

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

UNSTARRED QUESTION NO:6411

ANSWERED ON:06.05.2013

EXPORT FROM PLANTATION SECTOR

Choudhry Smt. Shruti; Ramasubbu Shri S.; Shetkar Shri Suresh Kumar; Siricilla Shri Rajaiah; Thomas Shri P. T.

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

- (a) whether the plantation sectors including coffee, rubber and spices industries have been passing through financial distress due to the decline in production, hostile weather conditions and non-remunerative prices;
- (b) if so, the details thereof including the total area under production, quantum of coffee, rubber and spices produced, exported and consumed within the country along with revenue generated thereon during each of the last three years and the current year, State-wise and country-wise;
- (c) the steps taken/being taken by the Government to boost the production, export and ameliorate the conditions of the coffee, rubber and spice sector in the country;
- (d) whether the Government has started observing the Coffee festival and if so, the details thereof; and
- (e) whether the coffee festivals have helped to improve the sale and export of coffee and the projections for the next three years and if so, the details thereof and if not, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (DR. D. PURANDESWARI)

- (a) & (b) No Madam, Plantation Sector including coffee, rubber and spices industries are not passing through financial distress. However, production and prices of these crops vary from year to year which is largely a manifestation of agricultural inputs, climate and the global trend. The details of state-wise area, production, export and consumption within the country along with revenue generated thereon during each of the last three years and current year are given in the annexure.
- (c) The Government through the respective Commodity Boards is implementing various programmes/schemes in the respective commodity growing areas of the country for improvement in the production, productivity and quality as well as for promotion of exports and value addition. This is done by providing financial and technical assistance through Plan Schemes to growers and other stakeholders for new planting, replanting, rejuvenation, quality up-gradation and market promotion.
- (d) & (e) The Coffee Industry with active support and involvement of the Coffee Board had organized three India International Coffee Festivals (IICF) in 2002, 2007 and 2009. Before organizing the 4th event, the interested stake holders of the coffee industry organized themselves into an India Coffee Trust. Thus, the 4th edition of this flagship event, IICF 2012 was organized by the India Coffee Trust with the support and involvement of the Coffee Board. IICF is the only coffee specific trade show in India, patronized by national and international coffee fraternity and covered extensively by the media. IICF is an important collaborative initiative of the coffee industry and Coffee Board that helps in driving domestic coffee consumption and positioning Indian coffee in the international market thereby boosting exports. However, organizing of the India International Coffee Festivals cannot be directly linked with projection of quantitative improvement in sales and exports.