

## REPORT ON THE IMPLEMENTATION OF COFFEE IN I.T.D.A. PADERU

### **1. About Paderu Agency:**

|                                    |               |
|------------------------------------|---------------|
| Geographical Area                  | 6,293 sq. kms |
| ✓ Population                       | 5,66,893      |
| ✓ No.of Mandals                    | 11            |
| ✓ Density of population per sq.km. | 90            |
| ✓ Average rainfall                 | 1234 MM       |
| ✓ No.of Households                 | 1,49,328      |
| ✓ Date of establishment of ITDA    | 4-12-1975     |

➤ Agency mainly consists of hilly regions covered by Eastern Ghats which run parallel into coast and stretches over a length of about 161 KMs., in the District from North-East to South-West lying in the interior parts of the District. It is situated between 17<sup>0</sup> 10' and 18<sup>0</sup> 25' of the Eastern Longitude.

➤ The Principal Hill tribes living in the Agency are Bhagatha, Kondadora, Khond, Kondakapu, Valmiki, Kammara, Gadaba, Kotias, Porja and Nookadora.

➤ The climate in the Hill Region is cool on account of elevation and of the green vegetation. The monsoon sets early and is long drawn in the Agency area apart from recording on average monthly rainfall of 1234 MM.,

➤ The winter also is severe in the Agency area with the minimum temperature touching as low as 3<sup>0</sup> centigrade some time.

### **2. Area suitability for Coffee Plantations:**

|                    |                               |
|--------------------|-------------------------------|
| <b>Suitability</b> | Above 2500' MSL for Arabica   |
|                    | 1500' – 2500' MSL for Robusta |
| <b>Altitude</b>    | Paderu 3400' MSL              |
|                    | Chinthapalli 2700' MSL        |
|                    | Arakuvalley 3200' MSL         |

### **3. Introduction of Coffee in Andhra Pradesh:**

- Coffee was first introduced in Andhra Pradesh during 1898 by Mr. Brodi, a Britisher in Pamuleru Valley of East Godavari and Sircilla in Karimnagar District.
- Establishment of small coffee holdings in pullangi (East Godavari) and gudem (Visakhapatnam) agency tracts followed this.
- By the year 1920 Coffee was spread to Ananthagiri, Araku and Chintapalli areas in Visakhapatnam District.
- Presently coffee expansion restricted only in the hilly regions of Visakhapatnam District.
- The Forest Department, Government of Andhra Pradesh was started planting of coffee from 1960s and handed over the coffee plantation during the year 1985 to Andhra Pradesh Forest Development Corporation (APFDC) to maintain with more functional autonomy. So far an area of 10,100 acres was planted with coffee in the Reserve Forest area.

### **4. Initial Project preparation:**

- M/s. Girijan Co-op. Corporation Limited, Visakhapatnam which was involved in the welfare of the tribals was also identified by the Coffee Board as one of the agency to take-up coffee plantations in the Tribal Sectors.
- A Coffee cell was created within the Girijan Co-op. Corporation Limited with the main objective of developing 4000 hectares among the tribal growers and take up expansion programme of Coffee from 1975 to 1985.

- Subsequently M/s. Girijan Co-op. plantation Development Corporation has been formed exclusively during the year 1986 for developing Coffee in the tribal lands.
- All these plantations developed by G.C.C. and G.C.P.D.C. were handed over to the tribal farmers who were employed in these plantations around 2 acres to each tribal family.
- The G.C.P.D.C. temporarily wind up during July 1997 and presently all these plantations/staff being absorbed by ITDA, to take up coffee expansion programme.

**5. Salient features of the Project:**

- Podu cultivation by felling of forest is the general practice of the tribals in the agency area. Agricultural crops like Ragi, Sama, Paddy, Rajmah, Niger and other pulses are raised in the area for one or two seasons.
- After cultivation of the above crops for one or two seasons they move on to the nearest new forest areas since the soil becomes depleted and repeat the same process of destroying the forests. The practice of podu/shifting cultivation caused denudation of forests, which causes serious threat to the ecology, results in soil erosion and siltation of the river basins.
- Deforestation on such a vast scale had adversely affected the natural flora and fauna and also affected Eco-climatic and edaphic conditions of the Eastern Ghats.

- All these tribals are living under the poverty line and the income realised from these rain-fed crops is meager. In addition to this tribal farmers are also dependent on collection of Minor Forest Produce to sustain their livelihood.
- The Coffee Plantations in the lands of STs has been found sustainable income to the tribal farmers and the cultivation of coffee is giving relatively better income to the farmers than growing other crops. The highest income from coffee is about 30,000/- and other agricultural crops is only below 8,000/-.
- The tribal coffee growers are realising better returns from coffee for the last 2-3 years @ 125 kgs per acre is giving income at Rs.120-00 to Rs.150-00 per kg. Pepper that has been introduced in the coffee plantations as intercrop is also giving an average yield @ 60 kgs per acre and income at Rs.400/- to Rs.500-00 per kg.
- Keeping in view the economic upliftment of ST farmers and to increase their standards of living, the development of Coffee Plantation program in ITDA was initiated to counter the fast depleting forest cover and to provide ecological and environmental balance in the hilly areas.
- The success of coffee plantation can be visualized through the income generated by progressive farmers at Modapalli (1) Sri Dippala Nanji, S/o Rajababu (2) Kanta Rajaratnam, S/o Sivaram and (3) Killo Salupu S/o Ratnam, at Bakuru (1) Sri Bakuru Pentam Raju, (2) Sri Bakuru Towdamraju who are earning an average income of Rs.45,000-00 per annum on coffee plantations.
- To provide required technical guidance for successful coffee cultivation, training programmes were given to the tribal coffee growers, nursery beneficiaries and field functionaries with the help of Coffee Board.

## **6. Goals of the Coffee Project:**

- Transformation of tribals from shifting cultivation (podu) to sustainable agriculture
- Rehabilitation and re-colonization of tribal families
- Accrual of multiple benefits of soil and water conservation, preservation of eco-system etc. by afforestation.
- Conversion of waste land in to productive lands.
- Maximisation of returns through diversification
- Increase in value of production and export earnings
- Provide gainful employment to the local tribals in coffee cultivation and down stream processing sectors
- Overall improvement of socio-economic status of tribals.

## **7. Implementation strategy:**

- **Pre-planting:** Identification of area and beneficiaries for coffee
- Procurement of seed coffee from Coffee Board and sowing in primary nurseries
- Bag filling, transplantation of coffee seedlings into polythene bags and maintenance of secondary nurseries
- Bush clearance, Line Marking, Opening of pits.
- **Planting** of coffee seedlings in mail fields and pit closing
- **Post Planting:** Pit terracing, Bench Terracing, Weeding, Soil scuffling, Fire path
- **Processing:** Harvesting of coffee, pulping in baby pulpers, washing, drying and marketing

## **8. Stakeholders in Implementation at field level.**

- Tribal farmers
- Coffee Liaison Workers
- Field Consultants
- Sub-Assistants
- Horticulture Consultants
- Assistant Director
- Coffee Board officials

## **9. AREA COVERED SINCE INCEPTION TO 2001-02:**

- ITDA is taking up Coffee development in Paderu agency area with the technical guidance of Coffee Board from 1985 onwards and raised Coffee Plantations in an extent of **32,072 acres upto 2001-02** duly covered **28,472 beneficiaries**.

| Sl. No. | Name of the Mandal | Since inception to 2001-02 |              |
|---------|--------------------|----------------------------|--------------|
|         |                    | Extent in acres            | No.of Benf.  |
| 1       | Ananthagiri        | 1469                       | 1304         |
| 2       | Arakuvalley        | 1816                       | 1612         |
| 3       | Dumbriguda         | 2832                       | 2514         |
| 4       | Hukumpeta          | 2768                       | 2457         |
| 5       | Pedabayalu         | 734                        | 652          |
| 6       | Munchingput        | 271                        | 241          |
| 7       | Paderu             | 3818                       | 3389         |
| 8       | G.Madugula         | 3399                       | 3017         |
| 9       | Chinthapalli       | 5782                       | 5133         |
| 10      | G.K.Veedhi         | 9153                       | 8126         |
| 11      | Koyyuru            | 30                         | 27           |
|         | <b>Total</b>       | <b>32072</b>               | <b>28472</b> |

## 10. Coffee Project during Xth Five Year Plan:

- Prior to introduction of Coffee Project during 2002-03, ITDA, Paderu has taken up Coffee Plantations programme since inception to 2001-02 in 32072 acres covered 29472 beneficiaries.
- Coffee Project sanctioned during 2002-03 for taking up 60,000 acres Coffee Plantations from 2002-03 to 2008-09 costing Rs.144.00 Crores (Rs.36.00 Crores Central Govt. Subsidy @ 25%, Rs.12.00 crores State Govt. subsidy @ 8.33%, Rs.24.00 Crores NSTFDC Term Loan @ 16.67% and remaining 50% of Rs.72.00 Crores is the Beneficiary Contribution - Sramadanam).
- Under Coffee Project, 39959 acres planted against 60,000 acres covered 41,224 tribal families (from 2002-03 to 2006-07).

| Sl. No. | Name of the Mandal | During the Coffee Project under Xth Five Year Plan period |             |                 |             |                 |             |                 |             |                 |             |                 |             |
|---------|--------------------|-----------------------------------------------------------|-------------|-----------------|-------------|-----------------|-------------|-----------------|-------------|-----------------|-------------|-----------------|-------------|
|         |                    | 2002-03                                                   |             | 2003-04         |             | 2004-05         |             | 2005-06         |             | 2006-07         |             | Total           |             |
|         |                    | Extent in acres                                           | No.of Benf. | Extent in acres | No.of Benf. | Extent in acres | No.of Benf. | Extent in acres | No.of Benf. | Extent in acres | No.of Benf. | Extent in acres | No.of Benf. |
| 1       | Ananthagiri        | 308                                                       | 308         | 112             | 112         | 820.50          | 793         | 402.50          | 366         | 336.00          | 314         | 1979.00         | 1893        |
| 2       | Arakuvalley        | 667                                                       | 667         | 524             | 524         | 565.50          | 599         | 557.50          | 623         | 479.00          | 455         | 2793.00         | 2868        |
| 3       | Dumbriguda         | 1040                                                      | 1040        | 822             | 822         | 430.00          | 548         | 405.00          | 494         | 242.00          | 304         | 2939.00         | 3208        |
| 4       | Hukumpeta          | 450                                                       | 450         | 283             | 283         | 655.00          | 792         | 762.00          | 798         | 735.00          | 824         | 2885.00         | 3147        |
| 5       | Pedabayalu         | 116                                                       | 116         | 125             | 125         | 1186.00         | 1322        | 870.00          | 925         | 995.00          | 999         | 3292.00         | 3487        |
| 6       | Munching put       | 403                                                       | 403         | 60              | 60          | 562.00          | 621         | 300.00          | 385         | 405.00          | 441         | 1730.00         | 1910        |
| 7       | Paderu             | 354                                                       | 354         | 309             | 309         | 1425.00         | 1534        | 789.00          | 813         | 996.50          | 985         | 3873.50         | 3995        |
| 8       | G.Madugula         | 1981                                                      | 1981        | 828             | 828         | 2932.00         | 3112        | 1431.00         | 1496        | 1676.00         | 1676        | 8848.00         | 9093        |
| 9       | Chinthapalli       | 757                                                       | 757         | 805             | 805         | 1256.00         | 1254        | 500.00          | 500         | 620.50          | 615         | 3938.50         | 3931        |
| 10      | G.K.Veedhi         | 860                                                       | 860         | 1578            | 1578        | 2768.00         | 2768        | 1355.00         | 1440        | 933.00          | 859         | 7494.00         | 7505        |
| 11      | Koyyuru            | 0                                                         | 0           | 110             | 110         | 77.00           | 77          | 0.00            | 0           | 0.00            | 0           | 187.00          | 187         |
|         | Total              | 6936                                                      | 6936        | 5556            | 5556        | 12677.00        | 13420       | 7372.00         | 7840        | 7418.00         | 7472        | 39959.00        | 41224       |

**11. Coffee Project during XIth Five Year Plan:**

- A project has been approved by the Government during 2007-08 for taking up another 60,000 acres of Coffee Plantations from 2007-08 to 2011-12 costing Rs.148.00 Crores (Rs.36.00 Crores Govt. Subsidy, Rs.40.00 Crores Coffee Board Subsidy and remaining Rs.72.00 Crores is the Beneficiary Contribution – Sramadanam).
- Accordingly ITDA has taken up Coffee Plantations in 12,042 acres and Advance Shade Plantations in 20,633 acres during 2007-08, Coffee Plantations in 12,264 acres and Advance Shade Plantations in 20,117 acres during 2008-09.

| Sl. No. | Name of the Mandal | Raised during Coffee Project under XIth Five Year Plan |              |                   |              |                    |              |                   |              |
|---------|--------------------|--------------------------------------------------------|--------------|-------------------|--------------|--------------------|--------------|-------------------|--------------|
|         |                    | 2007-08                                                |              |                   |              | 2008-09            |              |                   |              |
|         |                    | Coffee plantations                                     |              | Shade Plantations |              | Coffee plantations |              | Shade Plantations |              |
|         |                    | Extent in acres                                        | No.of Benf.  | Extent in acres   | No.of Benf.  | Extent in acres    | No.of Benf.  | Extent in acres   | No.of Benf.  |
| 1       | Ananthagiri        | 482                                                    | 415          | 2000.00           | 1378         | 508                | 502          | 2000.00           | 1667         |
| 2       | Arakuvalley        | 421                                                    | 413          | 2000.00           | 1780         | 574                | 583          | 2000.00           | 2000         |
| 3       | Dumbriguda         | 959.5                                                  | 1088         | 2000.00           | 1886         | 1050               | 1230         | 2014.00           | 1835         |
| 4       | Hukumpeta          | 1404                                                   | 1201         | 1973.00           | 1801         | 1209               | 1161         | 2078.00           | 1970         |
| 5       | Pedabayalu         | 1323                                                   | 1377         | 2231.00           | 2553         | 1304               | 1461         | 2000.00           | 2289         |
| 6       | Munchingput        | 800.5                                                  | 905          | 2073.00           | 2090         | 838                | 944          | 2025.00           | 2003         |
| 7       | Paderu             | 1451                                                   | 1226         | 2066.00           | 1629         | 1380               | 1187         | 2000.00           | 1580         |
| 8       | G.Madugula         | 1801                                                   | 1787         | 2290.00           | 2245         | 1800               | 1799         | 2000.00           | 1936         |
| 9       | Chinthapalli       | 1501                                                   | 1370         | 2000.00           | 1890         | 1506               | 1502         | 2000.00           | 1964         |
| 10      | G.K.Veedhi         | 1899                                                   | 1790         | 2000.00           | 1584         | 2095               | 1884         | 2000.00           | 1942         |
| 11      | Koyyuru            | 0                                                      | 0            | 0.00              | 0            | 0                  | 0            | 0.00              | 0            |
|         | <b>Total</b>       | <b>12042</b>                                           | <b>11572</b> | <b>20633.00</b>   | <b>18836</b> | <b>12264</b>       | <b>12253</b> | <b>20117.00</b>   | <b>19186</b> |



- **Baby Pulpers** are being supplied to the Tribal Coffee Growers in every year with which Parchment coffee can be made from fruits by which Rs.20-00 per kg value addition to the farmer. Coffee Board is giving (50%) Subsidy, ITDA is giving 40% subsidy from Coffee Project Administrative Charges and 10% amount is being contributed by the beneficiaries themselves. (400) Nos. Baby Pulpers supplied during 2003-04, (915) Nos. during 2007-08, (250) Nos. during 2008-09, (500) Nos. during 2009-10, (240) Nos. supplied during 2010-11, (240) Nos. supplied during 2011-12, (480) Nos. supplied during 2012-13 and (927) Nos. supplied during 2015=16 totally (4192) Nos. of Baby pulpers supplied to the tribal coffee growers.

| Sl. No | Name of the Mandal | No.of Baby Pulpers supplied to tribal farmers (year-wise) |            |            |            |            |            |            |            |            | Total       |
|--------|--------------------|-----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|
|        |                    | 2003-04                                                   | 2007-08    | 2008-09    | 2009-10    | 2010-11    | 2011-12    | 2012-13    | 2014-15    | 2015-16    |             |
| 1      | ANANTHAGIRI        | 6                                                         | 30         | 15         | 36         | 10         | 12         | 13         | 20         | 22         | 164         |
| 2      | ARAKUVALLEY        | 8                                                         | 40         | 6          | 10         | 7          | 11         | 20         | 40         | 80         | 222         |
| 3      | DUMBRIGUDA         | 11                                                        | 45         | 24         | 24         | 19         | 20         | 36         | 60         | 100        | 339         |
| 4      | HUKUMPETA          | 23                                                        | 41         | 30         | 100        | 34         | 10         | 22         | 130        | 110        | 500         |
| 5      | PEDABAYALU         | 6                                                         | 20         | 10         | 22         | 9          | 22         | 5          | 30         | 162        | 286         |
| 6      | MUNCHINGPUT        | 4                                                         | 14         | 5          | 15         | 18         | 2          | 7          | 20         | 73         | 158         |
| 7      | PADERU             | 27                                                        | 35         | 25         | 53         | 38         | 30         | 10         | 20         | 40         | 278         |
| 8      | G.MADUGULA         | 40                                                        | 170        | 45         | 80         | 35         | 43         | 60         | 50         | 220        | 743         |
| 9      | CHINTHAPALLI       | 75                                                        | 175        | 45         | 80         | 40         | 50         | 27         | 69         | 65         | 626         |
| 10     | G.K.VEEDHI         | 200                                                       | 345        | 45         | 80         | 30         | 40         | 40         | 41         | 55         | 876         |
|        | <b>TOTAL</b>       | <b>400</b>                                                | <b>915</b> | <b>250</b> | <b>500</b> | <b>240</b> | <b>240</b> | <b>240</b> | <b>480</b> | <b>927</b> | <b>4192</b> |

- **Drying Yards:** Coffee Board is providing 100% subsidy for the construction of Drying Yards by the tribal coffee growers @ Rs.25-00 per each Sq.yard maximum of Rs.10,000-00 per beneficiary/per unit. During the year 2008-09, an amount of Rs.39,22,650-00 has been paid to 465 tribal coffee growers for the construction of 465 Drying yards. From 2009-10 onwards, the Coffee Board has provided the subsidy to the Tribal Coffee Growers for construction of Drying Yards @ Rs.25-00 per each sq.yard.

➤ **Mandal-wise area so far taken up with Coffee Plantations since inception to 2008-09:**

| Sl. No. | Name of the Mandal | Prior to Coffee Project |             | Raised during Coffee Project under Xth Five Year Plan |             | Raised during Coffee Project under XIth Five Year Plan |             |                 |             | Grand Total of area taken up since inception to 2008-09 |             |
|---------|--------------------|-------------------------|-------------|-------------------------------------------------------|-------------|--------------------------------------------------------|-------------|-----------------|-------------|---------------------------------------------------------|-------------|
|         |                    | Till 2001               |             | 2002-03 to 2006-07                                    |             | 2007-08                                                |             | 2008-09         |             | Extent in acres                                         | No.of Benf. |
|         |                    | Extent in acres         | No.of Benf. | Extent in acres                                       | No.of Benf. | Extent in acres                                        | No.of Benf. | Extent in acres | No.of Benf. |                                                         |             |
| 1       | Ananthagiri        | 1469.00                 | 1304        | 1979.00                                               | 1893        | 482.00                                                 | 415         | 508.00          | 502         | 4438.00                                                 | 4114        |
| 2       | Arakuvalley        | 1816.00                 | 1612        | 2793.00                                               | 2868        | 421.00                                                 | 413         | 574.00          | 583         | 5604.00                                                 | 5476        |
| 3       | Dumbriguda         | 2832.00                 | 2514        | 2939.00                                               | 3208        | 959.50                                                 | 1088        | 1050.00         | 1230        | 7780.50                                                 | 8040        |
| 4       | Hukumpeta          | 2768.00                 | 2457        | 2885.00                                               | 3147        | 1404.00                                                | 1201        | 1209.00         | 1161        | 8266.00                                                 | 7966        |
| 5       | Pedabayalu         | 734.00                  | 652         | 3292.00                                               | 3487        | 1323.00                                                | 1377        | 1304.00         | 1461        | 6653.00                                                 | 6977        |
| 6       | Munchingput        | 271.00                  | 241         | 1730.00                                               | 1910        | 800.50                                                 | 905         | 838.00          | 944         | 3639.50                                                 | 4000        |
| 7       | Paderu             | 3818.00                 | 3389        | 3873.50                                               | 3995        | 1451.00                                                | 1226        | 1380.00         | 1187        | 10522.50                                                | 9797        |
| 8       | G.Madugula         | 3399.00                 | 3017        | 8848.00                                               | 9093        | 1801.00                                                | 1787        | 1800.00         | 1799        | 15848.00                                                | 15696       |
| 9       | Chinthapalli       | 5782.00                 | 5133        | 3938.50                                               | 3931        | 1501.00                                                | 1370        | 1506.00         | 1502        | 12727.50                                                | 11936       |
| 10      | G.K.Veedhi         | 9153.00                 | 8126        | 7494.00                                               | 7505        | 1899.00                                                | 1790        | 2095.00         | 1884        | 20641.00                                                | 19305       |
| 11      | Koyyuru            | 30.00                   | 27          | 187.00                                                | 187         | 0.00                                                   | 0           | 0.00            | 0           | 217.00                                                  | 214         |
|         | Total              | 32072.00                | 28472       | 39959.00                                              | 41224       | 12042.00                                               | 11572       | 12264.00        | 12253       | 96337.00                                                | 93521       |

**Training programmes**

- Training programmes are being organised from time to time through Coffee Board officials to create awareness among the tribal farmers about improved agronomical practices including the usage of Organic/Bio-Fertilisers in coffee plantations and also the Post-Harvest practices of Coffee production.
- It was observed that due to the training programmes conducted previously, the yields of coffee are increased from time to time.

## **12. Participation in Coffee Fine Cup Award:**

- Visakhapatnam Tribal Coffee is on the World Map and tribal farmers were taken awards in cupping competition “Flavour of India – The Fine Cup Award – 2006 and 2008. Tribal Coffee samples are placed ahead of samples of TATA Coffee Ltd., and the samples of Corporate bodies, Elite Coffee growers and Multinational Corporations.
- 3 Coffee samples (Two from Chinthapalli Mandal and One from G.K.Veedhi Mandal of Visakhapatnam District) were sent to the Bangalore for participation in Coffee Fine Cupping Competition-2006. Among 3 samples, (2) samples were selected for finals held in Swizerland on 17-5-2006 and Smt. Kopuri Chinnammi has won the Coffee Fine Award.
- The selected persons for finals are (1) Smt. Bowda Anasuya, W/o Kusalavudu, Gondipakalu, Chinthapalli Mandal (Jhansi Mahila Sangam) and (2) Kopuri Chinnammi, W/o Bhimmadora, Vasuvada village, G.K.Veedhi Mandal (Gramadevatha Sangam).
- Smt. Bowda Anasuya is having (2) acres of Coffee plantations and she has got around Rs.30,000-00 of income during last year with minimum maintenance cost around Rs.1,000-00. Smt. Kopuri Chinnammi is having (6) acres of Coffee Plantations and she has got around Rs.90,000-00 of income during last year with minimum maintenance cost around Rs.2,000-00.

**13. Introduction of Coffee Project under MGNREGS for raising of 1.04 Lakhs acres of Coffee Plantations:**

- The Government have issued orders vide G.O.Ms.No.506, Panchayat Raj & Rural Development (RD.II) Department, Dated:27-12-2008 and also issue amendment in G.O.Ms.No.189, Panchayat Raj and Rural Development (RD.II) Department, Dated: 24-6-2009 for the sanction of Coffee Project under NREGS for taking up Coffee Plantations in an extent of 1.04 Lakhs acres and Shade Plantations in an extent of 1.00 lakh acres for the next seven years from 2009-10 to 2015-16 and maintenance upto 2018-19. The total project cost is Rs.349.00 Crores and the financial pattern for the project is NREGS funds .. Rs.287.00 crores and Coffee Board funds .. Rs. 62.00 crores; Total.. Rs.349.00 crores
- The Project proposal seeks to converge the strengths and resources of Departments of Government namely Department of Rural Development, Tribal Welfare Department (TRICOR and ITDA, Paderu) and Coffee Board to formulate a comprehensive scheme for raising coffee plantations including maintenance until plantations reaches commercial age.
- Targets and achievements of Coffee Project under MGNREGS.

| Sl. No. | Year         | COFFEE PLANTATIONS     |                      |              | SHADE PLANTATIONS      |                      |              |
|---------|--------------|------------------------|----------------------|--------------|------------------------|----------------------|--------------|
|         |              | Target extent in acres | Achievement in acres | No.of Benf   | Target extent in acres | Achievement in acres | No.of Benf   |
| 1       | 2009-10      | 12000                  | 11746.00             | 11183        | 20000                  | 6391.00              | 6228         |
| 2       | 2010-11      | 12000                  | 11760.00             | 11740        | 20000                  | 6662.00              | 6246         |
| 3       | 2011-12      | 20000                  | 7424.00              | 7356         | 20000                  | 13121.00             | 12758        |
| 4       | 2012-13      | 20000                  | 7700.50              | 7636         | 20000                  | 20917.00             | 16671        |
| 5       | 2013-14      | 20000                  | 8030.50              | 7791         | 10000                  | 0.00                 | 0            |
| 6       | 2014-15      | 10000                  | 9023.00              | 9322         | 10000                  | 6100.00              | 5546         |
| 7       | 2015-16      | 10000                  | 6000.00              | 5864         | 0                      | 8240.00              | 7612         |
|         | <b>TOTAL</b> | <b>104000</b>          | <b>61684.00</b>      | <b>60892</b> | <b>100000</b>          | <b>61431.00</b>      | <b>55061</b> |

- Abstract of Coffee Plantation taken up since inception to 2015-16:

| Period                                  | Extent in acres  | No.of Beneficiaries |
|-----------------------------------------|------------------|---------------------|
| Since inception to 2008-09              | 96337.00         | 93521               |
| From 2009-10 to 2015-16 (under MGNREGS) | 61684.00         | 60892               |
| <b>Total</b>                            | <b>158021.00</b> | <b>154413</b>       |

- **Rationale for a New Project:**

- Coffee has been widely accepted by the local people and hence there is demand from the tribal community to take up 10,000 acres under coffee cultivation every year.
- The local tribal community perceives that coffee plantation as a sustainable source of livelihood and income and accordingly the I.T.D.A., Paderu has a mandate to support.
- Dry land agriculture is not an economic proposition beyond a certain limit in the given geographical and economic limitations. Coffee is established as a locally tested and trusted alternative.
- Hon'ble Chief Minister of Andhra Paderu during his visit to Paderu on 17.10.2014 in connection with HUD-HUD cyclone relief measures has made an announcement for expansion of coffee plantations in Paderu agency area.

**13. Introduction of New Coffee Project for raising of 1.00 Lakhs acres of Coffee Plantations:**

- According to the announcement of Hon'ble Chief Minister, Government of Andhra Pradesh during his visit to Paderu agency area on 17.10.2014 and as per the instructions of the Hon'ble Minister for TW&E during the meeting at Hyderabad on 28-11-2014 on Coffee development with all stake holders, Comprehensive Project Proposals for expansion of coffee project has been prepared and submitted to Government.
- The proposals furnished by the Project Officer, ITDA, Paderu has been examined by the Adviser to Government, AM&TW and opined its requires revision after due consultations with all the stake holders. Accordingly a one day consultative workshop was convened by the Adviser to Government at ITDA, Paderu on 29-1-2015 and discussed various aspects involved in the project at length with all the stake holders including the tribal farmers. The Adviser to Government has desired to modify the proposals as per the outcome of the consultative workshop and to resubmit.

- Accordingly revised Comprehensive Project Proposals for expansion of coffee project has been prepared and submitted to Government.
- The Government vide G.O.Ms.No.33, Tribal Welfare (TSP) Department, Dated:3-6-2015 has sanctioned the Comprehensive Project for Coffee Development in Agency Area of ITDA, Paderu, Visakhapatnam District comprising of new area expansion, consolidation, quality improvement through wet processing using baby pulpers and Marketing at a total cost of Rs.526.160 Crores.

**The Project at a glance:**

1. **Project period** :2015-16 to 2025-26 (11 years including 3 years maint.)
2. **Project Total Cost**
  - a) Subsidy from Coffee Board :Rs.160.360 Crores
  - b) Subsidy from TSP :Rs.364.008 Crores
  - c) Benf. Contribution :Rs. 1.792 Crores (For baby pulpers)

**Total :Rs.526.160 Crores**

| Sl. No. | Name of the Project                                                       | Project period                                  | Area to be covered in acres | Total Project Cost (Rs. in Crores) | Subsidy from Coffee Board (Rs. in Crores) | Subsidy from TSP (Rs. in Crores) | Benf cont (Rs. in Crores) |
|---------|---------------------------------------------------------------------------|-------------------------------------------------|-----------------------------|------------------------------------|-------------------------------------------|----------------------------------|---------------------------|
| 1       | Expansion of Coffee Plantations                                           | 2016-17 to 2022-23 and maintenance upto 2024-25 | 1,00,000 acres              | 354.940                            | 100.000                                   | 254.940                          | --                        |
| 2       | Coffee Consolidation/ Rejuvenation                                        | 2016-17 to 2018-19 and maintenance upto 2019-20 | 45,000 acres                | 65.880                             | 27.000                                    | 38.880                           | --                        |
| 3       | Organic Certification                                                     | 2016-17 and maintenance upto 2018-19            | 10,000 acres                | 3.200                              | 2.400                                     | 0.800                            | --                        |
| 4       | Coffee Baby Pulpers                                                       | 11,500 Nos (2015-16 to 2025-26)                 |                             | 17.920                             | 8.960                                     | 7.168                            | 1.792                     |
| 5       | Administrative support (Human resource, capacity building, mobility etc., |                                                 |                             | 28.220                             | 0                                         | 28.220                           | --                        |
| 6.      | Marketing support                                                         |                                                 |                             | 56.00                              | 22.000                                    | 34.000                           | --                        |
|         | <b>Grand Total</b>                                                        |                                                 |                             | <b>526.160</b>                     | <b>160.360</b>                            | <b>364.008</b>                   | <b>1.792</b>              |

#### 14. REASONS FOR SUCCESS

- ❖ In anticipation of the sanction of Special Coffee Project, action is taken to raise Coffee Nurseries from December 2008 onwards.
- ❖ On receipt of the scheme sanctions, due to the preparedness of the staff immediately advance works like Pitting was completed in coordination with Coffee and EGS staff.
- ❖ In view of the advance work of pitting, though there is failure of regular monsoon, the erratic rainfall helped in the conservation of moisture, which in turn helped the survival of Coffee Seedlings.
- ❖ The coffee plantation was taken up in the higher reaches under the shade, where the moisture conservation is good.
- ❖ Subsequently, SMC operations in the coffee plantations ie., Countour bunding, mulching, hutting etc., enhanced the survival of coffee.
- ❖ As on today, the survival for coffee plantation of current year is around 90%.
- ❖ Time to time monitoring, trainings and technical guidance given by the Coffee Board staff contributed for the success of the planting programme.

“The involvement and experience of the local tribal traditional Coffee growers helped in the success of the coffee planting activity”.

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