

No. 4/5/2007-Plant-B
Government of India
Ministry of Commerce & Industry
Department of Commerce

New Delhi dated the 3rd December, 2007.

To

The Chairman
Coffee Board, Bangalore.

Sub: Implementation of "Market Development" Scheme by the Coffee Board during the 11th Five Year Plan (2007-2012) – regarding.

Sir,

I am directed to refer to Coffee Board's EFC proposal on the above mentioned subject and to convey the approval of Government of India to the Coffee Board for implementation of the following components of the scheme by the Board during the 11th Five Year Plan (2007-2012) with an outlay of Rs.30.00crore (Rupees thirty crore only) with the following conditions :

- The cost of the component "Domestic Coffee Promotion" to be restricted to Rs.25crore.
- The component "Market Research & Intelligence" with an outlay of Rs.5crore has been agreed to.
- No new additional post will be created and the scheme will be implemented with the existing manpower available with the Board.
- A review, evaluation and monitoring mechanism shall be put in place for this scheme.

2. The Board will send the quarterly physical and financial performance report about the status of the implementation of the scheme to this Department.

3. The expenditure for implementing the scheme will be met by the Board out of the approved plan funds of the Board during the 11th plan period and no additional/separate funds would be provided to the Board for this purpose.

4. This issues with the concurrence of Finance Division of this Department vide their Dy. No.3592/FD/2007 dated 30.11.2007.

Yours faithfully,

(Vijay Kapoor)

Under Secretary to the Government of India

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