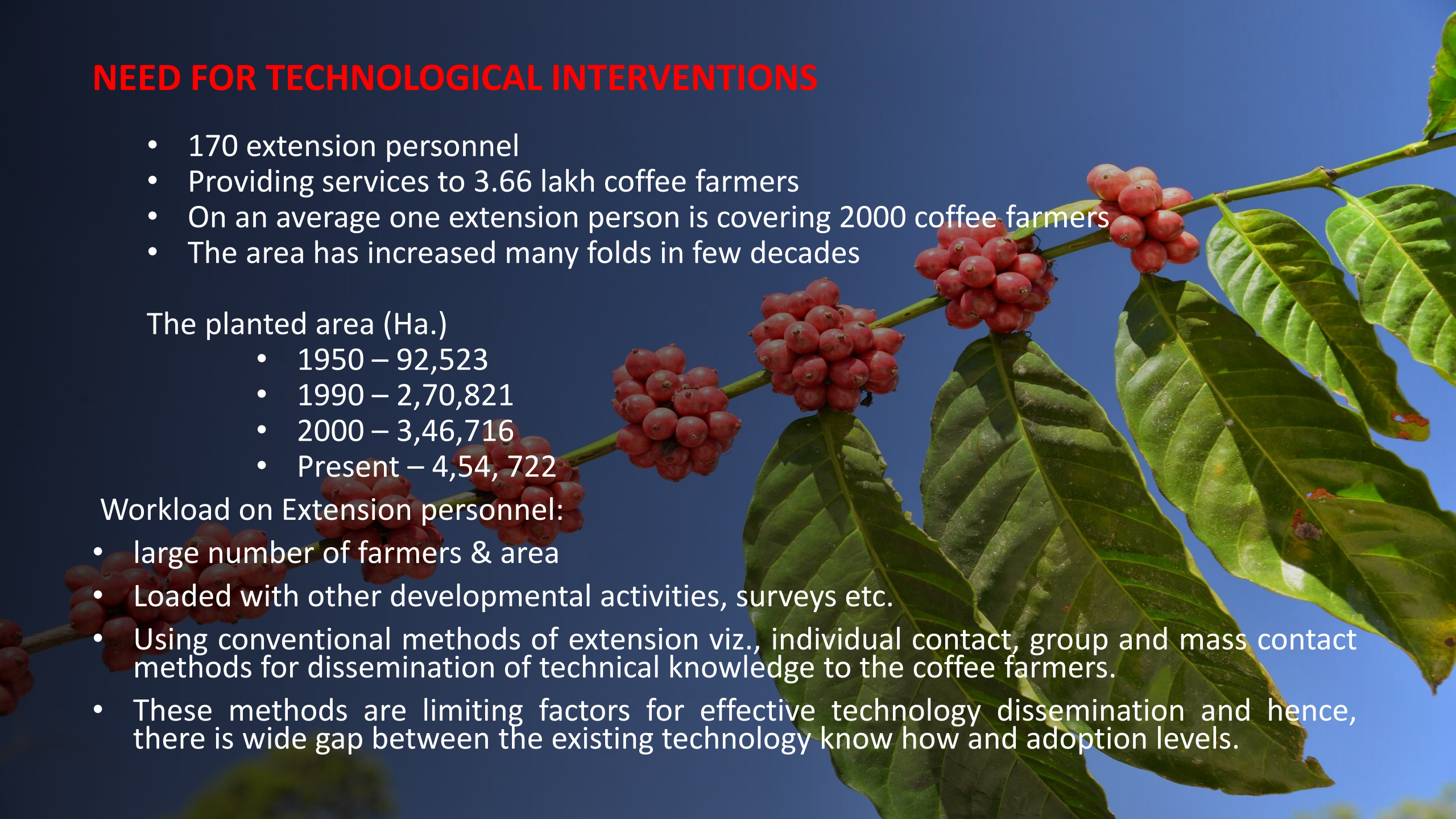
- 170 extension personnel
- Providing services to 3.66 lakh coffee farmers
- On an average one extension person is covering 2000 coffee farmers
- The area has increased many folds in few decades

The planted area (Ha.)

- 1950 – 92,523
- 1990 – 2,70,821
- 2000 – 3,46,716
- Present – 4,54,722

Workload on Extension personnel:

- large number of farmers & area
- Loaded with other developmental activities, surveys etc.
- Using conventional methods of extension viz., individual contact, group and mass contact methods for dissemination of technical knowledge to the coffee farmers.
- These methods are limiting factors for effective technology dissemination and hence, there is wide gap between the existing technology know how and adoption levels.

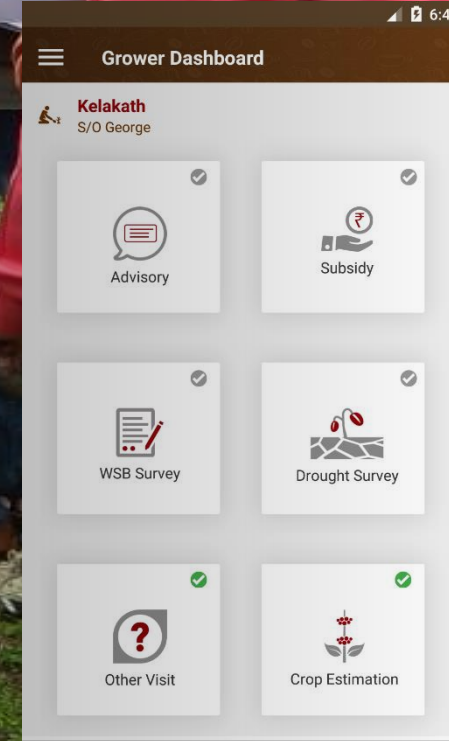
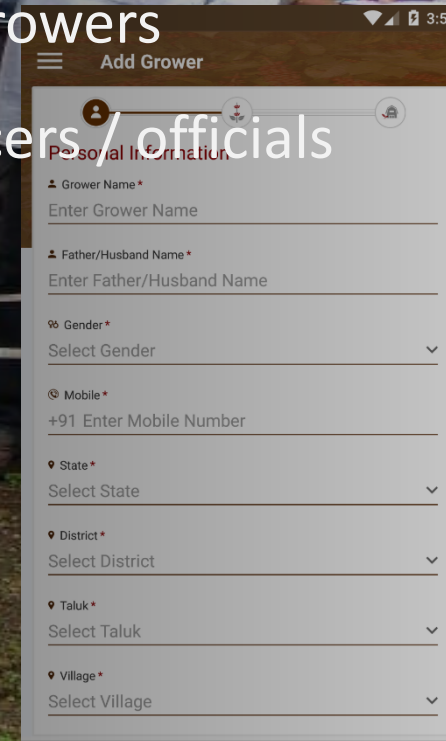
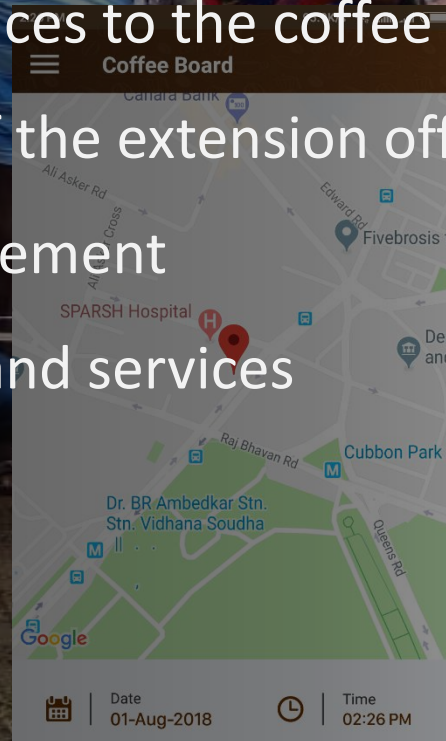
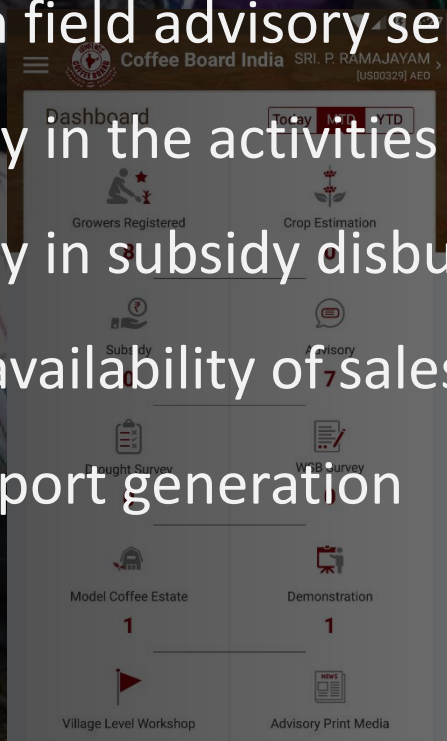


1. Coffee Connect : India Coffee Field Force Mobile App

The application will help in

- Improve the efficiency of the extension field functionaries
- Digitization of growers, coffee estates, infrastructure with geo-tagging
- Providing on field advisory services to the coffee growers
- Transparency in the activities of the extension officers/officials
- Transparency in subsidy disbursement
- Tracking of availability of sales and services

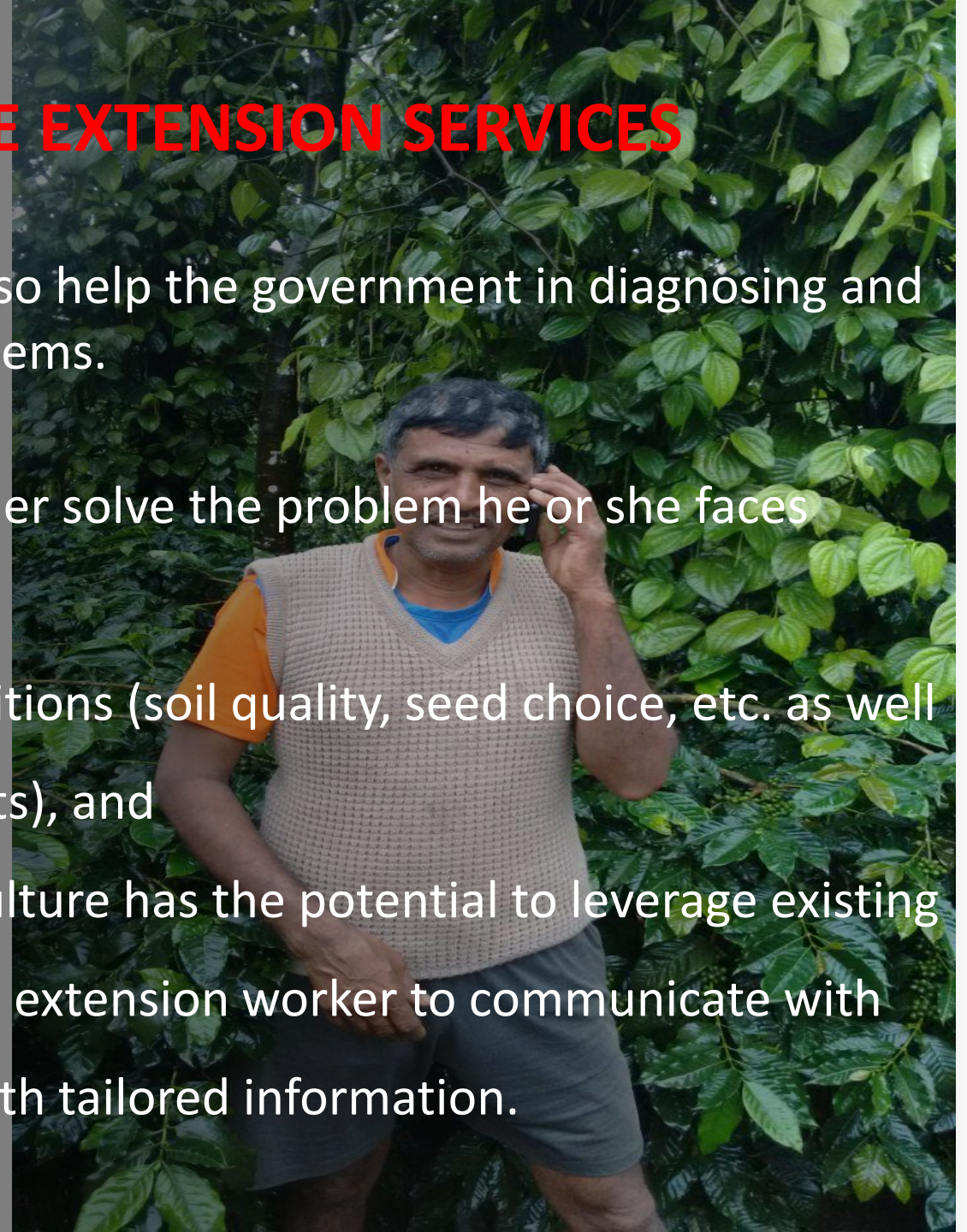
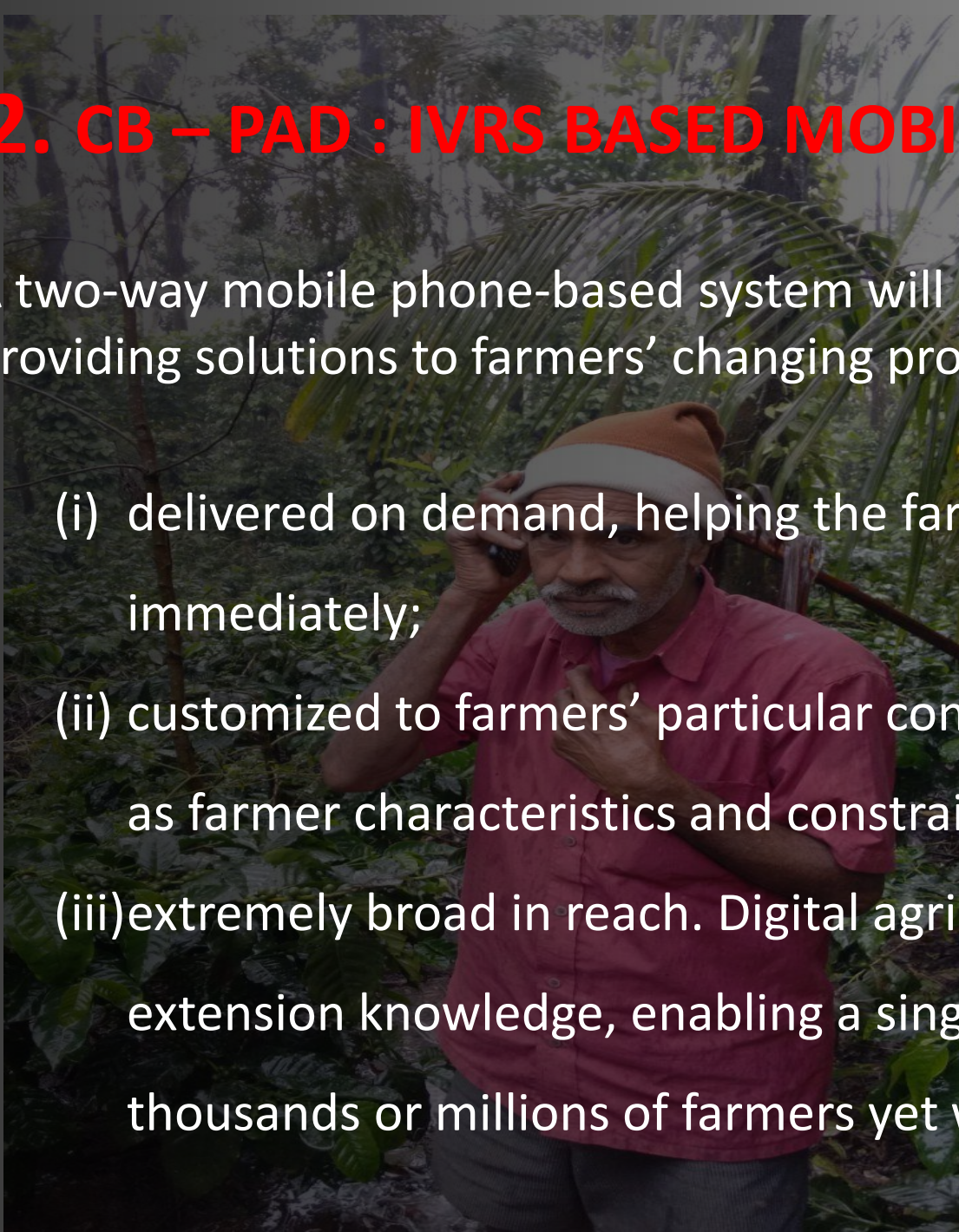
Real time report generation



2. CB – PAD : IVRS BASED MOBILE EXTENSION SERVICES

A two-way mobile phone-based system will also help the government in diagnosing and providing solutions to farmers' changing problems.

- (i) delivered on demand, helping the farmer solve the problem he or she faces immediately;
- (ii) customized to farmers' particular conditions (soil quality, seed choice, etc. as well as farmer characteristics and constraints), and
- (iii) extremely broad in reach. Digital agriculture has the potential to leverage existing extension knowledge, enabling a single extension worker to communicate with thousands or millions of farmers yet with tailored information.

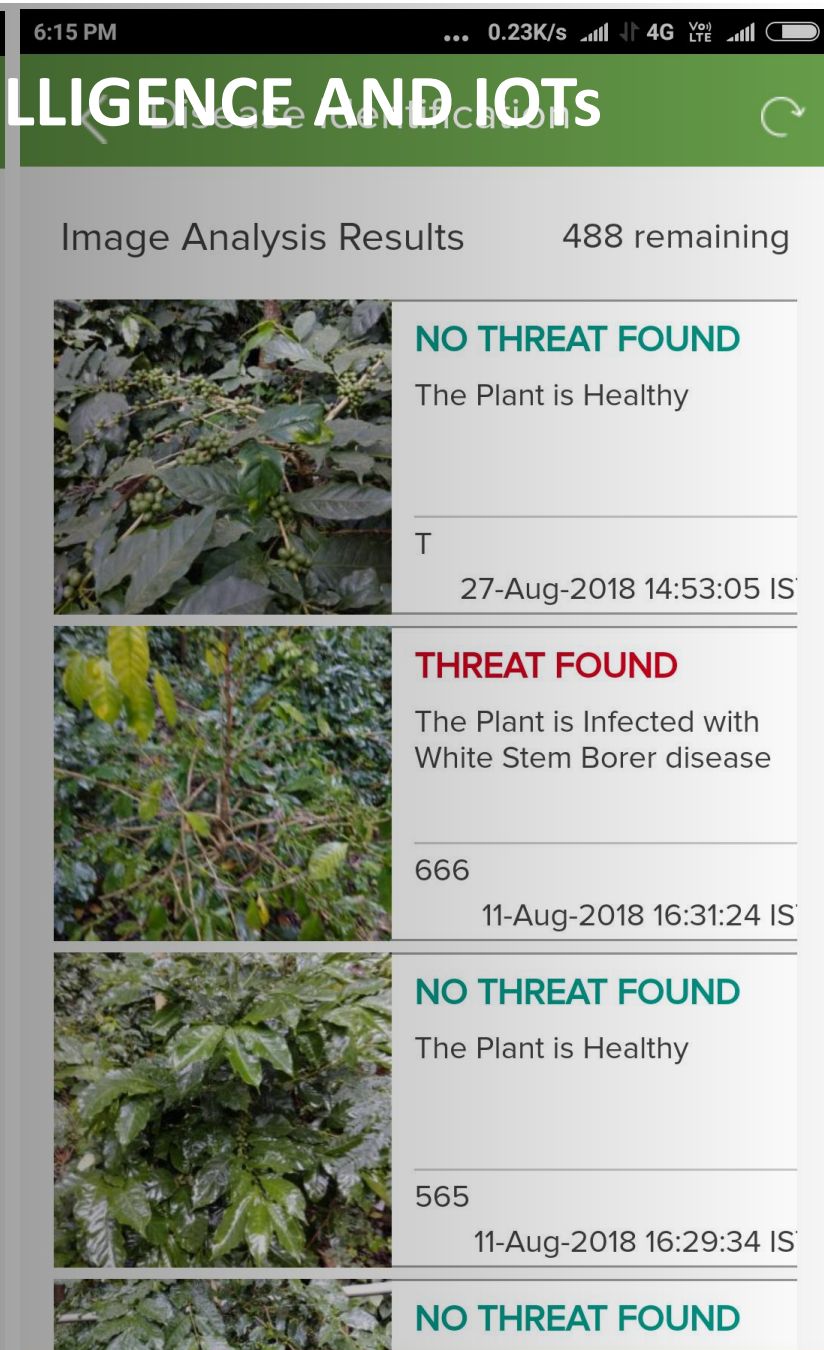
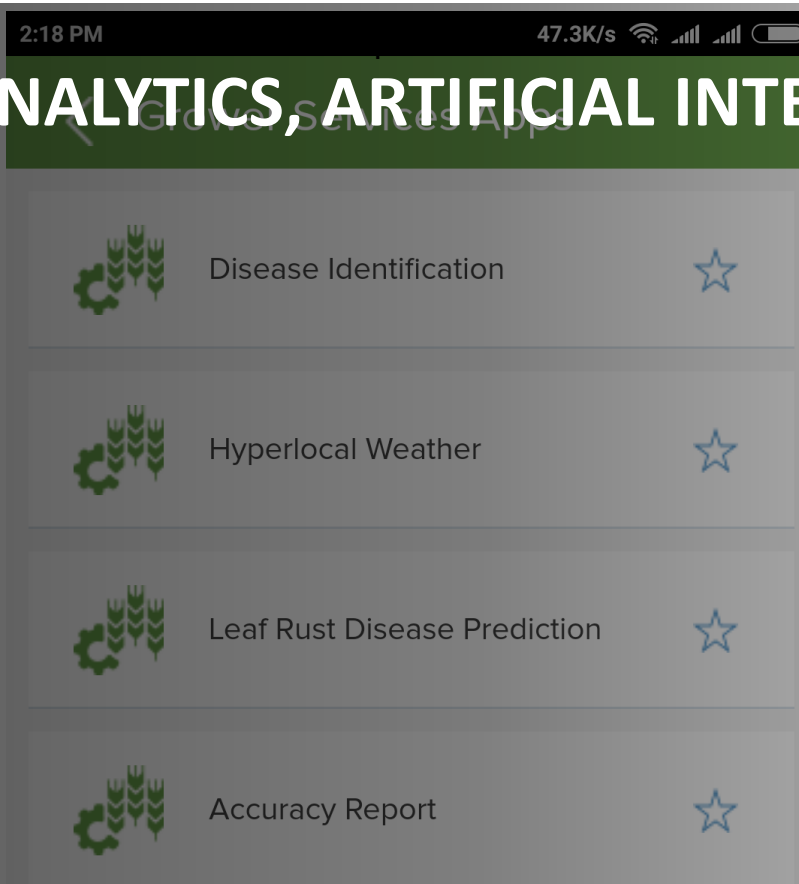


3 PROJECTS ON DATA ANALYTICS, ARTIFICIAL INTELLIGENCE AND IOT'S

HYPER LOCAL WEATHER FORECAST:

PEST (WHITE STEM BORER) IDENTIFICATION APPLICATION:

LEAF RUST DISEASE FORECAST:



4 BLOCK CHAIN BASED MARKET PLACE APP

- Connecting the stakeholders of the coffee value chain
- Transparent digital platform & market place for both domestic & international Coffee buyers and sellers,
- Traceability,
- Direct interphase between growers and buyers for a fair price,
- Builds better trust & long term relationship,



Thank you