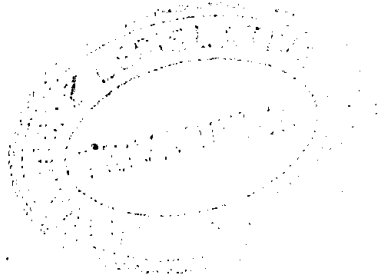


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FIFTH  
ANNUAL REPORT

OF THE

Indian Coffee Cess Committee

Bangalore

FOR

1939 - 40

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## CONTENTS

	Page
CHAPTER I— <i>Organization and Functions</i> ... ..	1
Period under Review (1); Constitution of the Committee (2); Rate of Cess (3); The Indian Coffee Cess Act, and the Rules and Bye-laws thereunder (4); Personnel of the Committee (5); Resignations under Rule 4 of the Indian Coffee Cess Rules (6); Leave of absence out of India under Rule 5 (1) of the Indian Coffee Cess Rules (7); Personnel of the Executive and Market Expansion Sub-Committees (8); Meetings and Transaction of Business (9); and Work of the Year (10).	
CHAPTER II— <i>Revenue and Funds</i> ... ..	4
Receipts and Expenditure in the 12 months ended 31st March 1940 (1); Receipts and Expenditure in April to June 1940 (2); Receipts and Expenditure during the period ended 31st March 1940 (3); and Balance Sheet (4).	
CHAPTER III— <i>Advisory Work</i> ... ..	6
Prevention of Adulteration of Coffee (1-5); Colouring of Coffee (6-9); Coffee in Afghanistan (10-12); Export of Indian Coffee to Burma (13-16); Coffee Sales in Time of War (17-19); and Bureau of Information (20).	
CHAPTER IV— <i>Coffee Propaganda in India</i> ... ..	12
Scope of Propaganda (1-2); Propaganda Organization (3); All-India Coffee Marketing Survey (4); Simla (5); Lahore (6); New Delhi (7-11); Shanker Terrace, (Old) Delhi (12); Bombay (13-14); Hyderabad (15-17); Secunderabad (18-19); Salem (20); Travancore (21); Cochin and Malabar (22-23); Exhibitions (24-25); and General Publicity (26).	
CHAPTER V— <i>Overseas Propaganda</i> ... ..	19
Constitution, Function, and Funds of the Indian Coffee Market Expansion Board, London (1-2); Meetings (3); Work of the Year (4); Exhibitions (5); Demonstrations in Shops (6-7); Demonstrations in Canteens (8-9);	



10159

Production and Distribution of Display Material (10);  
 Press and Poster Advertising (11); Tours and Contacts  
 (12); Switzerland and Scandinavia (13); and Staff (14).

CHAPTER VI— <i>Statistics</i>	....	....	... 23
General (1); Season (2); Acreage and Production (3); Cured Coffee (4); Course of Prices (5); Market Trend (6-10); Exports (11-13); Internal Trade Movements (14-17); and Home-Consumption (18-21).			
CHAPTER VII— <i>General</i>	..	...	... 27
Agricultural and Technological Research (1); Roasting and Liquoring Tests (2); Publications of the Committee (3-4); Staff of the Committee (5); Gifts of Coffee for Propaganda Work in India (6); A Gift of Indian Coffee to the Canadian Troops (7); and Acknowledgments (8).			

## APPENDICES

	Page
I. Personnel of the Indian Coffee Cess Committee	... 30
II. A.—Personnel of the Executive Sub-Committee	... 31
B.—Personnel of the Market Expansion Sub-Committee	... 31
III. Abstract Statement of Receipts and Expenditure for the period from 1st April 1939 to 31st March 1940	... 32
IV. Statement showing the Committee's Receipts and Expenditure (excluding Provident Fund) during the years 1935-36 to 1939-40	... 33
V. Statement of Sales of Coffee in the Cup and Coffee Powder from India Coffee Houses in 1939-40	... 34
VI. Personnel of the Indian Coffee Market Expansion Board, London.	... 35
VII. A statement of the funds placed by the Indian Coffee Cess Committee at the disposal of the Indian Coffee Market Expansion Board and the Board's expenditure in the fiscal years 1936-37 to 1940-41.	... 36
VIII. Statement of Area (in Acres) under Coffee and of the production (in Tons) of Cured Coffee in each Province and State in India during the years (ending 30th June) 1935 to 1939.	... 37
IX. Statement of Coffee (in Tons) cured by Major Curing Yards in 1937-38, 1938-39 and 1939-40.	... 38
X. Courses of Prices: Mangalore Curers' Association Weekly Quotations 1935-36 to 1939-40.	... 40
XI. Exports of Coffee by Sea to Foreign Countries and Burma—1936 to 1940.	... 42
XII. Exports of Plantation and Native Coffees from West Coast Ports—1935-36 to 1938-39.	... 43
XIII. Exports of Indian Coffee to the United Kingdom, France, Norway and the rest of the world during the fiscal years 1911-12 to 1938-39.	... 44

	Page
XIV. Rail & River-borne Exports of Coffee from, and Imports into, different trade blocks (July to June)—1935-36 to 1938-39. ... ..	45
XV. Annual Distribution of Coffee by Rail from Chief Exporting Centres : 1937-38 and 1938-39. ...	46
XVI. Imports into, and Exports from, Travancore State of Coffee and Coffee Husk : 1936-37 to 1938-39. ...	47
XVII. Road-Borne Traffic of Coffee into and from Mysore : January to December 1939. ...	47
XVIII. A.—Home Consumption : Season 1938-39 (July to June) ..	48
B.—Net Imports of Coffee by Rail and River (inland trade) into each trade block outside South India : 1935-36 to 1938-39. ....	50
XIX. List of the Committee's Staff as on 30th June, 1940. ...	51
XX. Gifts for Propaganda Work in India : 1939-40 Season. ...	54
XXI. Gift of Indian Coffee to Canadian Troops. ...	56

# The Indian Coffee Cess Committee

## FIFTH ANNUAL REPORT.

### CHAPTER I

#### Organization and Functions.

1. **Period under Review**—This Report covers the period 1st July 1939 to 30th June 1940.

2. **Constitution of the Committee**—The Indian Coffee Cess Committee was constituted by the Central Government, on 9th November 1935, in pursuance of the provisions of the Indian Coffee Cess Act, 1935 (XIV of 1935). This Act, which was the outcome of the general desire of coffee interests in South India that like the tea, lac and cotton industries of India, the Indian coffee industry, too, should have its own funds to be expended exclusively for the improvement of the industry, provides for the levy of a cess on all coffee produced in India and taken by sea or by land to any place beyond the limits of British India or Burma at such rate not exceeding Re. 1. per cwt. as may be fixed by the Central Government on the recommendations of the Committee. Under the Act, the Committee is empowered to utilize the proceeds of this cess for its own expenditure as well as the cost of such measures as the Committee may consider advisable to undertake to promote the sale and increase the consumption, in India and abroad, of coffee produced in India. Besides the promotion of sale and consumption of coffee, the Committee is also empowered to spend cess funds on agricultural and technological research in the interest of the Indian coffee industry.

3. **Rate of Cess**—The rate of cess, referred to in the foregoing paragraph, was fixed at 8 annas per cwt. from 2nd November 1935 to 31st May 1938, but, since then, it has been levied at the rate of Re. 1/- per cwt.

4. **The Indian Coffee Cess Act, and the Rules and Bye-laws thereunder**—The Indian Coffee Cess Act (XIV of 1935) as amended by the Indian Coffee Cess (Amendment) Act, 1938, the Indian Coffee Cess Rules under Section 12 of the Act, and the Indian Coffee Cess Act,

Bye-laws under Section 13 of the Act, as published in the Gazette of India under Department of Commerce Notifications No. 454 (1)-Tr. (I.E.R.) (A) and (B) dated 3rd October 1936, and as later amended by Notification No. 454 (7)-Tr. (I.E.R.) dated 13th March 1937, continued in force without change throughout the period under report.

**5. Personnel of the Committee**—The composition of the Committee at the close of the period under review is shown in Appendix I. Rajamantrapravina N. Madhava Rau, who succeeded Sir Bryce Burt as Chairman of the Committee in March 1939, continued as Chairman throughout the period under report. Mr. R. C. Morris, who took the place of Rajamantrapravina N. Madhava Rau as Vice-Chairman of the Committee, completed his term at the end of March 1940. Consequent, however, on the resignation, in March 1940, of Mr. J. H. Sprott, the Vice-Chairman-Elect for the year 1940-41, Mr. R. C. Morris kindly agreed to continue as Vice-Chairman and held this office till 15th June 1940 when he resigned his membership on the Committee. On the resignation of Mr. Morris, Mr. N. Kirwan was elected Vice-Chairman for the rest of the year 1940-41.

**6. Resignations under Rule 4 of the Indian Coffee Cess Rules**—Messrs. Karavanda Chengappa, J. H. Sprott, N. Kirwan and P. H. Rama Reddy, resigned their seats on the Committee with effect from 27th July 1939, 12th March 1940, 31st March 1940 and 12th June 1940 respectively. Rao Saheb M. S. Mandanna, Mr. N. Kirwan, Mr. E. H. Stanes and Mr. A. R. C. Westlake were respectively nominated by the Central Government to fill these vacancies. The vacancy created by the resignation of Mr. R. C. Morris was filled by Mr. A. L. Hill.

**7. Leave of absence out of India under Rule 5 (1) of the Indian Coffee Cess Rules**—Messrs. L. P. Kent and St. John Hunt, who were on leave out of India since 30th March 1939 and 26th May 1939 respectively, resumed their seats on the Committee in January 1940. Lt. Col. H. F. Murland proceeded on leave out of India in April 1940.

**8. Personnel of the Executive and Market Expansion Sub-Committees**—The personnel of the Executive and Market Expansion Sub-Committees which held office during the year under report is given in Appendix II.

**9. Meetings and Transaction of Business**—The Indian Coffee Cess Committee met once during the year under report at Bangalore on 1st November 1939. The Executive Sub-Committee held three meetings;



one on 9th July 1939 at Mysore, another on 31st October 1939 and the third on 18th June 1940 both at Bangalore. The Market Expansion Sub-Committee also held three meetings, all at Bangalore; on 30th October 1939, 16th February 1940 and 17th June 1940. The Committee as well as the Sub-Committees transacted, as usual, a good deal of business by the circulation of papers.

10. **Work of the year**—As before, measures for the promotion of the sale and consumption of Indian coffee in India and abroad received the devoted attention of the Committee throughout the period under report. The progress made during the year in propaganda work is dealt with in Chapters IV and V of this Report and other matters that received the attention of the Committee are referred to in Chapters III, VI and VII.

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## CHAPTER II

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### Revenue and Funds

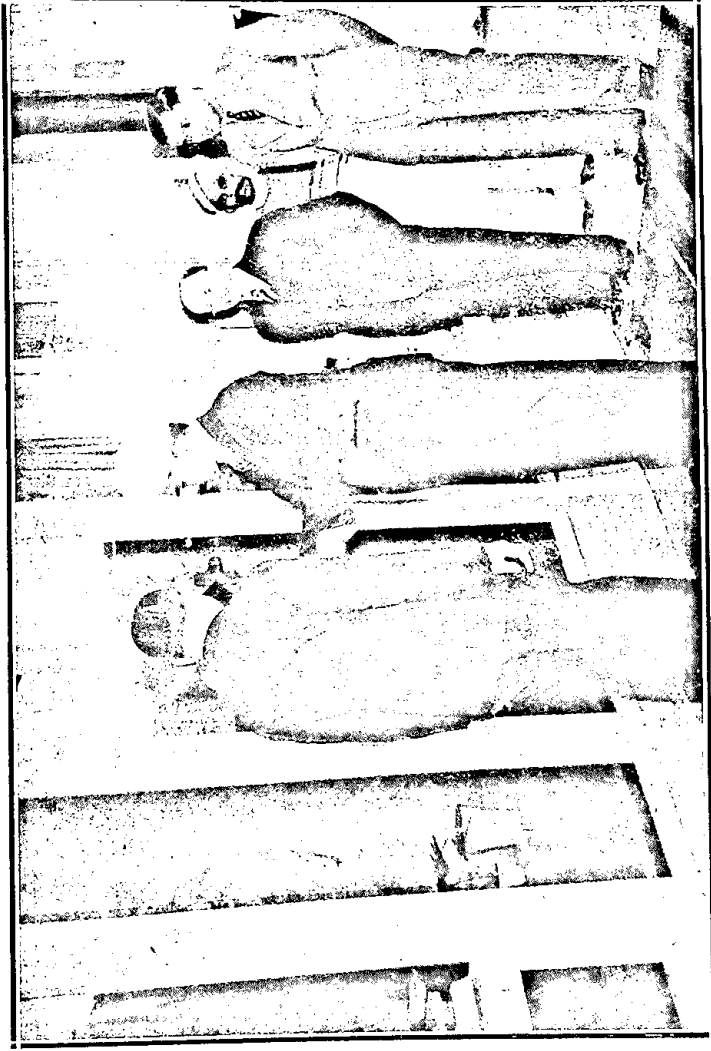
#### 1. Receipts and Expenditure in the 12 months ended 31st March 1940

—The abstract statement of receipts and expenditure of the Committee for the period, 1st April 1939 to 31st March 1940, as published by the Central Government in the Gazette of India under the Department of Commerce Notification No. 329 (4) Tr. (I. E. R.)/40 dated 28th September 1940, is reproduced in Appendix III.

The receipts from cess during the year were Rs. 1,86,405. Together with an opening balance of Rs. 86,930 (excluding the sum of Rs. 1,866 held in Employees' Provident Fund Account) and interest on investments and other receipts amounting to Rs. 1,467, the Committee had on hand Rs. 2,74,802, for expenditure during the year 1939-40. Out of this, a sum of Rs. 18,974 was spent on the administration of the Committee, Rs. 54,932 was placed at the disposal of the Indian Coffee Market Expansion Board for expenditure in the United Kingdom, and a sum of Rs. 95,830 was spent on propaganda in India. A sum of Rs. 142 was contributed to the Coffee Section of the British Empire Producers' Organisation, and a sum of Rs. 32 was spent on Canadian Troops Fund Account on postages, bank's commission, etc., leaving a closing balance of Rs. 1,04,892, which excludes the sum of Rs. 3,277 held in the Employees' Provident Fund Account.

2. Receipts and Expenditure in April to June 1940—In the three months April to June 1940, receipts from cess collections amounted to Rs. 51,876, and receipts by way of contribution to Canadian Troops Fund Account amounted to Rs. 313. Together with the opening balance of the year, the total amount available for expenditure was Rs. 1,57,081. Expenditure during the same period amounted to Rs. 47,149.

3. Receipts and Expenditure during the period ended 31st March 1940—A comparative statement showing the receipts and expenditure during each of the financial years (April-March) 1935-36 to 1939-40 is appended (Appendix IV).



The Hon'ble Dewan Bahadur Sir A. Ramaswamy Mudaliar unlocks with a silver key the silver lock that fastened the door of India Coffee House, New Delhi.

4. **Balance Sheet**—In round figures, the income and expenditure of the Committee during the fifty-five months of its existence, namely, from December 1935 to June 1940, may be summarized as under :—

The Receipts from Coffee Cess amounted to Rs. 6,08,000, and the interest on Investments and Receipts from other sources to Rs. 3,000, making a total of Rs. 6,11,000. Out of this, Rs. 24,000 was spent on the Marketing Survey, Rs. 2,37,000 on propaganda in India and Rs. 1, 52,000 on Propaganda in the United Kingdom. A sum of Rs. 88,000 was also spent on the rest of the activities of the Committee, leaving a closing balance of Rs. 1,10,000 on 30th June 1940.

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## CHAPTER III

### Advisory Work

1. **Prevention of Adulteration of Coffee**—Mention was made in the previous Report that, as a result of the efforts made by the Committee, a number of Provinces and States in India had incorporated a suitable definition of coffee in their respective laws for the prevention of adulteration of foodstuffs. They had also implemented the recommendation of the Committee that, in order to ensure uniformity, throughout India, the permissible maximum percentage of chicory in a coffee-chicory mixture should be fixed at 50. The position at the beginning of the year under report was that the Governments of (1) Assam, (2) The Central Provinces and Berar, (3) The Punjab, (4) Ajmer-Merwara, (5) Madras, (6) Sind, (7) Mysore, (8) Travancore, (9) Cochin and (10) Pudukottah had come into line while the matter was under the consideration of some others and a few had not thought it necessary to introduce such legislation in view of the negligible consumption of coffee in their territories.

2. In the year of report, the Madras Government Rules in respect of coffee were slightly amended on the recommendation of the Committee. Rule 2 of these Rules enjoins that "Every advertisement and every price list or trade list describing an article of food which consists of a mixture of coffee and chicory, whether untreated or ground or powdered or compressed, shall describe such mixture in the manner provided in the schedule to these rules". And the first part of Clause (4) of the Schedule—this has since been deleted—laid down that "Wherever the word 'coffee' appears on the label of a tin or other receptacle containing a mixture of coffee and chicory, in which the coffee exceeds 50 per cent. it shall be immediately followed by words indicating that it contains chicory, printed in type of the same size as that used for the word 'coffee'."

3. Likewise under Rule 4 of these Rules read along with Clause 2 (a) of the Schedule, as it originally stood, it was necessary that the label affixed on the container of a mixture of coffee and chicory should bear a declaration as to its content "in English and in the chief language or languages of the district in which the food is sold or offered or

exposed for sale". There are districts in the Madras Presidency in which more than one language may be said to be the chief languages of the district. Under this rule, therefore, it was necessary for a tin of coffee sold in a district to carry on its label declarations in English as well as more than one local language. A brand of coffee popular in the Presidency must, therefore, carry declarations in several languages which was hardly possible, particularly, if that brand happens to be one which has an all-India market.

4. These stipulations resulted in considerable hardship to manufacturers of "French Coffee", who were bound, under these Rules, to use a long and inconvenient epithet "coffee (chicory)" whenever and wherever they had to describe a mixture of coffee and chicory in advertisements, price lists, trade lists, etc., and also to make on the containers of this mixture declarations in all the languages of the Presidency.

5. On a reference received from the Government of Madras, the Committee therefore recommended the deletion of these two conditions in their Rules. This recommendation was accepted by the Government of Madras and in their G. O. No. 2000 P.H/P. dated 13th May 1940 in the Education and Public Health Department, the deletion of these two conditions in their Rules was notified.

6. **Colouring of Coffee**—That the malpractice of artificially colouring inferior low-priced coffees and palming them on to the consumer as superior high-priced coffees had assumed alarming proportions, calling for adequate measures to prevent the manufacture and sale of coloured coffees was mentioned in the last Report. This matter, which was first brought to the notice of the Government of Mysore, received their immediate attention. The manufacture and sale of artificially coloured coffees were forthwith prohibited under the Mysore Prevention of Adulteration Act, IX of 1921, by Notification No. G. 3672/P.H. 24-39 / 4 dated 18th October 1939.

7. By this notification, "No coffee sold or prepared for sale as 'green,' 'raw,' or 'unroasted' coffee or as 'roasted' coffee shall contain any beans or seeds other than those defined in the rules issued under Notification No. G. 7985/P. H. 157-36-6 dated the 30th March 1938, and it shall be free from any artificial colouring matter and from any coating, facing, or glazing substances".

8. In September 1939, the Committee brought this matter to the notice of the Governments of Madras, Travancore and Cochin. As a

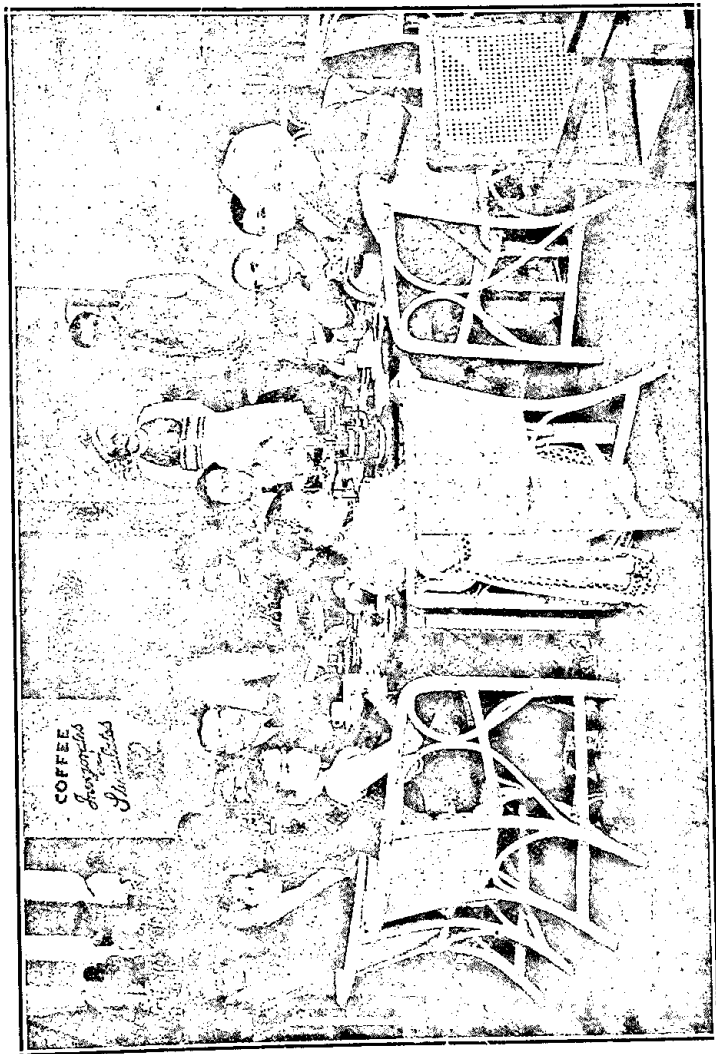
result, the Government of Madras issued their G. O. No. 874 P. H. dated 5th March 1940, prohibiting under the Madras Prevention of Adulteration Act of 1918, the manufacture and sale of artificially coloured coffees.

9. The position at the close of the year under report was that the Governments of Madras and Mysore, in whose jurisdiction alone coffee-colouring machines exist, had recognized the manufacture and sale of coloured coffees as illegal practices under their respective Prevention of Food Adulteration Acts. No sale of this prohibited article would be possible unless it was first manufactured. The most effective action to prevent its sale is the prevention of its manufacture itself. Unlike other adulterated foods which can be manufactured surreptitiously by all and sundry, the colouring of coffee cannot be done except in the special machinery installed for the purpose. And only a few such machines are known to be working in South India. The most practical and direct method of putting a stop to the illicit manufacture of coloured coffees would, therefore, appear to be the silencing of these machines, once and for all.

10. **Coffee in Afghanistan**—The possibilities of increasing the consumption of Indian coffee in Afghanistan were investigated during the year under review. The information collected showed that coffee was mostly used in Afghanistan by foreigners (Europeans) employed in certain Departments of the Afghan Government and in the Foreign Missions. Some of the Afghans, who had been to Europe, also used coffee sparingly. Though reliable statistics of imports of coffee into Afghanistan were not available, it was ascertained that Kabul, which is the most important consuming centre of coffee, took only about 5 tons of coffee beans a year and about 1½ tons of ground coffee packed in 1-lb. tins, the popular brands in this group being an American brand as also a pure as well as a French coffee manufactured in India.

11. Incidentally, this enquiry brought to light that, of late, importers of coffee beans in Kabul had been experiencing some difficulty in importing coffee beans from India. The Indian Customs Authorities on the Afghan border refused to allow coffee to be taken into Afghanistan on the ground that the export of coffee beans to Afghanistan had been prohibited.

12. The Committee immediately took the matter up with the Director-General of Commercial Intelligence and Statistics. It was then found that the expression "Tukhm-i-Kawa" used by exporters to describe coffee beans in the "Ilmo-Khabars" refers also to (green) tea



Sir Mirza Ismail, Sir V. T. Krishnamachari, Sir Girja Shanker and Lady Bajpai, and others  
enjoying a cup of coffee at India Coffee House, New Delhi.



seeds, the export of which, unless covered by a license, had been prohibited. The confusion created by the use of this ambiguous expression led the Custom's staff on the border to stop the export of coffee beans. As a remedy against the recurrence of similar mistakes, in future, the Provincial Government was requested to instruct the Customs officers on the border not to interfere with the export of coffee beans across the land frontiers, unless they had reasons to believe that the consignment was intended for the enemy. The Committee is indebted to the Director-General of Commercial Intelligence and Statistics and the Indian Trade Agent in Kabul for the assistance rendered by them in setting this matter right.

13. **Export of Indian Coffee to Burma**—On the separation of Burma from India, India became a "foreign country" in the legal phraseology of Burma. Separated Burma, however, continued, without change, the application to Burma of the very same rules in regard to imports of foreign raw and roasted coffees as were in force before separation. Under these rules imports of raw and roasted coffees were not permitted from any foreign country, in which category India was included from 1st April 1937.

14. This all-too-sudden change in the laws of Burma brought the coffee trade between India and Burma to a standstill. Several consignments of raw and roasted coffees on their way from India to Burma were held up at Rangoon and threatened with instant confiscation and destruction.

15. The matter was immediately brought to the notice of the Government of India, who intervened with the Government of Burma and entered into a reciprocal arrangement with that Government, under which the restrictions on imports into either country from the other were removed subject to the following conditions:—

- (a) a certificate from the Collector of Customs in a prescribed form accompanied every consignment of coffee exported from India to Burma,
- (b) the Government of the exporting country would inform the Government of the importing country of any serious outbreak of coffee disease within its territories to enable measures to be taken to prevent the entry of diseased coffee.

The Government of India notification giving effect to this reciprocal arrangement was published in their Notification No. F. 46-20/38-A dated 6th December 1939 in the Department of Education, Health and Lands.

16. The intervention of the Government of India saved for the Indian coffee industry a market, at its very doors, which the industry could hardly afford to lose, now or ever. The reciprocal arrangement is, however, conditional and the Government of India have sought the assistance of the industry in bringing to their immediate notice any outbreak of coffee disease in India.

17. **Coffee Sales in Time of War**—That in the event of war, Indian coffee would be put to great difficulties had been foreseen by the Committee as early as January 1939. The matter was immediately taken up with the Chairman of the Indian Coffee Market Expansion Board, who assured the Committee that, in the event of war and any action taken by His Majesty's Government in the United Kingdom to control imports and shipping, the interests of Indian Coffee would not be over-looked.

18. When war actually broke out in September, this question assumed greater importance. Meanwhile, certain statements that appeared in the Press and in a Public Information Leaflet issued in the United Kingdom had given rise to serious doubts whether coffee had at all been regarded in the United Kingdom as a food, the supply of which was to be ensured in a time of war. The Committee immediately took this matter up with the Government of India as well as the Chairman of the Indian Coffee Market Expansion Board, London. As a result, a further assurance was received from His Majesty's Government that coffee had been included in the United Kingdom priority list. So far as the provision of tonnage for coffee from India to the United Kingdom was concerned the United Kingdom Ministry of Food, was also prepared to give such assistance as was possible.

19. Also, the Government of India was kept informed of the possible reactions on the Indian coffee industry as a result of war and the measures that might be adopted to avert a crisis in the industry. The possibility of finding fresh outlets for Indian coffee in Empire countries was, in particular, brought to the notice of Government. The need to ensure that large quantities of Indian coffee were included in the purchases of coffee made by the French Food Purchasing Committee was also stressed in the representations made to the

Government of India. Just before the fall of France, news came to hand that as a result of the efforts made by the Trade Department of the Office of the High Commissioner for India, France had purchased and shipped from India 400 tons of coffee.

20. **Bureau of Information**—An interesting development in the work of the Committee is that its advice is being increasingly sought by the consuming public and the trade on various matters connected with coffee. A good number of such personal enquiries are received and dealt with by the mofussil propaganda staff while the rest are answered by the Head Office. Such of the enquiries as are for merely trade contacts are published in the Supplement to the Monthly Bulletin.

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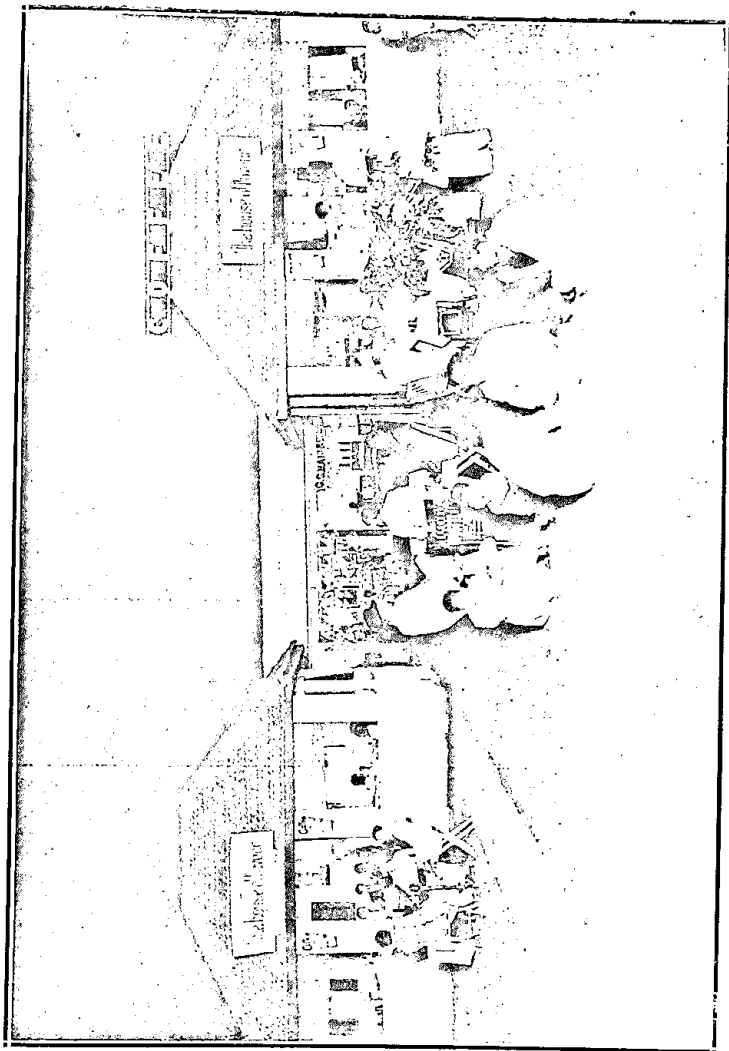
## CHAPTER IV

### Coffee Propaganda in India

1. **Scope of Propaganda**—From its inception, the Committee has been devoting considerable attention to the problem of expanding the market for Indian coffee in India. With a view to having a clear idea of coffee marketing conditions in India and the possibilities of developing the demand for coffee in India, a marketing survey in respect of coffee was started in 1936 by the Agricultural Marketing Department of the Government of India with the full co-operation of the Committee.

2. Also, as mentioned in previous reports, the Committee has been undertaking propaganda in favour of coffee in several selected areas in India. Departmental execution of propaganda schemes, which change in the agency for carrying out propaganda work was brought into effect from 1st April 1939, enabled the Market Expansion Sub-Committee to keep itself in close touch with field work and to plan and direct propaganda with a thoroughness it had not been possible to exercise in the past. The year under review, therefore, witnessed considerable expansion in propaganda activities. Besides the five India Coffee Houses opened in the last quarter of the previous year, nine more India Coffee Houses were opened during the year. The Demonstration Van that had been working in the villages of Salem District was recalled and set to work in Bangalore, a more promising area. In addition, Coffee Demonstration Parties worked at Calicut and Cochin and in Central Travancore. Participation in exhibitions was also continued. The progress made during the year in each of these activities is given in the following paragraphs. The Statement (Appendix V) appended to this Report gives, at a glance, the sales of liquid coffee and coffee powder effected during the year from India Coffee Houses and the Demonstration Van.

3. **Propaganda Organization**—Consequent on the decisions of the Committee referred to in the foregoing paragraph to carry out all propaganda activities in India departmentally with effect from 1st April 1939, suitable departmental machinery had to be devised and set in motion. In each area of the Committee's activities, namely, Simla, Lahore, Delhi, Bombay, Secunderabad, Hyderabad and Kerala, was



"The House of Flavour" at the Mysore Dasara Exhibition of 1939.

opened a Sub-Office in charge of an Organizer of Coffee Propaganda, responsible to the Secretary for the efficient prosecution of all propaganda activities in that area. Under this scheme, the post of the Publicity Officer at Bombay that had been created and filled in the previous year was abolished and an Organizer was appointed instead. Each separate Propaganda Unit such as an India Coffee House or a Demonstration Party was then placed under the charge of a Demonstrator or Leader answerable to the Organizer of his area for the efficient performance of the duties assigned to him. The necessary complements of Assistants and menials were provided in each Propaganda Unit and placed under the control of the respective Demonstrators and Leaders. Also, the functions and powers of each class of Committee's officers and servants were defined, and the method of working of Propaganda Units laid down for the guidance of the staff. Weekly and Monthly returns to be furnished to the Head Office at Bangalore by the Sub-Offices and Propaganda Units were instituted. These returns and reports enable the Head Office to keep itself in close touch with the progress of each Propaganda Unit.

4. **All-India Coffee Marketing Survey**—The drafting of the Report on the Marketing of coffee in India and Burma was completed by March 1940 and the report was sent to the press. Mr. M. Gopala Menon, B A., continued to hold the post of Assistant Marketing Officer (Coffee), and worked under the Agricultural Marketing Adviser to the Government of India till 31st March 1940, from which date he went on leave and joined the Head Office on 15th May 1940 as Assistant to the Secretary.

5. **Simla**—Towards the close of the Delhi season, requests were received from the patrons of India Coffee House, New Delhi, that a Coffee House be opened in Simla during the season there. This request was strongly supported by Dr. F. X. DeSouza and Mr. F. E. James, who happened to be in Delhi at the time. Thereupon, the Committee decided to open a Coffee House in Simla. Regent House on the Mall at Simla was the most suitable place then available, and an India Coffee House was opened in this building on 16th May 1940. By the close of the period under review, this Coffee House had sold 10,529 cups of coffee, the average daily sales being 229 cups.

6. **Lahore**—India Coffee House, Lahore, opened in the Y. M. C. A. Buildings on the Mall Road in Lahore on 17th May 1939, continued to function throughout the period under review. During this period it sold 53,198 cups of coffee, which works out to an average of 145 cups a day. In July 1939 the average daily sales were only 66 cups, but in

June 1940 the daily sales averaged 118 cups. During the winter months the sales were much better, and were occasionally as high as 250 cups a day. The demand for coffee powder has also steadily increased, the highest sales recorded in any one month being in April 1940, when 202 lb. were sold.

7. **New Delhi**—An India Coffee House was opened on Queensway, New Delhi, on 25th August 1939. During the year under review this Coffee House sold 143,470 cups of coffee, an average daily sales of 461 cups for the days it worked in the year. In the month of June 1940, however, the average fell to 369 cups. As at Lahore, there were wide fluctuations in sales between the winter and summer months. In the second week of February 1940, daily sales averaged about 700 cups. In powder sales, too, this Coffee House made rapid progress, the highest sales recorded being 305 lb. in the month of March 1940.

8. This Coffee House holds the pride of place among India Coffee Houses. It is equipped in a style and manner befitting the Imperial City. It also enjoys the unique honour of having been formally opened by the Honourable Sir A. Ramaswamy Mudaliar, Commerce Member of the Governor-General's Executive Council. This pleasant function took place on 16th November 1939. About 320 guests attended it. Prominent among them were Sir Andrew and Lady Clow, Sir Alan and Lady Lloyd, Sir John and Lady Ewart, Sir P. Raghavendra and Lady Rau, Sir John Dain, Mr. and Mrs. M. S. A. Hydari, Mr. and Mrs. J. F. Sheehy, Mr. and Mrs. Merne, Mr. and Mrs. N. R. Pillai, Mr. and Mrs. T. S. S. Iyer, Mr. and Mrs. T. K. Rajagopalan, Mrs. W. Burns, Mr. Coates, Lala Shanker Lal and Mr. A. M. Livingstone. Dr. W. Burns and Mr. F. E. James received the guests on behalf of the Committee.

9. This Coffee House has also been a centre of attraction for South Indians as well as foreigners interested in coffee. Among the numerous distinguished visitors to this Coffee House might be mentioned Mr. C. Rajagopalachariar, Sir B. L. Mitter, Sir V. T. Krishnamachari and Sir Girja Shanker Bajpai.

10. Special mention should also be made of Sir Mirza M Ismail, who, after his visit, presented the Coffee House with a set of Mysore Views and a beautiful oil painting of "Mysore at Night".

11. The Committee owes a deep debt of gratitude to all those mentioned above who have taken a keen interest in the work of the Committee and this Coffee House.

12. **Shanker Terrace, (Old) Delhi**—An India Coffee House in Shanker Terrace, (Old) Delhi, was opened on 14th May 1940, with a view to popularizing coffee among that section of the Delhi public to whom coffee is almost something unheard of. As had been expected, the progress of this Coffee House was not as spectacular as the progress made by the Coffee House in New Delhi. During the year it commanded only an average daily sales of 122 cups of coffee.

13. **Bombay**—Two Coffee Houses, one on Mohamed Ali Road and the other on Suparibagh Road, Parel, had been opened towards the close of the previous year. In the year of report, two more Coffee Houses were opened, one on Lamington Road and the other on De Lisle Road. The achievements of none of these four Coffee Houses during the year of report could be regarded as wholly satisfactory from the propagandà as well as the financial aspects of their operation. The Coffee Houses situated on Suparibagh Road and DeLisle Road proved, in particular, disappointing in both respects. Perhaps no India Coffee House opened on business thoroughfares of Bombay where rents are high, would ever prove a good business proposition as well.

14. India Coffee Houses, which, by virtue of their being primarily propaganda centres for coffee, have necessarily to impose on themselves certain restrictions on their methods of operation, cannot hope to be financial successes, too, except under the most favourable circumstances. These restrictions are that India Coffee Houses serve no beverages other than coffee. They serve no breakfast, lunch or dinner. They sell no goods other than coffee products and light refreshments. Above all, India Coffee Houses permit no credit. In all these respects, they are quite unlike other restaurants. They are consequently obliged to be content with the custom of those who are attracted to the Coffee Houses by their get-up and good service to spend a few minutes of their leisure hours over a cup of perfectly made coffee in good company and pleasant surroundings.

15. **Hyderabad**—Besides the Coffee House opened in April 1939 in Pathergatti, one more Coffee House was opened in Hyderabad, in Nampalli, on 27th December 1939. India Coffee House, Pathergatti, worked very satisfactorily till the end of February 1940, during which period sales of coffee reached the record figure of 12,718 cups in September 1939. From March 1940 onwards monthly sales shrank to the level of 6,000 to 7,000 cups.



16. This fall in the sales at Pathergatti was partly due to an enhancement of the price of coffee in the cup brought into effect from 1st March 1940 in all the Coffee Houses in Hyderabad and Secunderabad. An examination of the cost of making and serving coffee revealed that the prices of one anna (H. S.) and 4 dubs (H. S.), equivalent to about seven pies in the British Indian currency, charged for an 8 oz. cup of coffee served on trays in individual sets and in cups ready-mixed were uneconomical. From 1st March 1940, onwards, the size of the cup was, therefore, reduced to 6 oz.—keeping the prices unchanged in conformity with the sizes of the cups used in other restaurants.

17. An outstanding feature of the Coffee Houses in Hyderabad, was the fall in the sales of coffee in the months of April and May as well as in the month of October, the former due to the intense heat of summer, and the latter chiefly due to Ramzan. Incidentally, it confirmed the observation that these Coffee Houses were largely patronized by Muslims in whom the coffee-habit had not yet been developed.

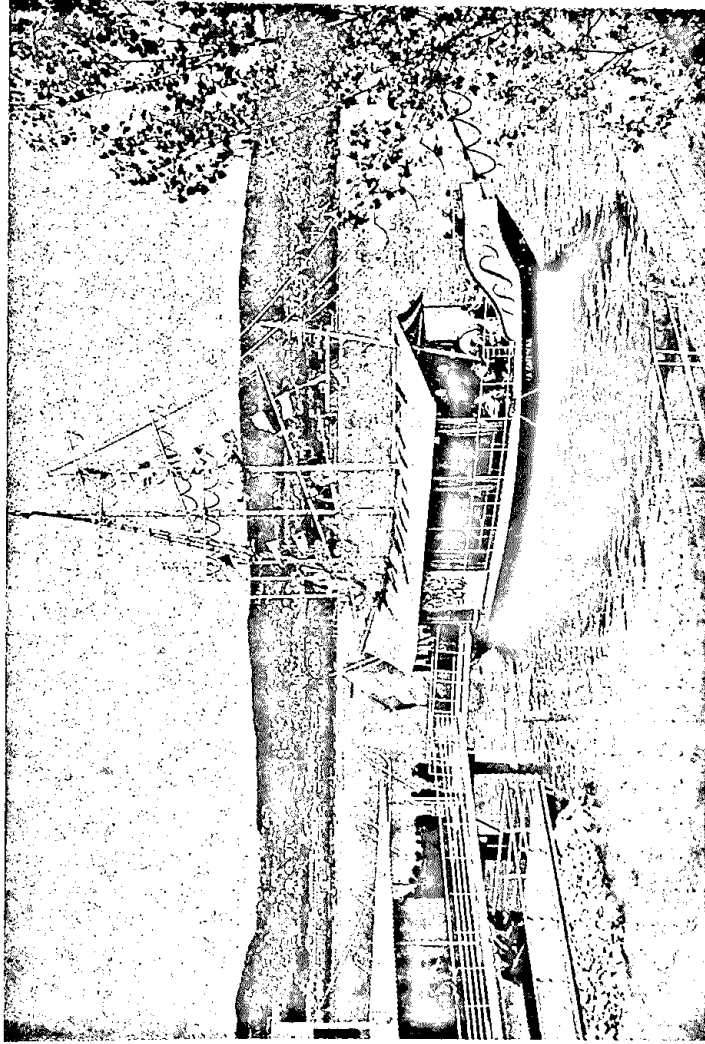
18. **Secunderabad**—The India Coffee House opened on James Street in June 1939 continued to function throughout the period under review. From October 1939 to February 1940, this Coffee House did exceptionally well selling over 12,000 cups of coffee a month, chiefly owing to a Show in progress in the neighbourhood. In January 1940, no less than 16,576 cups of coffee were sold, as compared to 6,560 cups in the following April. Since then sales have never been more than 8,000 cups a month.

19. Another India Coffee House was opened on Market Street in Secunderabad, in the month of August, 1939. This Coffee House, too, did exceedingly well till February 1940. In October and December 1939, the sales were more than 14,000 cups, as compared to a sale of 6,857 cups in the month of April 1940.

20. **Salem**—The work in Salem was brought to a close at the end of September 1939. Some of the staff were disbanded and the rest posted for duty elsewhere. The Demonstration Van which had been working in the Salem district for the past two years was withdrawn for work in the Mysore State.

21. **Travancore**—The Coffee Demonstration Party of Travancore worked at Tiruvella and Chengannoor during the year under review and arrived in Chengannassery in the second half of June 1940. As in previous years, the Party gave public and private demonstrations in the art of making a good cup of coffee. Public demonstrations, particularly

THE SWISS NATIONAL EXHIBITION, 1939



The Coffee Ship moored close to the Coffee Pavilion on the south bank of the Lake of Zurich.

in girls' schools, ensured for the Party a ready welcome when they later visited homes to demonstrate to housewives the proper methods of preparation of coffee. The work of the Party was very much appreciated by the public at large, and, particularly by the women-folk, to whom everything the Party had to tell them about coffee and to demonstrate to them was a pleasant surprise. For, the majority of them, in spite of having drunk coffee since their childhood, had not known that, with a little care and attention bestowed on its preparation, the beverage could be made very delicious. Thousands of them therefore welcomed this new knowledge about coffee since it enabled them to prepare out of their home-grown Robusta a tolerably good cup of coffee. As a result, the demand for local Robusta for purposes of local consumption has considerably increased and a number of coffee marts have sprung up to sell freshly roasted and ground coffee.

22. **Cochin and Malabar**—It was mentioned in the last Report that, encouraged by the results obtained in Travancore, two more Demonstration Parties had been sent to work, one at Cochin and the other at Calicut. These Parties also worked on the same lines as the Party in Travancore, but it was soon discovered that their work met with very little response from the public. Requests for public and private demonstrations were few and far between. The house-visits of the Party were looked upon by the inmates of the houses as an evil to be tolerated, if courtesy prevented them from openly expressing their resentment. The reason was obvious. Very few of the public were really interested in coffee. The rest did not want to waste their time on the Party. The few who were interested complained it was no use demonstrating good coffee to them, inasmuch as facilities for getting good coffee, liquid and dry, did not exist locally, and the Party distributed only small free samples. These complaints indicated the need for opening Coffee Houses at Calicut and Cochin.

23. In response to the public demand, India Coffee Houses were opened at Calicut on 11th March 1940 and at Cochin on 20th May 1940. The working of these Coffee Houses has, however, brought to light that, among that class of the public of Cochin and Calicut, for whom India Coffee Houses cater, the restaurant-habit is not as well developed as at Bombay or Delhi. As a consequence, the sales of coffee in the cup from the Coffee Houses are not as large as should be expected. But, the public have begun to appreciate that coffee could be made much more palatable if prepared in the way it is done in India Coffee Houses. This recognition

of the merits of coffee on the part of the public is leading to an increased demand for powder, the increased consumption of coffee in homes and the rehabilitation of coffee at Calicut and Cochin.

24. **Exhibitions**—The Committee participated in the following exhibitions during the year :—(1) The Mysore Dasara Exhibition held from 13th to 28th October; (2) The Third All-India Swadeshi Argi. cultural and Industrial Exhibition, Tiruvannamalai held from 19th to 30th November; (3) The Fifth Deepavali Khadi & Swadeshi Exhibition, Bangalore, held from 6th to 12th November; (4) The Seventh All-India Khadi & Swadeshi Exhibition, Calicut, held from 3rd to 17th December; (5) The Annual Rural Service Exhibition, Oollannoor, held from 21st to 23rd December; (6) The Bangalore City Municipal Market Show, held on 12th and 13th January, and (7) The Masthakabhisheka Festival at Sravanabelagola in February 1940.

25. The thanks of the Committee are due to Rajamantrapravina N. Madhava Rau, Chairman of the Committee, and Rajamantrapravina K. V. Anantharaman, Chairman of the Committee of the Mysore Dasara Exhibition, for the special facilities given to the Committee to demonstrate the excellence of Indian coffee at the exhibition. The Committee accordingly made suitable arrangements to serve coffee in the cup on the exhibition grounds. About 6,000 cups of coffee were sold.

26. **General Publicity**—Thousands of copies of Leaflet No. 3 in English and in the local languages were printed and distributed at exhibitions and from propaganda centres. Press advertisement was undertaken only to a very limited extent, and this was mainly in the local papers to announce the opening of new Coffee Houses.

## CHAPTER V

### Overseas Propaganda

1. **Constitution, Function and Funds of the Indian Coffee Market Expansion Board, London**—The Indian Coffee Market Expansion Board, London, is the agent in the United Kingdom of the Indian Coffee Cess Committee, and carries out in the United Kingdom and on the Continent such propaganda as would help to increase the consumption of Indian coffee in those countries. This Board, constituted in July 1936 by the High Commissioner for India, continued to function during the period under review. Mr. L. J. Upton, the representative on the Board of the English and Scottish Joint Co-operative Wholesale Society, whose co-operation and assistance in introducing and pushing the sales of Indian coffee as a "straight" drink had been invaluable to the Board, died on 29th February 1940. His place on the Board was taken by Mr. R. E. Nixon. The personnel of the Board as on 30th June 1940 is given in Appendix VI.

2. The necessary funds for the Board's work are provided by the Committee. A statement of the funds placed by the Committee at the Board's disposal in each fiscal year since 1936, and the expenditure of the Board classified under main heads of expenditure is appended (Appendix VII). Though the Committee made a grant of £ 3,000 for the Board's work in 1940-41, the Board has since reduced its budget estimates to £ 2,450.

3. **Meetings**—The Board held two meetings in the year under report: one on 18th October 1939 and the other on 21st February 1940.

4. **Work of the year**—Mention was made in the previous Report of a change in the programme of work of the Board from early 1939. Instead of devoting all its attention on the wholesale and retail coffee trade of the United Kingdom the Board had decided to concentrate attention in future on the individual consumer through the medium of public exhibitions, cafes and the Press. This programme was considerably upset by the war, but the numerous canteens started in London for the Forces and for the public in air-raid shelters provided unlimited scope for the Board's activities. Also, the distribution of display material, demonstrations in shops, press and poster publicity, and trade contacts were continued on a scale practicable and fruitful under war conditions.

5. **Exhibitions**—Owing to the outbreak of war, and the cancellation of exhibitions in the United Kingdom, the Board was not able to participate in exhibitions. Indian coffee was, however, given a prominent section at the Government of India Exhibition Shop held at Liverpool in June 1940, when 53½ pounds of Indian coffee, in quarter-pound packets, were sold.

6. **Demonstrations in Shops**—Special arrangements were made early in the year under review for demonstrating Indian coffee at retail shops. Four demonstration Compactums were purchased and equipped. A Compactum is a convenient and economical equipment for a travelling demonstrator. It consists of two separate portable cases which are fitted with complete electrical apparatus for preparing and serving coffee and which can be converted into a serving table when needed.

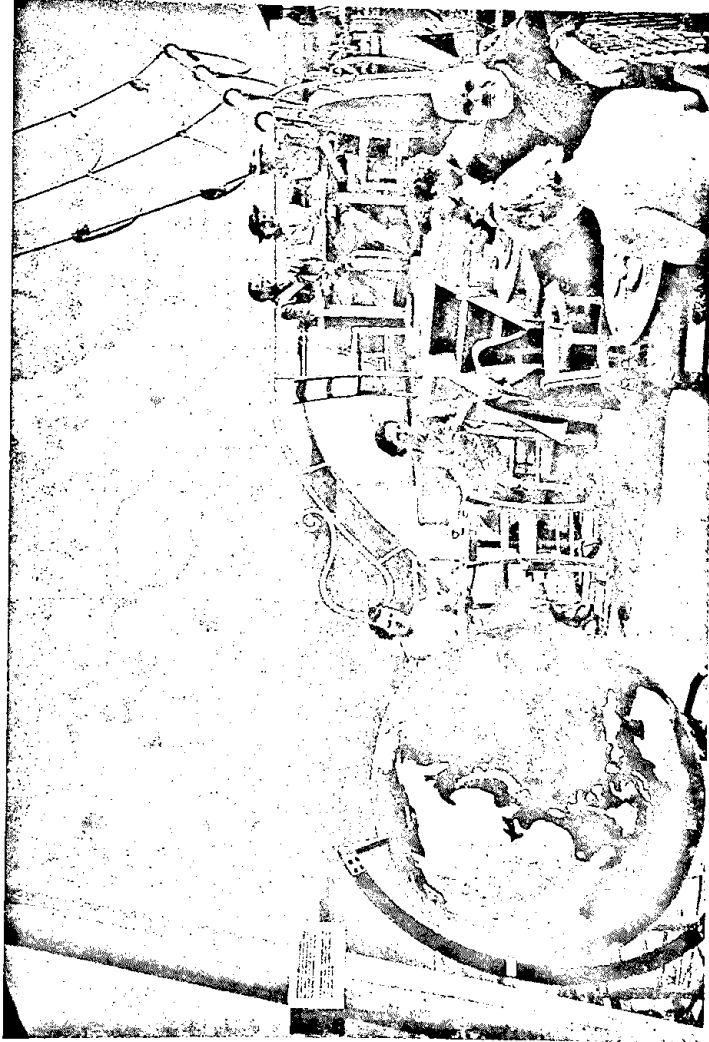
7. Indian coffee was demonstrated in February 1940 for a week each in two shops at Eastbourne, in May-June for a fortnight in a shop at Cambridge, and in June for a week in a shop at Knightsbridge, London. The results during the period of demonstration were satisfactory. One of the Eastbourne shops reported a ten-fold increase in the sales of a Pure Indian Coffee. At Cambridge, the proprietor of the shop expressed satisfaction at the increase in sales of his Indian coffee. At Knightsbridge the interest aroused was considerable.

8. **Demonstrations in Canteens**—The Board was instrumental in introducing and serving Indian coffee in 20 Canteens during the period under review. Some of these were National Service Canteens catering to voluntary and paid workers, the majority of whom were women, both married and single. Such Canteens afford great opportunity to make the housewives of to-day and tomorrow to know more about Indian coffee. A few others were canteens catering to Canadian troops. In these Canteens, Indian coffee was prepared and served in the Canadian way.

9. The most successful of these demonstrations was the one at the Lunch Bar organized and started by Lady Gater to provide light meal to that section of the public who attended the mid-day concerts at the National Gallery in aid of the Musicians' Benevolent Fund. The daily attendance at the Bar was between 500 and 1500. Indian coffee became so popular at the Bar that Lady Gater took over the services of the Board's demonstrator after a month of demonstrations.

10. **Production and Distribution of Display Material**—The programme of producing and distributing to the trade Indian coffee

THE SWISS NATIONAL EXHIBITION, 1939



The Coffee Bar on the Coffee Ship. On each day for a whole week, each of Nilgiri, Coorg, Mysore and Native Monsooned Malabar Coffees was served in turn on this Coffee Ship. Cards placed on the tables notified the variety of Coffee served on the day together with a brief description of its merits.

display material was continued. In the series of permanent display units the Board had planned to produce and circulate to the trade, the third consisting of a Map of India surrounded by cut-out figures of people representing various coffee-drinking countries, all expressing happy appreciation of the beverage, was designed and one hundred such display units produced. Also ten thousand double crown posters showing the head of an Indian and a bowl of coffee beans with the words "A fine type-A fine coffee-Both are Indian," and five hundred counter cards "Indian Coffee Sold Here" were also produced during the year under review. In spite of the fact that wholesale and retail shops were understaffed and their time was taken up by the introduction of rationing, they continued to show interest in Indian coffee display materials. These were on show in 907 places during the year of report.

**11. Press and Poster Advertising**—Short prestige advertisements such as "Coffee keeps you going, Drink Indian coffee", "Start the day right with Indian coffee", "Indian coffee has life in it", "Coffee keeps you alert, Drink Indian coffee" were inserted in the Thursday issues of "Daily Telegraph" for a period of six months. A special announcement calculated to appeal to women was published in the women's page of "The Times" on 8th March 1940. Two isolated half-page advertisements were also given in "The Caterer and Hotel Keeper" and "The Hotel Review". The new Indian Head poster with bowl of coffee beans was displayed at the Bakerloo, Piccadilly and Central London Tube Stations for a period of three months.

**12. Tours and Contacts**—The Director of Indian Coffee Propaganda visited Eastbourne in January, Newcastle and Middlesbrough in February and Cambridge, Reading and Oxford later in the year, and recontacted the trade in these areas. A large firm controlling 75 per cent. of the retail coffee trade of Newcastle have now included Indian coffee in their cafe blend. They also sell a Pure Indian Coffee. Another powerful group of provision stores which has been using Indian coffee in their blends has introduced a Pure Indian Coffee in 24 of their 500 odd branches. A third firm of specialists in tea and coffee are reported to have started a mail order business featuring a Pure Indian Coffee.

**13. Switzerland and Scandinavia**—Mention was made in the last Report of the visits paid by the Director of Indian Coffee Propaganda to Switzerland and Scandinavia with a view to drawing up a suitable propaganda programme for these countries. The Director of Indian



Coffee Propaganda again visited Switzerland in July 1939 when the Swiss National Exhibition was in progress. The Board had presented to this exhibition 10 bags of Indian coffee for being demonstrated in the cup. These consisted of two bags each of Native Monsooned Malabar AA, Native Monsooned Malabar PB, Mysore, Nilgiri and Coorg. The Monsooned coffees were purchased in Switzerland, while the rest were presented by producers in South India. This exhibition was visited by practically the whole population of Switzerland. The coffee exhibit consisted of a pavilion on the south bank of the Lake of Zurich, and also a coffee ship moored alongside the terrace. Coffee was served on the coffee ship and in the Pavilion. Each type of coffee was served on each day for a week. Indian coffee days proved very popular, particularly the days on which Nilgiri and Coorg were served. Indian Monsooned Malabar was advertised in two Norwegian papers supported by write-ups on Indian coffee.

14. Staff.—Mr. R. O. Oliver, the Director, and Miss D. G. Jones, the Assistant Director, held their respective offices throughout the period under report.

## CHAPTER VI

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### Statistics

1. A chapter on Indian Coffee Statistics is a new feature of this report, but it is only a corollary of the Monthly Bulletin and its Supplement published by the Committee. This chapter and the appended statistics are introduced in the hope that, as years go by, there will be an accumulation of useful facts and figures about the Indian coffee industry which could be incorporated in an Indian Coffee Annual.

2. **Season** - On the whole, the season under review was fair and slightly more favourable to the crop than the season of 1937-38, but much less favourable than the previous season of 1938-39. In Mysore, the weather conditions of 1939-40 were slightly less favourable than those of the previous season, but much more favourable than those of the year 1937-38. In Coorg, the season was quite unfavourable and as bad as that of 1937-38, and much worse in comparison with the season of 1938-39. The Shevaroyes, Kanan Devan and Pulneys suffered, in the season under review, to the same extent as Coorg so far as 1938-39 was concerned and worse still with reference to 1937-38. The Nilgiris, Malabar-Wynaad and Cochin-Nelliampathies also had unfavourable weather conditions in the season under review. On the other hand, Billigiris, Anamallais, Malabar-Nelliampathies and Nilgiri-Wynaad experienced slightly better conditions than the previous year.

3. **Acreage and Production**—The "Indian Coffee Statistics", which gives the official statistics of the acreage and production of coffee in India, will be available only in 1941. A statement showing the acreage and estimated production of coffee in India, according to these statistics, since the year 1935-36, is appended (Appendix VIII). The figures given in this statement are of the actual area under coffee, and, the production on such area comprised in plantations of 5 acres and more in extent.

4. **Cured Coffee**—Since 1938, the Indian Coffee Cess Committee has been receiving monthly returns from the major curing yards at Mangalore, Tellicherry, Calicut, Coimbatore, Hunsur, Chikmagalur and Mysore, showing the quantities of coffee received at these curing yards and cured by them. A statement showing the coffee handled by

these curing yards during the last three years, 1937-38 to 1939-40 is appended (Appendix IX).

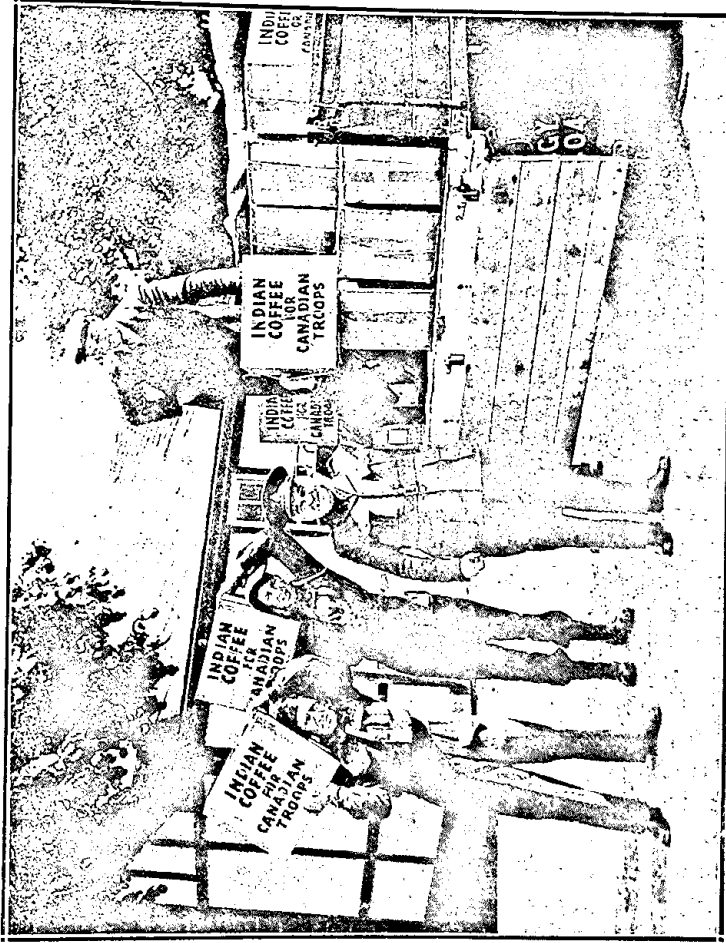
5. **Course of Prices**—The Mangalore Curers' Association has been compiling and publishing, from 1935-36, the weekly average prices of the coffee sold by the members of the Association during the week ending Friday. The course of these prices since January 1936 is given in Appendix X. The prices quoted are the prices on the last Friday of the month. The opening and closing as well as the highest and lowest prices of the season are also given for comparison.

6. **Market Trend**.—The Mangalore Spot Market closed for the season on 26th May 1939, with F. A. Q. Plantation Assortment at Rs 31.8 per cwt. Except for the usual premia of a rupee or two per cwt. taken by distributors, who carry stocks, there were few fluctuations in prices in June to August. On the outbreak of hostilities in Europe in early September, however, many planters became panicky. They thought that it would be almost impossible to ship Indian coffee in a time of war. Forward sales of the standing crop were hastily made by them at about Rs. 30 per cwt.

7. News then came to hand that the large stock of Indian coffee, amounting to about 2,200 tons, held in London bonded warehouses at the close of August had been absorbed for home-consumption at 10 to 20 sh. above pre-war valuations. Also considerable quantities of Indian coffee were shipped to Continental and other ports in September from Cochin and Calicut. The fears about getting enough tonnage to ship Monsooned coffee were finally allayed by the appearance, in October, of steamers that loaded coffee for Genoa, Marseilles and Scandinavian Ports. In the same month, over 1,000 tons of coffee were shipped from Mangalore, Tellicherry, Calicut and Cochin. Further shipments followed in November.

8. When at the beginning of December the new crop began to arrive in Mangalore and Coimbatore the position was extremely satisfactory. Neither in England nor in India was there any balance of the previous season's crop awaiting disposal. The new season, therefore, started under very auspicious circumstances.

9. Meanwhile, prices in the forward market for January/March delivery had moved up to Rs. 35 per cwt. Towards the middle of December, trading in small lots commenced at Mangalore, with ready coffee quite strong at Rs. 38 to Rs. 39 per cwt., but by the time the Spot Market was opened, prices had sagged. The Mangalore Curers'



A Consignment of Indian Coffee—the gift of Coffee Growers in India to Canadian Troops—  
being unloaded on arrival at Alor Star.

Association's first official quotation on 12th January, was Rs. 37 per cwt. ex bags for F. A. Q. Plantation Assortment.

10. From then on, the market again moved up till the 8th of March 1940, when prices reached their peak level of Rs. 46-8 per cwt. for the season. Owing to the absence of competition among buyers a deterioration in prices set in thereafter, which was supported by the subsequent unfavourable happenings in Europe. Towards the close of the season, prices rallied slightly and the Mangalore Spot Market closed on the 24th May at Rs. 38 per cwt. In the month of June, a further decline in prices resulted owing to the fall of France.

11. **Exports.**—The exports of coffee during the season July 1939 to June 1940, amounted to 6,982 tons as against 10,500 tons in the previous season. In Appendix XI is given a statement showing the half-yearly exports of coffee by sea to foreign countries and Burma since January 1936.

12. Exports of Plantation and Native coffees from West Coast Ports during the last few years were as shown in Appendix XII. These figures include coastal shipments.

13. A statement showing the exports of Indian coffee to the United Kingdom, France, Norway and the rest of the world during each of the fiscal years since 1911-12 is reproduced in Appendix XIII.

14. **Internal Trade Movements.**—The "Accounts relating to the Inland (Rail and River-borne) Trade of India" published monthly by the Department of Commercial Intelligence and Statistics show the exports from, and imports into, each trade block in India, of coffee. The statement in Appendix XIV gives the trade in coffee of each trade block from the season (July/June) of 1935-36.

15. By special arrangement with the South Indian and Mysore State Railways, the Committee collects from the records of these railways the imports into, and exports from, each station of coffee. In Appendix XV is reproduced a statement compiled from these records showing the rail despatches of coffee from such important exporting centres as Coimbatore, Mangalore, Tellicherry, Mettupalayam, Virudhunagar, Calicut, Kadur, Chikmagalur, Krishnarajanagar and Mysore during the years 1937-38 and 1938-39 for which complete statistics are now available.

16. Another set of interesting statistics is the imports into, and exports from, Travancore State of coffee and coffee husk kindly furnished by the Government of Travancore. (Vide Appendix XVI).

17. The Government of Mysore have recently commenced compiling statistics of the road-borne traffic in coffee into and from the State. From the point of view of getting accurate estimates of the commercial crop of the State, these figures are invaluable. Quarterly figures of 1939 are reproduced in Appendix XVII.

18. **Home-Consumption**—The determination of home-consumption of coffee by deducting exports from production would have been, as in the case of tea, an easy matter, had accurate statistics of production of coffee been available. As conditions now are, it is impossible to compile accurate statistics of the entire production of coffee. For, besides the large number of coffee trees growing in small groups and in patches in and around the main coffee-growing areas there are a number of abandoned estates, a part of the crop of which is collected and marketed by hill-tribes.

19. Also any attempt to solve this problem from the consumer-end cannot but be abortive owing to its vastness.

20. The third and the only remaining method of calculating home-consumption is by ascertaining the volume of coffee that passes from the producer to the consumer through the usual trade channels and trade routes. Here again, the position is nebulous, because in coffee-growing areas, which are also the heaviest coffee-consuming areas in India, the consumer is so close to the producer that the channels and routes through which the coffee trade passes are innumerable and the volume of trade indeterminable.

21. The position of the industry is, however, that it cannot afford to leave the home-consumption of coffee indeterminate for ever. If not the truth, the nearest approximation to it should be sought and ascertained. Appendix XVIII is an attempt to arrive at such an approximation to the truth. It must be emphasized here that it is subject to the constant revision inevitable in a field of growing knowledge and ever more informed interpretation of facts and figures till the requisite standard of accuracy has been attained.

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## CHAPTER VII

### General

1. **Agricultural and Technological Research**—Though the Committee is authorized under the Indian Coffee Cess Act to expend cess funds on agricultural and technological research in the interests of Indian coffee, the Committee has not so far included scientific research in its programme. Nor has there been any pressing need to do so, as such research has for long been in progress on the Coffee Experimental Station at Balehonnur under the direction of the Government of Mysore and the United Planters' Association of Southern India. Since April 1939, a scheme for investigation into coffee quality subsidized by the Imperial Council of Agricultural Research has also been in operation.

2. **Roasting and Liquoring Tests**—Roasting and liquoring tests on samples of coffee drawn from consignments of Indian coffee received in London were repeated in 1940. This work was, as in the past, undertaken by Mr. A. J. Parnell, the Honorary Secretary of the Coffee Trade Association of London, and a member of the Indian Coffee Market Expansion Board.

3. **Publications of the Committee**—The publication of the Monthly Bulletin and Supplement was continued during the period of report. As in previous years the Bulletin continued to publish information on the activities of the Committee in India and abroad and also occasional notes on matters of general interest to coffee-growers. The Supplement continued to disseminate information on coffee prices, crops, distribution of coffee and such other statistical and commercial intelligence as are of interest and use to planters and the coffee trade. The Bulletin is sent, free and post free, to any coffee-grower in South India who notifies the Secretary of his desire to receive it.

4. Brief reviews of the activities of the Committee in India in each quarter of the year were also sent for publication in the "Planters' Chronicle" along with the quarterly reports of the Director of Indian Coffee Propaganda. In addition, press communiques were issued whenever it was deemed that there were matters of sufficient interest

to the general public. Besides the Fourth Annual Report of the Committee for 1938-39, the Coffee Test Report, 1939, was published during the year. Also articles on coffee were contributed for publication in Magazines and Exhibition Guides.

5. **Staff of the Committee**—A list of the staff under the Committee as on 30th June 1940 is given in Appendix XIX.

6. **Gifts of Coffee for Propaganda work in India**—As in previous years, an appeal for gifts of coffee for propaganda work in India was issued through the columns of the Monthly Bulletin. The response to this appeal was quite good considering that a simultaneous appeal for donations for making a gift of Indian coffee to the Canadian Troops had also been issued. As compared to the 97½ cwt. of coffee received in 1938-39 as gifts for propaganda work in India, 78 3/8 cwt. of coffee and a cash donation of Rs. 62/- in lieu of coffee were received in the year of report (Appendix XX).

7. **A Gift of Indian Coffee to the Canadian Troops**—Soon after the outbreak of hostilities in Europe, several planters expressed their desire to make a gift of Indian coffee to the Forces. As concerted action was necessary in the matter, the Committee undertook to collect the donations of coffee, or cash, in lieu of coffee, planters would be pleased to give for the purpose, and to make adequate arrangements in the United Kingdom to transmit the gift to the Forces. In all, 60¾ cwt. of coffee, and Rs. 1,081/10/- were thus collected. (Appendix XXI). With the funds thus raised, three tons of good, uniform quality Indian coffee was purchased in London and presented to the Canadian Troops after having been roasted to the liking of Canadians, ground and vacuum-packed in one-pound tins.

8. **Acknowledgments**—In concluding this report the Committee must express its thanks to the Governments of India, Madras, Mysore, Coorg, Travancore and Cochin for their valuable support in the work of the Committee. The Committee is also deeply indebted to the Chairman, Vice-Chairman and Members of the Sub-Committees for the advice, guidance and assistance ungrudgingly and willingly given by them throughout the period under review. Not less grateful is the Committee to the Chairman and Members of the Indian Coffee Market Expansion Board, London, for their courage and vision, in steadily pursuing the Board's programme under most trying conditions. In particular, the thanks of the Committee are due to Mr. A. J. Parnell for his un-failing courtesy in undertaking for the fourth year in succession, to test



the Indian coffees received in London. The Committee must also place on record its sense of deep appreciation for the hearty co-operation it has received from other individuals, institutions and authorities in India and the United Kingdom, and particularly the donations received from planters for propaganda work in India and for making a gift of Indian coffee to Canadian Troops.

Bangalore  
December 10, 1940.

M. J. SIMON.

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## APPENDIX I

## Personnel of the Indian Coffee Cess Committee

## (a) Representing the Imperial Council of Agricultural Research—

1 Dr. W. Burns, D.Sc., C.I.E., I.A.S.

## (b) Representing the Agricultural Departments of the Provincial and State Governments—

2 Mr. A. R. C. Westlake, I.C.S. —Madras

3 Rao Sahib M. S. Mandanna —Coorg

4 Rajamantrapravina N. Madhava Rau, B.A., B.L. —Mysore

5 Mr. K. R. Narayana Iyer, B.A., M.Sc., F.C.S. —Travancore

6 Mr. K. Krishna Warriar, B.A., B.Ag. —Cochin

## (c) Representing the Coffee Growing Industry in Mysore—

7 Dr. F. X. DeSouza, M.L.A.

8 Dharmaprabartha M. L. Nagappa Setty

9 Mr. L. P. Kent

} Nominated by the Government of the State of Mysore.

## in Madras—

10 Sri T. A. Kylasam Pillai

—Nominated by the Governor - General in Council.

## in Coorg—

11 Diwan Bahadur K. Chengappa

do

## (d) Representing the Planters' Associations—

12 Mr. F. E. James, O.B.E., M.L.A.

13 Mr. N. Kirwan

14 Mr. A. L. Hill

} Nominated by the United Planters' Association of Southern India.

15 Lt.-Col. H. F. Murland

—Nominated by the Coorg Planters' Association.

16 Mr. St. John Hunt

—Nominated by the Mysore Planters' Association.

17 Mr. Sylvester Pais, B.A.

—Nominated by the Indian Planters' Association, Mysore.

## (e) Representing Trade Interest—

18 Mr. E. H. Stanes, M.C.

19 Capt. J. D. Kothawala, J.P.

20 Mr. W. K. M. Langley, O.B.E.  
M.L.A. (Madras)

} Nominated by the Governor - General in Council.

## APPENDIX II

## A. Personnel of the Executive Sub-Committee

I. *Executive Sub-Committee : 1939-40 (April 1939 to March 1940.)*

- 1 Mr. R. C. Morris — Vice-Chairman of the Committee, *ex-officio* (Chairman).
- 2 Dr. F. X. DeSouza
- 3 Mr. St. John Hunt (on leave from May to December 1939, Dharmaprabartha M. L. Nagappa Setty co-opted.)
- 4 Mr. N. Kirwan
- 5 Capt. J. D. Kothawala
- 6 Lt.-Col. H. F. Murland
- 7 Mr. Sylvester Pais
- 8 Mr. J. H. Spratt
- 9 Rajamantrapravina N. Madhava Rau—Chairman of the Committee, (*Member, ex-officio.*)

II. *Executive Sub-Committee : 1940-41 (April 1940 to March 1941).*

- 1 \* Mr. R. C. Morris—Vice-Chairman of the Committee, *ex-officio* (Chairman)
- 2 Lt.-Col. H. F. Murland (on leave since April. Diwan Bahadur K. Chengappa co-opted.)
- 3 Mr. L. P. Kent (Co-opted)
- 4 Mr. N. Kirwan (Co-opted)
- 5 Capt. J. D. Kothawala
- 6 Sri T. A. Kylasam Pillai
- 7 Mr. W. K. M. Langley
- 8 Mr. Sylvester Pais
- 9 Rajamantrapravina N. Madhava Rau—Chairman of the Committee, (*Member, ex-officio.*)

## B. Personnel of the Market Expansion Sub-Committee

I. *Market Expansion Sub-Committee: 1939-40 (April 1939 to March 1940).*

- 1 Mr. R. C. Morris—Vice-Chairman of the Committee, *ex-officio* (Chairman.)
- 2 Mr. N. Kirwan
- 3 Mr. Sylvester Pais
- 4 Mr. J. H. Spratt

II. *Market Expansion Sub-Committee: 1940-41 (April 1940 to March 1941)*

- 1 \* Mr. R. C. Morris—Vice-Chairman of the Committee, *ex-officio* (Chairman.)
- 2 Diwan Bahadur K. Chengappa
- 3 Mr. N. Kirwan
- 4 Mr. Sylvester Pais

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\* Resigned on 15th June 1940.

**APPENDIX III**  
**INDIAN COFFEE CESS COMMITTEE**  
*Statement of Account for the period from 1st April 1939 to 31st March 1940*

	INCOME	EXPENDITURE
	Rs. A. P.	Rs. A. P.
Opening Balance	88,796 7 4	18,973 8 7
Receipts under Section 8(1) of the Indian Coffee Cess Act	1,86,405 2 0	...
Other Receipts	966 10 0	...
Interest on Investments	500 0 0	...
Employees' Provident Fund	1,410 12 5	1,50,936 14 4
	<u>2,78,078 15 9</u>	...
		1,08,168 8 10
		<u>2,78,078 15 9</u>

MADRAS,  
 11th June 1940.

We have verified the above Statement of Account of the Indian Coffee Cess Committee for the period from 1st April 1939 to 31st March 1940 with the Books and Vouchers of the Committee.

We report that we have obtained all the information and explanations we have required and certify that the above Statement is a correct abstract of the figures appearing in the Books of the Committee.

M. J. SIMON,  
 Secretary,  
 Indian Coffee Cess Committee.

FRASER & ROSS,  
 Chartered Accountants,  
 Registered Accountants.

H. C. PRIOR,  
 Secretary to the Government of India.

APPENDIX IV

Statement showing the Committee's Receipts and Expenditure (excluding Provident Fund) during the years 1935-36 to 1939-40

	1935-36	1936-37	1937-38	1938-39	1939-40	Total
<b>Receipts</b>						
I. Cess Receipts	37,900	1,24,983	63,446	1,43,073	1,86,405	5,55,807
II. Other Receipts	—	1	1	33	967	1,002
III. Interest on Investments	—	75	627	775	500	1,977
Total	37,900	1,25,059	64,074	1,43,881	1,87,872	5,58,786
<b>Expenditure</b>						
I. Administration	6,802	18,243	19,083	20,075	18,974	83,177
II. Propaganda	—	17,908	25,890	42,806	54,932	1,41,536
A. Overseas Schemes	—	(=£1,350)	(=£1,950)	(=£3,200)	(=£4,100)	(=£10,600)
1. I.C.M.E.B., London	—	—	—	—	174	174
2. Miscellaneous	—	17,908	25,890	42,806	55,106	1,41,710
B. Indian Schemes	899	6,276	4,629	5,638	6,142	23,584
a. All India Marketing Survey	—	—	—	—	—	—
b. India Coffee Houses, Demonstration Van, Demonstration Parties, Retail contact, Exhibitions and General Publicity Work	1,562	28,768	40,823	44,582	89,689	2,05,424
B Total	2,461	35,044	45,452	150,220	95,831	2,29,008
II Total	2,461	52,952	71,342	93,026	1,50,937	3,70,718
I & II Total	9,263	71,195	90,425	1,13,101	1,69,911	4,53,895
Closing Balance	28,638	82,501	56,150	86,930	1,04,892	1,04,892

APPENDIX V.

Statement of Sales of Coffee in the Cup and Coffee Powder from India Coffee Houses in 1939-40

India Coffee Houses	Date of commencement of operation	Sales of coffee in the Cup (In Standard cups of 8 oz. capacity)						Sales of Powder (In pounds)					
		July 1939		June 1940		July 1939 to June 1940		July 1939		June 1940		July 1939 to June 1940	
		Total	Daily Average	Total	Daily Average	Total	Daily Average	Total	Daily Average	Total	Daily Average	Total	Daily Average
(1) Simla : The Mall	... 16-5-1940	—	—	7,681	256	10,529	229	—	—	107	4	139	3
(2) Lahore : Mall Road	... 17-5-1939	2,037	66	3,538	118	53,198	145	14	*	94	3	1,277	3
(3) New Delhi : Queensway	... 25-8-1939	—	—	11,059	369	143,470	461	—	—	116	4	1,854	6
(4) Old Delhi : Shanker Terrace	... 14-5-1940	—	—	3,725	124	5,836	122	—	—	25	*	33	*
<b>Bombay :</b>													
(5) Mohamedali Road	... 15-5-1939	13,224	427	10,420	347	117,795	322	23	*	22	*	248	*
(6) Lamington Road	... 17-7-1939	2,787	186	8,766	292	79,634	228	5	*	56	2	488	1
(7) Suparibagh Road	... 15-6-1939	4,013	129	3,036	101	51,141	140	4	*	22	*	157	*
(8) DeLisle Road	... 20-10-1939	—	—	3,698	123	22,203	87	—	—	4	*	36	*
<b>Hyderabad :</b>													
(9) Pathergatti	... 21-4-1939	10,270	331	6,482	216	112,600	308	31	1	18	*	402	1
(10) Nampalli	... 27-12-1939	—	—	7,920	264	46,390	248	—	—	16	*	88	*
<b>Secunderabad :</b>													
(11) James Sireet	... 18-6-1939	6,285	203	7,904	263	130,890	358	—	—	23	*	338	*
(12) Market	... 20-8-1939	—	—	9,381	313	118,246	374	—	—	65	2	491	1
(13) Calicut : Sweetmeat Bazaar	... 11-3-1940	—	—	3,263	109	12,580	112	—	—	299	10	893	8
(14) Cochin : Kunnumpuram Junction	... 20-5-1940	—	—	1,295	43	1,882	45	—	—	163	5	238	6
(15) Bangalore : Demonstration Van	... 1-1-1940	—	—	15,544	518	62,255	370	—	—	9	—	19	*
<b>Total</b>	...	38,616	1,342	103,712	3,456	968,649	3,549	100	—	1,039	—	6,701	—

\* Less than one.

## APPENDIX VI

*Personnel of the Indian Coffee Market Expansion Board, London.*

Mr. M. R. Ahuja	Chairman, and Indian Trade Commissioner. London, during Sir David Meek's absence in America.
Captain S. T. Binstead	Trade Commissioner for Mysore, London.
Sir Bryce Burt, C.I.E., M.B.E. Mr. A. E. J. Nicolls, C.B.E., M.C. Lt.-Col. D. I. Macpherson, O.B.E. Mr. R. D. Anstead, C.I.E.	} Representing the Planters.
Mr. Clement Lake	Representing the Mysore Planters.
Mr. H. R. Lockie Mr. W. H. Cooke	} Representing the South Indian Association in London.
Mr. A. J. Parnell Mr. H. T. Stockbridge	} Representing the Coffee Trade Association in London.
Mr. R. E. Nixon	Representing the English & Scottish Joint Co-operative Wholesale Society, Limited.
Mr. B. D. Asli	Indian Trade Publicity Officer.

**APPENDIX VII**  
**A statement of the funds placed by the Indian Coffee Cess Committee at the disposal of the**  
**Indian Coffee Market Expansion Board and the Board's expenditure**  
**in the fiscal years 1936-37 to 1940-41.**  
*(In rounded figures)*

	1936—37*	1937—38	1938—39	1939—40	1940—41	Total
Amounts placed at the disposal of the Indian Coffee Market Expansion Board	£ 1,350	£ 1,949	£ 3,500	£ 4,100	£ 2,450	£ 13,349
<i>Expenditure.</i>	£	£	£	£	£	£
1. Director's Salary	225	475	500	625	775	2,600
2. Assistant Director's Salary	72	236	260	240	300	1,108
3. Stationery, Office furniture and Postage	102	57	54	62	75	350
4. Exhibitions (less receipts)	79	875	919	774	—	2,647
5. Canteens, Camps & Demonstrations (In replacement of Exhibitions)	—	—	—	—	600	600
6. Cost of Display Material and Equipment for Exhibitions	43	103	—	—	—	146
7. Research Work	—	47	77	108	75	267
8. Travelling and Halting Allowances	20	107	130	27	75	359
9. Display Material & Press Advertising	70	718	957	1,465	475	3,685
10. Continental Propaganda	—	—	—	261	—	261
11. Contingencies	52	149	151	176	75	553
Total	663	2,727	3,048	3,688	2,450	12,576

\* From 1st October 1936 to 31st March 1937.

† Deducting the grant of £ 100 made by the Imperial Council of Agricultural Research.



## APPENDIX VIII

*Statement of Area (in Acres) under Coffee and of the production  
(in Tons) of Cured Coffee in each Province and State in India  
during the years (ending 30th June) 1935 to 1939.*

Year	Area (in Acres)					
	Madras	Coorg	Mysore	Travancore	Cochin	Total
1935—36 ...	43,326	38,721	103,003	1,029	2,006	188,085
1936—37 ...	43,783	39,163	104,177	1,017	1,965	190,105
1937—38 ...	44,031	39,282	95,977	948	1,980	182,218
1938—39 ...	44,669	40,627	97,061	951	1,844	185,152
	Production (in Tons)					
	Madras	Coorg	Mysore	Travancore	Cochin	Total
1935—36 ...	5,749	4,677	7,584	85	286	18,381
1936—37 ...	3,308	4,947	6,688	61	194	15,198
1937—38 ...	3,979	3,403	7,420	49	111	14,962
1938—39 ...	5,189	4,011	8,443	80	183	17,906

APPENDIX IX

Statement of Coffee (in tons) cured by major curing yards

Season	Growths													Total		
	Babudan (Giri)	Other Mysores	Billigiris	Coorg	Nilgiris	Nilgiri Wynaad	Malabar Wynaad	Shevaroy	Malabar Nelliampathies	Cochin Nelliampathies	Anamallais	Pulneys	Kanan Devan		Others	
1937—38																
Arabica—Plantation	566	1,757	171	1,342	570	316	27	480	219	365	18	45	2	5,878		
Arabica—Native	134	1,004	14	365	50	80	2	12	41	42	1	3	1	1,749		
Total Arabica	700	2,761	185	1,707	620	396	29	492	260	407	19	48	3	7,627		
Robusta—Plantation	—	1	—	69	—	—	—	—	22	—	—	—	—	95		
Robusta—Native	5	158	—	243	—	13	5	—	19	—	—	—	—	501		
Total Robusta	5	159	—	312	—	13	5	—	41	61	—	—	—	596		
Total	705	2,920	185	2,019	620	409	34	492	301	468	19	48	3	8,223		

1938-39																
Arabica—Plantation	...	1,083	2,853	232	3,034	790	545	40	709	123	117	408	26	74	2	10,036
Arabica—Native	...	143	960	13	1,282	88	152	18	61	37	13	66	3	12	—	2,848
Total Arabica	...	1,226	3,813	245	4,316	878	697	58	770	160	130	474	29	86	2	12,884
Robusta—Plantation	...	—	—	—	75	—	—	—	—	—	6	—	—	—	—	81
Robusta—Native	...	10	254	—	523	—	30	29	—	—	28	97	—	—	—	971
Total Robusta	...	10	254	—	598	—	30	29	—	—	34	97	—	—	—	1,052
Total	...	1,236	4,067	245	4,914	878	727	87	770	160	164	571	29	86	2	13,936
1939-40																
Arabica—Plantation	...	731	2,526	242	1,308	512	623	29	307	122	72	423	9	24	3	6,931
Arabica—Native	...	412	958	22	398	42	170	12	20	30	9	86	1	2	—	2,162
Total Arabica	...	1,143	3,484	264	1,706	554	793	41	327	152	81	509	10	26	3	9,093
Robusta—Plantation	...	—	—	—	20	—	—	—	—	—	—	6	—	—	—	26
Robusta—Native	...	13	147	—	267	—	9	9	—	—	20	36	—	—	—	501
Total Robusta	...	13	147	—	287	—	9	9	—	—	20	42	—	—	—	527
Total	...	1,156	3,631	264	1,993	554	802	50	327	152	101	551	10	26	3	9,620

**APPENDIX X**  
*Courses of Prices*  
**Mangalore Curers' Association Weekly Quotations.**  
 1935-36 to 1939-40.

	F. A. Q. Plantation—In Rupees per cwt., Ex-bags.						Whole Crop Estate pounded Cherry 5 per cent. Triage—In Rupees per candy of 576 lb. ex-bags.
	Assortment	A	B	C	PB	T	
<b>1935-36 SEASON.</b>							
10-1-1936	(H)	35/-	30/8	28/4	45/-	25/12	145/4
31-1-1936	(O)	34/12	30/12	28/8	44/-	25/8	148/-
28-2-1936		32/12	29/12	27/-	42/-	25/-	141/-
27-3-1936		28/8	25/4	22/12	37/4	21/12	124/12
24-4-1936		31/12	28/4	24/12	42/12	22/12	131/4
15-5-1936	(L)						
29-5-1936	(C)		Nominal				118/4
<b>1936-37 SEASON.</b>							
11-12-1936	(O)	35/4	33/-	29/8	49/-	28/4	165/7
18-12-1936	(L)						
25-12-1936				Market closed			
30-1-1937		37/4	35/4	34/-	50/4	33/12	179/12
27-2-1937		39/-	36/-	34/12	55/4	33/4	171/-
13-3-1937	(H)	41/8	38/4	36/4	60/8	32/4	169/8
20-3-1937		41/-					
27-3-1937				Market closed			
24-4-1937		37/8	35/4	33/4	58/8	29/4	141/8
15-5-1937		37/-	34/4	31/12	57/8	27/8	141/-
21-5-1937	(C)		Nominal				145/-

1937-38 SEASON.		(L)	(O)	28/12	25/4	23/8	43/8	20/12	121/-
7-1-1938	...	28/4	29/4	29/12	26/4	24/-	44/-	21/8	120/8
28-1-1938	...	30/-	27/8	30/8	27/8	24/12	43/8	21/8	114/-
25-2-1938	...	30/4	28/-	30/-	28/-	25/12	46/-	22/-	107/-
29-4-1938	...	33/8	34/-	34/-	30/8	27/4	51/-	24/-	128/8
6-5-1938	...	33/12	34/8	34/8	30/8	28/-	50/-	23/4	129/12
1938-39 SEASON.		(O)	(H)	(L)	(C)				
6-1-1939	...	32/8	33/4	33/8	29/8	28/4	44/-	26/4	135/-
27-1-1939	...	33/8	32/8	33/12	30/12	28/12	43/4	28/-	124/-
10-2-1939	...	32/8	29/8	32/12	30/8	28/8	42/8	28/8	125/4
24-2-1939	...	31-3-1939	28/4	29/12	28/4	26/4	36/4	25/12	115/12
31-3-1939	...	32/8	31/-	33/-	31/-	29/8	39/8	27/-	129/8
28-4-1939	...	31/8	32/-	32/-	30/8	29/4	37/-	26/-	159/8
1939-40 SEASON.		(L)	(O)	(H)	Nominal				
12-1-1940	...	37/-	37/8	37/8	36/4	35/4	40/12	32/8	158/8
26-1-1940	...	37/10	37/12	37/12	37/4	36/-	41/8	34/-	162/4
23-2-1940	...	41/12	42/8	42/8	40/4	38/12	46/12	37/4	183/12
8-3-1940	...	46/8	44/8	44/8	41/-	39/-	50/12	38/-	182/12
29-3-1940	...	43/4	40/4	40/4	35/4	33/8	42/8	30/8	150/-
26-4-1940	...	(C) 38/-							
24-5-1940	...								

(O) Opening quotations.

(C) Closing quotations.

(H) Highest quotation for Assortment during the season.

(L) Lowest quotation for Assortment during the season.

N. B.—An "Assortment" in practice consists of varying proportions of A, B, C, PB, and T grades of coffee but for the purpose of calculating the price quotations given above an assortment made up of these grades in fixed proportions of A-50 per cent ; B-25 per cent ; C-8 per cent ; PB-10 per cent ; and T-7 per cent ; has been accepted as the standard F.A.Q. Plantation Assortment by the Mangalore Curers' Association.

APPENDIX XI  
Exports of Coffee by sea to Foreign Countries and Burma  
1936—1940.

(In Tons)

	Bombay	Mangalore	Tellicherry	Calicut	Cochin	Madras	Other Ports & Land Customs	Total
1936 January—June	296	6,788	1,006	1,698	334	46	65	10,233
July—December	66	2,746	365	112	139	77	53	3,558
1937 January—June	145	3,686	301	462	18	39	37	4,688
July—December	93	1,540	92	75	43	63	67	1,973
1938 January—June	249	4,226	253	613	156	70	58	5,625
July—December	62	1,144	40	61	62	70	155	1,594
1939 January—June	185	6,588	508	1,204	269	41	111	8,906
July—December	65	959	149	253	613	116	68	2,223
1940 January—June	112	2,571	159	745	1,003	44	47	4,681

## APPENDIX XII

*Exports of Plantation and Native Coffees  
from West Coast Ports.*

1935-36 to 1938-39

(In Tons)

		Years (July to June).			
		1935-36	1936-37	1937-38	1938-39
Plantation	...	7,255	3,200	3,593	6,640
Native	...	4,450	5,291	4,038	4,185

APPENDIX XIII  
Exports of Indian Coffee  
to the United Kingdom, France, Norway and the rest of the world during  
the fiscal years 1911-12 to 1938-39.  
(In Tons)

Fiscal Years	United Kingdom	France	Norway	Rest	Total	
1911—12	3,907	3,987	9	4,151	12,054	
1912—13	4,096	5,567	3	3,683	13,349	
1913—14	4,618	4,877	Nil	3,500	12,995	
1914—15	4,506	6,609	Nil	3,405	14,520	
Great War	1915—16	3,930	2,307	Nil	2,597	8,834
	1916—17	2,750	1,914	Nil	5,224	9,888
	1917—18	1,169	1,376	Nil	7,232	9,777
1918—19	3,138	1,253	Nil	6,534	10,925	
1919—20	3,633	4,132	Nil	5,863	13,628	
1920—21	4,985	2,086	89	4,512	11,672	
1921—22	4,263	4,044	309	3,137	11,753	
1922—23	2,851	3,035	584	1,987	8,457	
1923—24	3,669	3,154	360	3,731	10,914	
1924—25	3,764	3,386	219	4,740	12,109	
1925—26	3,674	2,241	470	3,882	10,267	
1926—27	2,472	1,098	402	3,517	7,489	
1927—28	3,769	3,277	801	5,986	13,833	
1928—29	2,039	2,808	683	4,351	9,881	
1929—30	3,427	2,192	613	2,979	9,211	
1930—31	3,924	5,385	765	4,570	14,644	
1931—32	2,203	2,154	745	2,678	7,780	
1932—33	2,593	2,719	841	2,506	8,659	
1933—34	2,521	3,009	758	3,012	9,300	
1934—35	1,800	2,650	770	1,828	7,048	
1935—36	3,654	4,140	836	2,168	10,798	
1936—37	1,750	4,337	1,698	2,746	10,531	
1937—38	1,427	2,115	1,376	1,839	6,757	
1938—39	3,486	1,896	1,125	2,733	9,240	



APPENDIX XIV  
 Rail & River-borne Exports of Coffee from and Imports into different trade blocks (July to June)  
 1935-36 to 1938-39.  
 (In cwt.)

	Exports from				Imports into			
	1935-36	1936-37	1937-38	1938-39	1935-36	1936-37	1937-38	1938-39
Assam	158	100	84	77	23	17	20	20
Bengal	12	2	10	1	220	275	239	380
Bihar	11	4	—	56	252	413	336	378
Orissa	39	17	6	11	557	627	595	545
United Provinces	90	149	48	9	1,649	1,866	543	608
Punjab	6	3	198	62	77	102	649	656
Delhi Province	27	69	5	124	539	556	360	460
North West Frontier Province	84	117	66	1	3,331	3,510	206	188
Sind & British Baluchistan	77,967	55,717	40,781	50,925	45,138	65,781	41,108	56,818
Central Provinces and Berar	3	4	4	2	87	82	84	93
Bombay	7	4	—	—	85	93	94	109
Madras	4	29	5	10	2,001	2,116	2,234	2,355
Rajputana	16,248	19,960	21,541	24,494	6,030	6,441	3,635	3,132
Central India	—	—	—	—	4	2	3	7
Nizam's Territory	539	687	912	728	585	1,112	1,227	1,735
Mysore	3,973	4,977	4,524	4,933	5,165	2,504	4,134	2,867
Kashmir	806	634	226	126	21	12	18	4
Calcutta	42,270	67,475	7,351	7,918	75,800	64,454	36,247	45,197
Bombay Port	—	—	45,068	64,360	—	—	25,237	34,187
Karachi	—	—	—	—	—	—	—	—
Madras Chief Port	—	—	—	—	—	—	—	—
Madras Ports	—	—	—	—	—	—	—	—
Total	142,244	149,948	120,928	154,081	142,244	149,948	120,928	151,081

## APPENDIX XV

*Annual Distribution of Coffee by Rail from Chief Exporting Centres  
1937-38 and 1938-39  
(In Tons)*

No.	Exported from	Years (July to June)	
		1937-38	1938-39
1	Mangalore ...	1,533	2,087
2	Tellicherry ....	973	1,691
3	Calicut ...	405	680
4	Feroke ....	267	369
5	Salem Market ...	765	687
6	Virudhunagar ...	1,043	1,303
7	Mettupalayam ...	1,134	1,085
8	Coimbatore ....	2,601	2,999
9	*Kadur ...	424	372
10	*Chikmagalur ...	40	29
11	*Krishnarajanagar ...	13	20
12	*Mysore ....	48	76
	Total ....	9,246	11,398

\* Exports to Stations within the State.

## APPENDIX XVI

*Imports into, and Exports from, Travancore State of Coffee and Coffee Husk.*  
 1936-37 to 1938-39  
 (In Tons)

Year	Coffee		Coffee Husk
	Imports	Exports	Imports
(July to June)			
1936—37 ...	358	261	867
1937—38 ...	390	420	733
1938—39 ....	364	401	391

## APPENDIX XVII

*Road-borne Traffic of Coffee into, and from, Mysore.*  
 January to December 1939  
 (In Tons)

January to December 1939	Imports by road	Exports by road
First quarter ...	1,440	3,464
Second quarter ....	296	957
Third quarter . ...	8	7
Fourth quarter ...	155	533
Total ....	1,899	4,961

## APPENDIX XVIII — A

## Home Consumption

Season 1938-39 (July to June)

## I. Imports of coffee by rail into certain compact consuming blocks in South India.

	<i>Tons</i>
1 Malabar and S. Kanara districts excluding ports	... 134
2 Cochin State excluding ports	... 216
3 Travancore State	... 273
4 Madura, Ramnad, and Tinnevely excluding Dindigul and Virudhunagar	.... 1,195
5 Coimbatore district excluding Coimbatore and Mettupalayam	.... 127
6 Salem district excluding Salem market	... 20
7 Pudukottai, Tanjore and Trichinopoly districts	.... 1,286
8 North and South Arcot districts	.... 249
9 Chittoor and Chingleput districts	.... 34
10 Madras City	.... 1,762
11 Mysore State	.... 707
12 Ceded districts	.... 0
13 Circars	... 209
	<hr/> 6,262 <hr/>

(N. B.) This total of 6,262 tons does not include :—

- (1) The coffee consumed in Mangalore, Tellicherry, Calicut, Feroke, Cochin Port, Coimbatore, Mettupalayam, Salem Market, Virudhunagar and Dindigul.
- (2) The coffee sent from these centres by road or waterways to the consuming blocks noted above.
- (3) The coffee imported into Mysore State by road chiefly from Mangalore, Coorg and Salem and used for consumption in Mysore State.
- (4) The coffee retained in Mysore out of the coffee produced in Mysore for consumption in Mysore.
- (5) The coffee imported by road into Coorg.

- (6) The coffee retained in Coorg for local consumption.
  - (7) Coorg and Wynaad coffee exported by road into Malabar district excluding Tellicherry, Calicut and Feroke.
  - (8) The coffee consumed in Wynaad taluk out of the Wynaad crop.
  - (9) The coffee retained in Nilgiris district for local consumption.
  - (10) The coffee transported by road from Anamallais, Nelliampathies, Nilgiris, Billigiris, Shevaroys and Kanan Devan Hills to places other than Coimbatore, Mettupalayam, Salem and Calicut.
  - (11) Coffee transported by road from Palni and Kodaikanal hills to places other than Virudhunagar and Dindigul.
  - (12) Coffee produced in Cochin State other than Nelliampathies transported by road and waterways and consumed in the State.
  - (13) Coffee produced in Travancore and transported by road or waterways and consumed in Travancore State, etc.
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## APPENDIX XVIII — B.

*Net imports of \*Coffee by rail and river (inland trade) into each trade block outside South India. (July to June)*

*1935-36 to 1938-39.*

*(In cwt.)*

	1935—36	1936—37	1937—38	1938—39
Assam (a) ...	—135	—83	—64	—57
Bengal ...	208	273	229	379
Calcutta (b) ...	881	956	574	1,570
Bihar ...	} 241	} 409	336	322
Orissa ...			589	534
United Provinces ...	518	610	537	599
Punjab ...	} 1,559	} 1,717	601	594
Delhi Province ...			162	336
North West Frontier Province ...			201	187
Kashmir ...	4	2	3	7
Sind & British Baluchistan ...	71	99	85	83
Karachi (b) (c) ...	—570	—440	—9	142
Central Provinces and Berar ...	512	472	490	510
Rajputana ...	84	78	80	91
Central India ...	78	89	94	109
Bombay ...	3,247	3,393	3,205	3,505
Bombay Port (b) ...	7,934	5,498	6,345	6,408
Nizam's Territory ...	1,997	2,087	2,229	2,347

\* Includes raw, roasted and ground coffees.

- (a) Exports of coffee from Assam are more than imports, as Assam produces about 10 tons of coffee a year.
- (b) Includes also net imports by sea from Indian ports (coastal trade).
- (c) Karachi imports considerable quantities of foreign ground coffees by sea (foreign trade) which are not taken into account in this statement, but when such coffees exported from Karachi, by rail, to the Punjab, North West Frontier Province, Kashmir etc., they swell the export, by rail, figures and hence the excess of exports over imports till 1937-38.

## APPENDIX XIX

## INDIAN COFFEE CESS COMMITTEE

List of the Committee's Staff as on 30th June, 1940

## I. Administration

## Head Office, Bangalore

## (A) Officers

1	Secretary	— Mr. M. J. SIMON
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## (B) Establishment

2	Head Clerk	— Mr. K. Ramaswami Iyengar
3	One Stenographer	— „ C. V. Subramanian
4	One Accountant	— „ M. G. Singra Iyengar
5 to 6	Two Clerks	— Messrs. H. Krishna Rao and G. P. Moses
7 to 8	Two Peons	

## II. Propaganda

## Head Office, Bangalore

## (A) Officers

9	Assistant to the Secretary	— Mr. M. Gopala Menon, B.A.
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## (B) Establishment

10	One Stenographer	— Mr. B. D. Venkatasubba Rao
11 to 14	Four Clerks	— Messrs. B. V. Narasimha Murthy, M. C. Narasimha- char, T. V. Keshava Murthy and H. S. Krishna Murthy, B.A.
15	One Peon	

## Mofussil Staff

## Lahore (One Coffee House)

16	Organizer	— Mr. C. P. Appachu
17	Assistant Demonstrator	— Mr. J. D. Joseph
18 to 21	Four Menials	

<i>Simla</i> (One Coffee House)		
22	Organizer	— Mr. R. Krishna Murthy
23 to 24	Two Assistant Demonstrators	— Messrs. S. Basavaraj and N. Venugopal Naidu
25 to 32	Eight Menials	
<i>Delhi</i> (Two Coffee Houses)		
33	Organizer	— Mr. T. O. Oommen, B.A.
34 to 35	Two Demonstrators	— Messrs. A. Krishna Iyer and C. P. Chinnappa
36 to 38	Three Assistant Demonstrators	— Messrs. H. K. Gundu Rao, A. Raghupathy Iyer and J. N. Chaudhuri
39 to 54	Sixteen Menials	
<i>Bombay</i> (Four Coffee Houses)		
55	Organizer	— Mr. M. R. Parthasarathy
56	Sub-Office Clerk	— Mr. M. I. Paulose
57	One Sub-Office Peon	
58 to 59	Two Demonstrators	— Messrs. Sheriff H. Merchant and C. K. Jaysim
60 to 64	Five Assistant Demonstrators	— Messrs. N. Shanker Rao, N. Venkatesa Iyer, C. M. George, D. B. Chikhalkar and T. N. George Benjamin
65 to 85	Twenty-one Menials	
<i>Hyderabad</i> (Two Coffee Houses)		
86	Organizer	— Mr. Mohamed Ashfaque
87 to 88	Two Demonstrators	— Messrs. Manzoor Ahmed and S. M. Ishaque
89 to 91	Three Assistant Demonstrators	— Messrs. K. Hanumantha Rao, M. I. Raphael and Solomon Bhaktalu
92 to 109	Eighteen Menials	
<i>Secunderabad</i> (Two Coffee Houses)		
110	Organizer	— Mr. C. Subramania Sastri, B.A.



- 111 to 112 Two Demonstrators — Messrs. R. Thimmarayappa  
and S. Bhima Rao
- 113 to 115 Three Assistant  
Demonstrators — Messrs. Mohd. Hayat  
Siddique, R. Narayanaswamy  
and K. S. Raman Naidu
- 116 to 131 Sixteen Menials

*Kerala**(a) Sub-Office, Alwaye*

- 132 Organizer — Post vacant
- 133 Sub-Office Clerk — Mr. K. P. Varghese
- 134 One Sub-Office Peon

*(b) Coffee Demonstration Parties (Travancore, Cochin and Malabar)*

- 135 to 137 Three Leaders — Messrs. K. V. George,  
V. Balakrishnan and M. G.  
Menon, B.A.
- 138 to 142 Five Assistants — Messrs. B. M. Ismail,  
A. Pareeth Pillay,  
M. N. Onnikrishna Pillai,  
K. P. Moideen Kutty and  
P. K. Meher Ali
- 143 to 146 Four Peons

*(c) India Coffee Houses (Calicut and Cochin)*

- 147 to 148 Two Demonstrators — Messrs. S. Ramaswamy Iyer  
and A. G. Padmanabhan
- 149 One Assistant — Mr. Joseph David
- 150 to 161 Twelve Menials

*Demonstration Van, Bangalore*

- 162 One Demonstrator — Mr. V. Venkatadasappa
- 163 to 164 Two Assistant  
Demonstrators — Messrs. C. Shamanna and  
K. S. Ramanathan
- 165 to 168 Four Menials

## APPENDIX XX

## Gifts for Propaganda Work in India — 1939-40 Season

## A. Gifts of Coffee.

## MYSORE

10 cwt. from Anoor Estates, Ltd.,	...	10 cwt.
2 „ each from Arabidacool, Karadibetta, Lingapur and Uttollalu Estates	...	8 „
1 „ each from (1) Ossoor, (2) Barguai, (3) Soondhully, (4) Belagodu, (5) Hirvati, (6) Dod Luckoonda, (7) Ubban, (8) Chandrapur, (9) Heggoodloo, (10) Siddakhan, (11) Santaveri, (12) Bettadmane, (13) Kulhutty, (14) Hebbal, (15) Hoscottay, (16) Hooli Hundloo, (17) Ooghully, (18) Kummargode, (19) Salwara, (20) Karadykhan, (21) Kolar-khan, (22) Gungegiri, (23) Kondadkhan, (24) Hoskhan, (25) Woddaegooda, (26) Howinhuckloo, (27) Kerehuckloo & (28) Dodkhan Estates	...	28 „
$\frac{1}{2}$ „ each from (1) Baithney, (2) Biccode, (3) Holalu, (4) Udevar, (5) Hirekolale, (6) Bindiga and (7) Heregargee Estates	...	$3\frac{1}{2}$ „
$\frac{1}{4}$ „ each from (1) Argusnally, (2) Chikli, and (3) Pandarvally Estates	...	$\frac{3}{4}$ „
		<hr/> 50 $\frac{1}{2}$ cwt. <hr/>

## BILLIGIRIS

1 cwt. Honnametti Estate	...	1 cwt.
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## COORG

$3\frac{1}{2}$ cwt. from the Consolidated Coffee Estates, Ltd.	...	$3\frac{1}{2}$ cwt.
3 „ each from (1) Coovercolly Group and (2) Jumboor & Kibberi Estates.	....	6 „
2 „ from Yemmigoondi Estate	....	2 „
1 bag from Elk Hill Coffee Estates Ltd.	...	1 $\frac{1}{2}$ „

1 cwt. each from (1) Ballacadoo, (2) Wooligooly, (3) Attur, (4) Sidapur, and (5) Santagherry Estates	...	5 cwt.
		<u>17½ cwt.</u>

## ANAMALLAIS

2 cwt. each from (1) Puthutotam (2) Korangumudi and (3) Injipara Estates	...	<u>6 cwt.</u>
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## NILGIRIS

1 cwt. each from (1) Glenvans and (2) Ebanaad Estates	...	2 cwt.
75 lb. from Kakachi Estate	...	$\frac{3}{4}$ "
½ cwt. from Kodèneri Estate	...	$\frac{1}{2}$ "
		<u>3½ cwt.</u>
Total	...	<u>78¾ cwt.</u>

## B. Cash Donations

Rs. 62 from Goorghully and Hosshully Estates	...	<u>Rs. 62</u>
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## C. Other Gifts

- 1 A beautiful oil painting of "Mysore by Night" and a set of photographs, "Mysore Views", from Sir Mirza M. Ismail, for display in India Coffee House, New Delhi.
- 2 Twenty gramophone records from Mr. N. R. Parthasarathy of Messrs. Fraser & Ross, Bangalore, for use on the gramophone—a gift from Mr. E. H. Young—of the Demonstration Van.

## APPENDIX XXI

## Gift of Indian Coffee to Canadian Troops



## A. Gifts of Coffee

3 cwt. from Moodsoosie Estate	...	3 cwt.
2½ „ each from (1) Messrs. T. Stanes & Co., Ltd., and (2) The United Coffee Supply Co., Ltd.		5 „
2 „ each from (1) Arabidacool (Cash realized— Rs. 92), and (2) Balur Estates	....	4 „
1 bag each from (1) Hanumanhully, (2) Honna- metti, (3) Attikhan, (4) Gorrayhatti, (5) Kartikerri, (6) Bedaguli, (7) Kulhutty, (8) Elk Hill, (9) Kutchen Huckloo and (10) Nelliampathy Hills (Cochin) Estates ..		16½ „
1 cwt. each from (1) Mr. S. H. Dennis, (2) Mr. C. K. Pittock, (3) Mr. V. L. Travers- Drapes, (4) Coorg and Mysore Coffee Co. (1937) Ltd. (Cash realised—Rs. 38), and (5) Coovercolly Group, (6) Santagherry, (7) Uttollalu, (8) Injipara, (9) Karadykhan, (10) Kolarkhan, (11) Gungegiri, (12) Kondad- khan, (13) Howinhuckloo, (14) Kerehuck- loo, (15) Santaveri, (16) Siddakhan, (17) Moganaad Peak, (18) Cauvery Peak, (19) Valalkadai Peak, (20) Puthutotam, (21) Valparai, (22) Kurkenmutty, (23) Merti- khan, (24) Honeyvale, (25) Poothundu, (26) Rockwood, (27) Kummergode, (28) Ossoor, (29) Soondhully, (30) Ubban and (31) Cowcoody Estates	...	31 „
½ „ each from (1) Merthicowanhatta (Cash realized—Rs. 20), (2) Udevar, and (3) Korangumudi Estates	....	1½ „
Total ..		<u>60½ cwt.</u>

## B. Cash Donations

Rs. 100 each from the Mysore Planters' Association (Inc.) and the Kesinvurthy Estate ...	Rs. 200
Rs. 67 (=£.5) from Col. D. I. Macpherson ...	" 67
Rs. 50 each from (1) Mr. L. P. Kent, (2) Mr. H. S. Northey, (3) Mr. E. W. Simcock, & (4) Jumboor, (5) Anoor and (6) Vaniah Estates ...	" 300
Rs. 36 from the Hunsur Works ...	" 36
Rs. 31 from Goorghully & Hosshully Estates ...	" 31
Rs. 25 each from (1) Mr. E. N. Whittaker, (2) Mr. A. L. Hill, (3) Mr. E. R. W. Walker, (4) Dharmapravartha M. L. Nagappa Setty, (5) Mr. J. H. Jeffrey, (6) Mr. M. J. Simon, and (7) Horoor, (8) Karrie Kollie, (9) Kil Kotagiri, (10) Cotacadoo, (11) Attur, (12) Wooligooly, and (13) Huvinkadu Estates ...	" 325
Rs. 20 from Mr. Ivor Bull ...	" 20
Rs. 17/10 from Indian Coffee Cess Committee Propaganda Staff ...	" 17-10
Rs. 15 each from (1) Sandalwood and (2) Kurdior Estates ...	"
Rs. 10 each from (1) Mrs. E. N. Whittaker, (2) Mr. A. C. Thimmiah and (3) Emerald Valley and (4) Carolina Estates ...	"
Rs. 5 each from (1) Major D. N. Pitcairn, (2) Mr. M. P. Appayya and (3) I.C.C.C. Staff at Headquarters ...	" 15
	<hr/>
Total Rs.	1.081-10