



INTERNATIONAL COFFEE ORGANIZATION
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ
ORGANISATION INTERNATIONALE DU CAFÉ

ICC 106-14

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International Coffee Council
106th Session
28 – 31 March 2011
London, United Kingdom

**Nomination for the post of
Executive Director**

Submitted by India

Background

1. In accordance with the procedures for the appointment of a permanent Executive Director which were approved by the Council at its 105th Session from 21 to 24 September 2010 (see document ICC-105-22), the Government of India has submitted the attached proposal for the appointment to the position of Executive Director of Mr G.V. Krishna Rau, including the curriculum vitae of the candidate.

2. The procedures provide that the Council shall review the list of candidates whose names were submitted by the deadline of 15 March 2011 and, if necessary, may decide to establish a Screening Committee. The Screening Committee shall review the list of candidates and recommend to the Council no more than five candidates to be invited to the September 2011 Council Session in order to make presentations on their candidacy. If the establishment of the Screening Committee is necessary, its report and recommendation shall be distributed to Members no later than 30 June 2011. Members who wish to comment on the recommendations of the Screening Committee shall provide those comments in writing no later than 31 July 2011. Following the presentations by candidates to the Council Session in September 2011, the Council shall consider and decide on the appointment of the Executive Director.

Action

The Council is requested to consider this document.

MANGAT RAM SHARMA, I A S
DIRECTOR
Tel No. 011-23063268



भारत सरकार
वाणिज्य एवं उद्योग मंत्रालय
वाणिज्य विभाग
उद्योग भवन, नई दिल्ली-110 107
Government of India
Ministry of Commerce & Industry
Department of Commerce
Udyog Bhawan, New Delhi-110 107

D.O No. 7/4/2007-Plant(B)

Dt. 15th March 2011

Dear Mr Jose Sette,

The Ministry of Commerce and Industry (Department of Commerce) presents its compliments to the International Coffee Organization(ICO) and has the honour to inform that Government of India has approved the name of Mr. G.V. Krishna Rau, IAS(Ex-Chairman, Coffee Board of India) as India's candidate for the post of Executive Director, International Coffee Organization.

I am forwarding the CV of the endorsed candidate Mr. G.V.Krishna Rau for the consideration of International Coffee Council.

With regards

Yours sincerely


(Mangat Ram Sharma)
Director

Mr.Jose Sette
Executive Director
International Coffee Organization
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GOGINENI VENKATA KRISHNA RAU, IAS

<u>Address:</u>		Date of Birth: 30 July 1954
HIG - 319, 15th Cross,		Mobile: +91 9972999908
5th Main, RMV II Stage,		Office Phone: +918022256030
New BEL Road,		Home Phone: +918023416266
Bangalore, 560094		Email: gvkrishnarau@gmail.com
INDIA		

Education

Osmania University	Hyderabad, India
Master of Science in Geology	1977

Work Experience

Principal Secretary to Governor of Karnataka, Bangalore, India	May 2010 till date
<ul style="list-style-type: none"> Assisted His Excellency the Governor of Karnataka as Head of the State, in discharging his constitutional and statutory responsibilities. This involved understanding and appreciating the principles of constitutional law, application of case laws to the emerging issues and liaison and coordination with the State Government. 	

<u>Chairman, Coffee Board, Government of India, Bangalore, India:</u>	May 2005 to May 2010
<p><i>As Chairman, Coffee Board, I functioned as the friend, philosopher and guide to the Coffee Industry in India. I worked for strengthening the value chain with market driven and sustainable approaches with various initiatives. They included support to coffee growers with research and extension services, development support to help them undertake improvements in on-farm and post harvest processing practices for improving the productivity and quality of coffee; encouraging the industry to move into value addition and invest in processing technologies and facilitating international cooperation both in coffee research and promotion and development of coffee market for the sustainable growth of coffee industry. Emphasis on small growers and tribal growers was in keeping with the MDGs. Some important initiatives and achievements include the following:</i></p>	
<ul style="list-style-type: none"> Organized more than 12 million coffee seedlings to the needy coffee growers in the very first year (2005-06) to help them fill the gaps, caused by the loss of plants to White Stem Borer infestation in the previous years and the gaps remaining unfilled. 	

- Brought 20,000 hectares of degraded areas under coffee by raising the shade trees and then planting with coffee in remote tribal regions to provide sustainable livelihood support to the tribal people, by imparting training and supplying all input support and by dovetailing with other government supported poverty alleviation programmes.
- Released a new high yielding, high quality, rust tolerant, dwarf coffee plant material '**Chandragiri**' and developed adequate seed plots under the control of coffee board to fully meet the demand for the seeds from the planters.
- Also functioned as the Chairman of the Sub Group for preparation of 11th Five Year Plan for Plantation Sector in the country. Through this report, established the need to support Coffee sector with doubling of plan allocations from Rs 300 crores in 10th Plan to Rs 600 Crores in the 11th Plan. (Equivalent to USD 67 Million in 10th Plan to USD 134 Million during the 11th Plan).
- Encouraged coffee research into sustainable practices and I was instrumental in developing recommendations to dispense with chemical methods for control of white stem borer.
- Encouraged research into and promotion of green technologies, for reducing the pollution from on-farm coffee processing.
- Formulated highly calibrated need based support programmes to assist the coffee sector, with emphasis on small coffee growers, as 99% of the coffee growers in the country are small growers.
- Encouraged the coffee growers to invest in quality up-gradation measures with suitable Govt support.
- Organized 'Flavour of India' competition every year and encouraged the planters to compete in production of quality coffee. By organizing the finals of the competition along side different international specialty coffee events, exposed the award winning coffees to the quality conscious specialty coffee roasters in the consuming countries.
- Promoted coffees of India on the strength of its quality in the export markets – Consistently exposed the Indian Washed Robusta in the US market and succeeded in having an entry of Indian washed Robusta into that specialty coffee market.
- Introduced incentives to set up new roasting units and to encourage export of value added coffees in retail packs. The share of value added coffees in the total coffee exports increased from 19% to 40% in 5 years.
- Achieved coffee exports from India to their highest ever levels till then, one year by volume and two years by value.
- Actively promoted domestic consumption of Coffee as one of the main pillars of developing a sustainable Indian coffee industry. In this period the coffee consumption increased from 75000 MTs to 102,000 MTs, an increase of 33.33% in 5 years.
- Created 'Coffee Swamy' as the mascot for Coffees of India and carried the messages on 'coffee and health' and other promotion messages as 'Coffee Gyan' (Coffee knowledge) by Coffee Swamy.
- Produced a short promotional film 'Coffees of India' with Coffee Swamy as the main protagonist to highlight the diversity of coffees of India. Both these initiatives were very well received and appreciated by the industry.
- Actively worked with the roasters to improve the quality of coffee offered to the consumers.

- I was instrumental in developing the Coffee Leaf Rust (CLR) Project and obtaining its approval through ICO for funding by CFC and under implementation in India and Four other African Countries. Actively collaborated and encouraged cooperation between our coffee scientists and some of the African Coffee producing countries facing similar challenges.
- Working closely with the coffee growers and the Agricultural Insurance Company, developed and introduced Rainfall Insurance Scheme for Coffee Growers to provide an instrument to cover the weather related risks, with the stake holder and Government participation – First of its kind in the world for Coffee plantations.
- Developed a Coffee Debt Relief Package and obtained the Government sanction for a waiver of accumulated debt of Rs 362 Crore (USD 80 Million equivalent) pertaining to the debt stressed small coffee growers, benefiting more than 95% of the coffee grower borrowers.
- Conducted hugely successful India International Coffee Festivals (IICF) in 2007 and 2009. In both the events the conference sessions and workshops ran to packed houses along with well-attended international expo. The 'IICF Connect' as part of IICF 2009, organized in coffee growing region attracted more than 1600 enthusiastic growers. Almost the entire resources were raised from the industry for both the events. (about USD 250,000 for event).
- Maintained close liaison with the specialty coffee associations.
- I was elected Chairman of International Coffee Council for the Coffee Year 2007-08.
- I was also elected as Chairman of Executive Board of ICO for Coffee Year 2008-09. I was also a member of the Executive Board of the ICO for two years.
- Actively participated in all ICO meetings during this period. Actively participated in the negotiations and contributed to the successful conclusion of ICA 2007. Also ensured that the signature and ratification of ICA 2007 by India was done in a timely manner with in the first agreed time limits.
- Presented a paper at the World Coffee Conference 2010 on the Government Support to the Indian Coffee Industry.
- Published a paper on 'Coffee: Production and Marketing Challenges" in the 'India Commodity Year Book 2009', a resource on commodities to those interested in commodity markets.
- Expanded and brought home the understanding of global dynamics of Coffee through extensive visits and interactions with different stakeholders of the global coffee community.
- Having headed the Coffee Board with 32 members on the Board, including three members of Parliament, for five years and the organization having about 1000 employees covering all disciplines, I bring to the ICO an invaluable experience to deal with multifaceted role the Executive Director is required to perform.

Chairman and Managing Director Mysore Paper Mills, Government of Karnataka, Bangalore, India <i>Contributed in short term, to keep the operations afloat-</i>	Feb 2004 to May 2005
<p>Oldest paper mill in the Government sector. Bailed out the company from the brink of being declared as a sick company. Successfully re-negotiated a concluded wage agreement with the workers to bring down the increase in wages from 20% to 10%.</p>	
Executive Director Jala Samvardhane Yojana Sangha, Govt of Karnataka, Bangalore, India <i>As a project leader built a network of large number of empowered NGOs and CBOs to provide alternative channels of delivery to rejuvenate the water bodies in the nine drought prone districts of Karnataka.</i>	Jan 2003 to Feb 2004
<ul style="list-style-type: none"> • In this World Bank aided 'Community Based Tank Management Project', in the very first year of the project implementation, I Commissioned more than 35 NGOS for the Community Mobilisation. In about 40 tanks, the tank user groups (CBOs) with multi stakeholder representation and the involvement of the whole village have been formed, who in turn with the help of the trained NGOs have developed the tanks redevelopment plans and executed those plans to restore the tank. Community based tank management structures were developed at the village level. • Successfully motivated the consultants and the villagers to lay-out the experiments to try water saving methods in paddy cultivation under project tanks – this is now accepted and incorporated as a recommended practice. 	
Project Director Karnataka State AIDS Prevention Society, Bangalore, India <i>Contributed to focusing state effort on key verticals in the strategy to combat AIDs</i>	July 2002 to Jan 2003
<ul style="list-style-type: none"> • In a short span of 6 months, activated the organization and Expanded the net work of Voluntary Counseling and Testing Centers (VCTC) from 6 to 33 and made the services available in all districts of the State. • Similarly launched the 'Prevention of Mother to Child Transmission Programme' in all district hospitals in the State in one go, by organizing the training of the technical staff and organizing the required infrastructure. • Also launched 15 new Targeted Intervention Projects amongst the high risk groups through NGOs. 	

Project Director, India Population Projects and Commissioner, Health and Family Welfare, Government of Karnataka, Bangalore, India	April 2000 to July 2002
<i>Rejuvenated the two World Bank assisted projects - with focused attention to streamlining the systems of delivery.</i>	
<ul style="list-style-type: none"> As Project Director I inherited the two World Bank aided projects (IPP 8 and IPP 9), which almost came to halt after 4 years of implementation and with only 35% of the works tackled. They were under threat of cancellation by the Bank. I successfully completed both the Projects with in the remaining project period. Fully equipped District Health and Family Welfare Training Centers were established in the new facilities in all 17 project districts and all were fully functional, with full time training programmes. More than 1000 health sub-centers with fully equipped new facilities in the rural areas and positioning of the staff for service delivery was carried out in record time. Streamlined the mechanisms for curbing the illegal organ trade in the State. Developed a framework for a PPP model for providing the Rural Public Health services in partnership with NGOs and private medical colleges and successfully assigned 17 Public Health Centers to the NGOs and Medical Colleges on pilot basis. 	
Commissioner, Food and Civil Supplies Department, Govt. of Karnataka, Bangalore, India	May 1998 to April 2000
<i>Ensured smooth running of the public distribution system to make the essential commodities available at fair prices to the poor.</i>	
<ul style="list-style-type: none"> Decentralized the issue of ration cards and improved the transparency in public distribution system. Introduced quality checks on petrol supplied from petrol stations. 	
Director, Social Welfare Department Govt. of Karnataka, Bangalore, India	June 1996 to May 1998
<i>Carried out the task of empowering the weaker sections with empathy and commitment.</i>	
<ul style="list-style-type: none"> Introduced Pooling of the funds earmarked for the weaker sections under different departments, to enable their application to the flagship programmes of the Government especially focusing on Irrigation, Education and Housing for the weaker sections. Established Residential schools in all the districts of the State for the children of the weaker sections. Ensured running of more than 300 hostels for the students of the weaker sections. Started capacity building programmes to empower these students with computing skills and to improve their employability. 	
Land and Development Officer and Deputy Secretary Ministry of Urban Development, Govt. of India, New Delhi, India	Aug 1991 to May 1995
<i>First hand experience in formulating a major policy shift in land tenure system in the National Capital after 75 years of continuous lease administration.</i>	

- Formulated the Scheme for Conversion of Lease Hold into Free Hold in Delhi and implemented the conversion first two years when bulk of the conversions were granted. This gave relief to large number of lessees who were in the clutches of inspectors for small deviations from the age old lease terms.
- I was instrumental in resolving the long pending issue of Hyderabad House – between Govt of India and Govt of Andhra Pradesh., by exchanging the Hyderabad House with vacant land in the vicinity, in a barter deal with the State Government.
- Formulated Accelerated Urban Water Supply Scheme for Small and Medium Towns in the Country.
- Instrumental in facilitating the First Bangalore Water Supply project funding by the Japanese, afterwards till date Japanese assistance continues without break, for the successive water supply and sewerage projects for Bangalore city.

**Chief Secretary, Bellary Zilla Panchayat, Bellary
Govt of Karnataka, India**

April 1991 to Aug 1991

- Unearthed wide spread irregularities in Soil Conservation Department in Bellary district, which resulted in charge sheeting 26 officers. Many of them were later dismissed.

**Deputy Commissioner and District Magistrate
Dharwad District, Dharwad, Karnataka, India**

May 1989 to March 1991

***(Largest District in the State: Presently it is divided into three districts), –
Maintenance of order in a vast and sensitive district is a prerequisite for
the citizens to carry out their occupations.***

- Effectively handled the communal issues, aggressive farmer organizations, and the Ramasila and Rama jyothi Yatras without untoward incidents. One of the few districts where the District wide Prohibitory Orders passed by me, to regulate the provocative Ramsila and Ramajyothi Yatras, were upheld by the High Court.
- Effectively organized drought relief works.
- Successfully frustrated a well organised mechanism that was at work to fraudulently obtain exemptions to large extents of lands declared as surplus under the Urban Land Ceiling Act. – in Hubli – Dharwad Urban Agglomeration.
- Coordinated and ensured all arrangements for the successful visit of the then Prime Minister - Shri Rajiv Gandhi to the District.
- Conducted simultaneous elections to two Parliament constituencies and 17 Assembly constituencies without any incidents.
- Successfully completed the 1991 decennial Census in the district.
- Regulated all the major Agriculture market Committees in the district as administrator
- Guided Planned urban development in the Hubli - Dharwad Urban Development Authority and Gadag Town Planning authority as administrator
- Managed the District Central Cooperative bank as a special officer
- Turned around the loss making Cooperative Sugar factory as its Special Officer.

Director-Special Economic Programmes, Rural Development and Panchayat Raj Department, Govt. of Karnataka, Bangalore, India Dec 1998 to May 1989

Administered and monitored the implementation of beneficiary oriented rural poverty alleviation programmes in the State.

Controller Nov 1987 to Nov 1988
Legal Metrology, Govt. of Karnataka, Bangalore, India.

- Introduced regular inspections of Petrol stations throughout the state, hitherto unknown to department.
- Carried out a special assignment 'Section 64 Enquiry' under Cooperative Societies Act, into the working of 98 Housing Cooperative Societies of Bangalore. The findings of this enquiry remained a talking point for a long time, and extensively quoted and relied upon by the High Court and Supreme Court in the litigations involving these societies for several years. The findings and recommendations lead to amendments to Land Reforms Act thereby dismantling an oppressive system for land acquisition for housing societies.

Deputy Secretary Aug 1986 to Nov 1987
Health and Family Welfare Services, Govt of Karnataka, Bangalore, India

- Framed admission rules for the Medical and Dental Colleges in the State, Framed Cadre and recruitment rules for the Professional and support staff in the Health and Medical Education departments and undertook their cadre management.

Marketing Manager Jan 1986 to Aug 1986
Karnataka Food and Civil Supplies Corporation

- Organised timely lifting of essential commodities (like rice, wheat, sugar, palmolein oil etc.) under public distribution system and made them available to the fair price shops for distribution to the card holders.
- Also conducted market interventions for pulses and maize as part of price support operations.

Assistant Commissioner, Chikkaballapur Sub Division, Kolar Dist., Sept 1984 to Jan 1986
Govt of Karnataka, India – Ensuring delivery social justice

- Instrumental in handing over physical possession of the lands to Weaker sections in more than 200 cases, in respect of whom mere orders were passed for several years without actual possession.
- In more than 80 villages land acquisitions were completed for house sites, almost all cases were challenged in the High Court and were upheld.
- In view of severe drought, organised wide spread relief works in all villages of the sub division (6 taluks) to provide employment to the needy in the villages.
- Maintained law and order in the entire sub division.
- Conducted the elections to Parliamentary and the State assembly constituencies.

Joined Indian Administrative Service

Sept 1982 to Aug 1984

IAS Probationer – Training Period

- Received appreciation from Government of India, for conducting the Assam Elections in 1983, under extraordinary circumstances.

Geologist (Jr.)

June 1978 to Aug 1982

Geological Survey of India, Shillong, Meghalaya, India

Carried out systematic geological mapping in parts of Assam and Meghalaya states.

Strengths I can bring to the post of Executive Director, ICO:

I bring 32 years of experience in the Government Sector, including 5 years in coffee sector, and the strength of working at different executive and policy formulation positions with regular interface with political executives on one side and with the general public on the other, and continuous liaison with Government at different levels as well as coordination with several departments. At the same time experience of working with NGOs, CBOs and International Organizations enhanced my abilities to work with varied stakeholder groups and helped develop global perspectives. The training programmes I attended greatly enhanced my capabilities in the respective areas from time to time.

Training:

I am also trained in

- Public Private Partnerships in provision of municipal environmental services - at **Institute for Public Private Partnerships, Washington DC, USA**
- Contract Management in PPPs – at **Institute for Public Private Partnerships, Washington DC, USA**
- Public finance - at **Indian Institute of Management, Bangalore, India**
- Infrastructure Finance - at **Indian Institute of Management, Ahmedabad, India**
- World Bank Procurement Procedures - at **Administrative Staff College of India, Hyderabad, India**
- WTO and negotiations on TRIPs - at **LBSNAA, Mussoorie, India**
- Administrative Law - at **National Law School of India University, Bangalore**
- Global warming, Green Technologies and Carbon Trading - at **Tata Energy Research Institute, New Delhi**
- WTO and foreign trade - at **Indian Institute of Foreign Trade, New Delhi**
- E-Governance – at **Indian Institute of Management, Bangalore**

- Mid Career Training with emphasis on policy and strategic imperatives for Infrastructure, Health, Agriculture, WTO, Telecom, Natural Resources etc. – at Indian Institute of Management, Ahmedabad by **Harvard Kennedy School, Cambridge, MA, USA and IIM Ahmedabad, India.**

Family: Wife and two Daughters.

Wife is also a member of IAS, presently working as Managing Director, Karnataka Power Transmission Corporation limited, Bangalore, India

One daughter is a Quantitative Analyst and working in New York.

Second daughter is entering her under graduate course this year (2011).

Other Interests:

Interested in reading, music, chess, bridge and cricket, and a nature lover.

