

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:3993
ANSWERED ON:22.08.2003
CONSUMPTION OF COFFEE
PUTTASWAMY GOWDA

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether the Coffee Board has taken a number of steps to increase the domestic consumption of coffee;
- (b) if so, the details thereof;
- (c) whether the Coffee Board has taken initiatives to encourage marketing of coffee by COMARK in collaboration with co-operative societies viz. GCMMF (Amul);
- (d) if so, whether any remarkable changes have been noticed in the sale of coffee thereafter; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI CH. VIDYASAGAR RAO)

(a) & (b): To promote domestic coffee consumption, the Coffee Board conducted a Market Research Study in urban India and based on the findings of this study, the Board has been taking the following steps to enhance the domestic coffee consumption:-

- Participation in important national festivals/exhibitions.
- Producing world class publicity promotion material.
- Organising coffee festivals throughout the country.
- Sale of consumer friendly coffee making machines/percolators to the consumers through promotional units of the Board.
- Aggressive generic promotion efforts through public relation campaigns.
- Establishing a high tech roasting and packaging facility in the Board for making coffee blends, packaging it in attractive vacuum packed pouches and selling through promotional units of the Board as well as extending the facility to grower cooperatives/consortia.
- Extending financial incentives for procurement of coffee vending machines.
- Providing intensive training on roasting and brewing coffee by conducting Kaapi Sastra courses in different locations.

(c) to (e):. The Government of India/Coffee Board had facilitated interaction/ between the Gujarat Cooperative Milk Marketing Federation (GCMMF) and Indian Coffee Marketing Cooperative Ltd.(COMARK) for a mutual tie-up between these two organisation for taking up coffee marketing in the domestic market. However, the proposed joint venture between Gujarat Cooperative Milk Marketing Federation (GCMMF) and Indian Coffee Marketing Cooperative Ltd.(COMARK) is still in the process of being finalised b these organisations.