



The Emphasis On Coffee Production And Productivity In India

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ABSTRACT

One major factor propelling India's agricultural industry is the country's focus on coffee output and productivity. India is becoming one of the world's top coffee producers because of its ideal climate and growing circumstances. Productivity has increased greatly because to the government's aggressive approach to encouraging coffee farming via different programmes and subsidies. Mechanisation and precision agriculture are only two examples of how the use of contemporary agricultural methods has increased coffee's productivity. This research was conducted to learn more about the current state of coffee farming in India and its potential future growth prospects. The enhanced quality of Indian coffee as a result of this emphasis on efficiency has made it quite desirable on foreign markets. Research and development efforts have paid off by producing disease-resistant cultivars and cutting-edge processing techniques, so making agriculture more resilient and sustainable in the face of threats like climate change. Overall, India's increased focus on coffee production and productivity has benefited the country's economy and established the country as a major participant in the international coffee market.

Key Words: coffee trends, production and productivity, growth, coffee market, trade

INTRODUCTION

Coffee is grown in almost 70 nations, although Brazil is by far the world's greatest producer. As a result, the price of coffee in Brazil is subject to weather conditions. West African and Vietnamese nations produce the majority of Robusta coffee. Despite producing predominantly Arabica coffee, Brazil is the world's second-largest Robusta grower, after only Vietnam.

Plantation of Coffee is a woody shrub that grows in both subtropical and tropical climates. Coffee beans are the plant's seeds. Arabica and Robusta are the two main varieties of coffee. Arabica coffee is typically thought to be better than Robusta coffee. Arabica accounts for almost two-thirds of global output, whereas Robusta accounts for one-third. It takes three to five years after planting for the coffee plant to yield cherries. This lengthy lead time may result in times of supply-demand imbalance when growers plant coffee when prices are high but do not produce a harvest for many years, depending on the time of year. Many people like and enjoy drinking coffee, and coffee enthusiasts may be found in every corner of the globe. To win the hearts of loved ones, people give a cup of coffee. Coffee relieves tension, warms the body, puts a grin on your face, regenerates energy, develops a plot for time passing and speaking, and so on. Every year, 0.5 trillion cups of coffee are drunk worldwide, making it the third most consumed drink behind water and tea, which rank first and second, respectively. A coffee shop and a snack bar may be found at the corners of most cities in most nations. Coffee is grown in a few countries across the globe but consumed globally.

Because coffee beans contain caffeine, they are utilised in the production of coffee, cola, cosmetics, and medications. Black coffee includes Sodium, Potassium, Magnesium, Manganese, Riboflavin, and Niacin, as well as other nutrients. Black coffee contains 95 percent water, and a cup of coffee may be recommended for moderate intake to maintain daily fluid balance in the human body and prevent dehydration.

LITERATURE REVIEW

According to Bal Kamala and Raghuramulu (2003), although there is considerable potential for sustainable coffee production in India, there are various constraints such as high certification costs, a lack of marketing channels for organic coffee, and fluctuating premium and pricechanges.

Bijoor (1999) investigated the marketing potential of coffee in the Indian domestic market and found that India has the potential to be a new century boom coffee economy. He noticed that it was past time to rouse the domestic Indian coffee market, since coffee preparation was thought to want extra care. In terms of time, skill,

and trend, the beer was being pushed into a niche market.

According to Chand (2006), organic certification may allow them (coffee growers) to earn more money or offer a better working and living environment for themselves and their families. They may also leave a better environment to their children and grandkids. 35 According to Chand (2010)18, the new opportunities.

According to Chand (2010), new possibilities exist in trade, marketing, biotechnology, altering consumer tastes in local and international markets, technology sharing, resource sharing, and investments in research, extension, and infrastructure development.

According to the Coffee Board (2002), small planters possess 95.3% of the land in Karnataka that is less than 10 hectares in size, whereas big planters own 4.7% of the property that is more than 10 hectares. The dramatic drop in prices made it difficult for small farmers to repay their crop debts. To enhance domestic consumption of coffee, the government and coffee board have made steps to stimulate procurement and marketing of coffee through Indian coffee marketing cooperatives in collaboration with cooperatives.

SCOPE, NEED AND IMPORTANCE OF THE STUDY

An enormous number of individuals across the world take pleasure in and even worship the beverage of coffee. Bringing a loved one a cup of coffee is a common way for people to win their hearts over. Coffee has several positive effects, including calming anxiety, warming the body, making you smile, recharging your energy, providing a pleasant distraction while you kill time, and opening up interesting conversational avenues. After water (one trillion cups drunk annually) and tea (half a trillion cups consumed annually), coffee is the world's third most consumed beverage. On the corner of almost every main thoroughfare in any developed country is a coffee shop or snack bar.

OBJECTIVES

- To examine the production and productivity in India
- To study the trends of coffee production and productivity in India

METHODOLOGY

The present study based on secondary sources of data such as Volumes, Journals articles, Census Reports, the Economic Survey of Karnataka, and reliable data gathered from the Annual Report of the Coffee board of India.

DATA ANALYSIS AND INTERPRETATION**Area, Production and Productivity India**

India is one of the coffee producing countries. The following table shows the area of plantation of coffee in India in hectares.

Table No.1 Coffee Planted Area in India (in Hectares)

Year	Arabica	Arabica%	Robusta	Robusta%	Total
1951	67613	73	24910	27	92523
1961	70650	59	49670	41	120320
1971	80433	94	5530	6	85963
1981	109454	53	98815	47	208269
1991	127934	47	142887	53	270821
2001	167679	48	179037	52	346716
2011	197930	49	206715	51	404645
2018	228910	50	225812	50	454722
Growth%	2	3			2

Source: <https://www.alphainvesco.com/blog/overview-indian-coffee-sector/>

The table above provides information on the coffee planted area in India, measured in hectares, from 1951 to 2018. The data shows that the total area of coffee plantations has been increasing over the years, with a growth rate of 2% between each decade. In 1951, Arabica coffee accounted for 73% of the total planted area, while Robusta made up the remaining 27%. However, by 2018, both types of coffee had an equal share of the planted area at 50%. The highest growth rate was observed between 1961 and 1971, when the total planted area increased by almost 40%. Interestingly, during this period, Arabica coffee's share decreased by more than half while Robusta's share increased sixfold. Overall, these numbers indicate that India's coffee industry has been steadily growing and diversifying its production over time.

Table No. 2 Production and Productivity of Coffee in India

Year	Arabica	Arabica%	Productivity(kg/ha)	Robusta	Robusta%	Productivity	Total
1951	15511	82	229	3382	18	136	18893
1961	39526	58	559	28643	42	943	68169
1971	58348	53	725	51883	47	943	110231
1981	61262	52	625	57384	48	623	118646
1991	78311	46	722	91415	54	795	169726
2001	104400	35	713	196800	65	1175	301200
2011	94140	31	575	207860	69	1056	302000
2018	95000	30	478	221000	70	1031	316000
Growth%	3			6			4

Source: <https://www.alphainvesco.com/blog/overview-indian-coffee-sector/>

The table above shows the production and productivity of coffee in India from 1951 to 2018. The data reveals that the production of Arabica coffee has increased steadily over the years, with a growth rate of 3%. In contrast, the production of Robusta coffee has grown at a faster rate of 6%. However, Arabica still dominates the market, with an average percentage of 52% over the years. In terms of productivity, both types have shown significant improvements. Arabica productivity started at 229 kg/ha in 1951 and reached its peak at 713 kg/ha in 2001 before dropping to 575 kg/ha in 2011. Robusta productivity started at a low of 136 kg/ha in 1951 and reached its highest point at 1175 kg/ha in 2001 before settling at an average of 1031 kg/ha. Overall, India's coffee industry has grown significantly over the years, with total production

REGIONAL EXPANSION OF COFFEE PLANTATION AFTER INDEPENDENCE

After gaining independence, farmers continued to pool their crops for marketing purposes like coffee until the liberalisation phase began in 1991. Post-liberalization in 1991 saw the government let individual coffee producers to bypass the national pooling system and sell their product directly to consumers. There are now 16 varieties of coffee sold in India. The states of Karnataka, Kerala, and Tamil Nadu in India's Western and Eastern Ghats are major producers of coffee. Andhra Pradesh and Odisha, both located on the country's eastern coast, have joined Assam, Manipur, Meghalay, Mizoram, Tripura, Nagaland, and Arunachal Pradesh in cultivating coffee. Arabica and Robusta coffees dominate the market in India. Arabica is grown on the steeper hills, whereas Robusta is planted on the gentler slopes.

There is a huge demand for coffee all across the globe, yet only so much coffee can be grown. India's climate and ecosystem are ideal for coffee farming, a gift from God. Traditional, non-traditional, and north eastern varieties of coffee are cultivated in a select number of states. Traditional areas include Karnataka, Kerala, and Tamil Nadu, but Andhra Pradesh and Odisha are not. India has two major coffee species, Arabica and Robusta. India has 454722 hectares dedicated to growing coffee as of 2017-18, with 228910 hectares (50.3%) dedicated to growing Arabica and 225812 hectares (49.7%) dedicated to growing Robusta. The total area of coffee planting in Karnataka in 2017-18 was 244785 hectares; this was followed by 85880 hectares in Kerala and 35607 hectares in Tamil Nadu. There are a total of 80438 ha in non-traditional areas, including 8013 ha in the North East. A clear picture of an Indian coffee plantation is shown in the table below.

Table No.3 Area Under Coffee Plantation in Different States in 2017/18 (in Hectares)

State	Arabica	%	Rodusta	%	Total	%
Karnataka	108795	23.9	135990	29.9	244785	53.8
Kerala	4231	0.9	81649	18.0	85880	18.9
Tamilnadu	29513	6.5	6094	1.3	35607	7.8
Total for Traditional Areas	142539	31.3	223733	49.2	366272	80.5
Non Traditional Areas	80174	17.6	264	0.1	80438	17.7
North Eastern Region	6198	1.4	1815	0.4	8013	1.8
Total (India)	228910	50.3	225812	49.7	454722	100

Source: Data base Cf May 2018 web Market Research & Intelligence Unit, Coffee Board,Bengaluru.

Coffee Production in Different States

When it comes to global coffee output, India is seventh. India is a major producer of both Arabica and Robusta coffee. The worldwide market has a high demand for Indian coffee because of its high quality and unique taste. In 2017–18, India produced a total of 316,000 metric tonnes of coffee. Of this total, 221,000 tonnes (or 69.9%) were of the Robusta type, while 95,000 tonnes (or 30.1%) were of the Arabica kind. When it comes to coffee manufacturing in India, Karnataka is at the forefront. Karnataka alone accounts for 70.3% of India's total output. Robusta accounted for 48.5% of the 222,300 metric tonnes (mt) of output in Karnataka that year, while both 6000 (mt) and 21800 (mt) were produced. The following table illustrates the structure of India's coffee harvest.

Table No.4 Coffee Production in Different States in 2017/18

State	Arabica	%	Rodusta	%	Total	%
Karnataka	108795	23.9	135990	29.9	244785	53.8
Kerala	4231	0.9	81649	18.0	85880	18.9
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Source : Data base Cf May 2018 web Market Research & Intelligence Unit, Coffee Board.Bengaluru

Productivity Coffee in India

The profitability of a manufacturing unit is determined by the productivity of any product. As of 2017-18, the total area under coffee cultivation in India was 454722 hectares, with Arabica variety 228910 hectares (50.3%) and Robusta type 225812 hectares (49.7%). In India, total coffee output in 2017-18 was 316000 metric tonnes, with 221000 metric tonnes (69.9%) of Robusta and 95000 metric tonnes (30.1%) of Arabica.

The production of coffee in India varies by area. In India, 765 kilogramme of coffee is produced per acre on average in 2017-18. Coffee production varies from variation to variety and area to region. The average production of Robusta coffee per hectare in India was 1031kg, whereas Arabica coffee output was 478kg. Karnataka has the greatest coffee yield per acre, at 983kgs. In 2017-18, the productivity in Karnataka was 1211kgs of Robusta coffee and 692kgs of Arabica coffee per hectare. In the same year, Kerala and Tamil Nadu had identical overall average production of 774kgs per acre. The North Eastern Region has the lowest production, with just 63kgs per acre. This clearly shows that Karnataka, Kerala, and Tamil Nadu are better suited for coffee farming. The production of the Robusta variety is greater than that of the Arabica variant. The table below provides a comprehensive picture of production in various locations and kinds.

Table No.5 Productivity Coffee in India and in Different States in 2017/18

State	Arabica	%	Robusta	%	Total	%
Karnataka	108795	23.9	135990	29.9	244785	53.8
Kerala	4231	0.9	81649	18.0	85880	18.9
Tamilnadu	29513	6.5	6094	1.3	35607	7.8
Total for Traditional Areas	142539	31.3	223733	49.2	366272	80.5
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Total (India)	228910	50.3	225812	49.7	454722	100

Source: Data base Cf May 2018 web Market Research & Intelligence Unit, Coffee Board, Bengaluru

FINDINGS

- Different regions and different types of coffee beans are used to make different types of coffee. Robusta coffee yielded 1031 kilogrammes per hectare on average in India, whereas Arabica coffee only yielded 478 kilogrammes per hectare.
- Production is lowest in the North Eastern Region, with 63 kilogrammes per acre. India is a large producer of both Arabica and Robusta coffee, with Karnataka, Kerala, and Tamil Nadu being particularly well-suited for coffee production.
- Indian coffee is highly sought after on the international market due to its exceptional quality and flavour.
- God gave India a climate and ecology that are perfect for growing coffee. Only a few states grow traditional, non-traditional, and north eastern coffee types.
- Following liberalization in 1991, individual coffee farmers were permitted to sell their wares to end users without first going via the national pooling system.

SUGGESTIONS

For Improvement In order to enhance coffee production and productivity in India, several suggestions can be implemented.

- Firstly, there is a need for extensive research and development in the coffee sector. This includes investing in advanced farming techniques, such as precision agriculture and vertical farming, to optimize land utilization and increase crop yields.
- Additionally, the government should provide financial support and incentives to farmers for adopting these modern practices.
- To focus on improving the quality of coffee beans produced in India. This can be achieved by promoting organic farming methods and encouraging farmers to adopt sustainable practices that minimize the use of pesticides and chemical fertilizers.
- Quality control measures throughout the supply chain will ensure that only premium- grade coffee reaches the market. Another aspect that requires attention is infrastructure development. Adequate transportation facilities need to be established to facilitate smooth movement of coffee produce from farms to processing units and eventually to domestic and international markets.
- State-of-the-art processing units equipped with advanced machinery will help streamline the

CONCLUSION

In conclusion, the emphasis on coffee production and productivity in India has proven to be a pivotal factor in the country's economic growth and global competitiveness. Through strategic initiatives and investments, India has been able to enhance its coffee cultivation techniques, resulting in higher yields and improved quality. The government's support in terms of research and development, infrastructure development, and financial assistance has further propelled the industry forward. Additionally, the focus on sustainability practices has not only benefited the environment but also positioned Indian coffee as a premium product in international markets. With continuous efforts to improve processing methods, promote innovation, and expand market reach, India is poised to solidify its position as a leading player in the global coffee industry. The future looks promising for Indian coffee producers as they strive to meet increasing consumer demand while maintaining their commitment to excellence and sustainability.

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