F.No. 03/1/2018-Plant-B
Government of India
Ministry of Commerce & Industry
Department of Commerce
Udyog Bhawan, New Delhi
Dated: 14th May, 2018

To
The Secretary,
Coffee Board,
No. 1, Dr. B. R. Ambedkar Veedhi,
Banglore-560001

Subject: Approval for Calendar of Events of Coffee Board’s participation in International fairs/exhibitions and events during 2018-19 and deputation of officials-reg.

Sir,

I am directed to refer to the subject noted above and to convey the approval of the Government for participation by the Coffee Board in the following fairs/exhibition and events during 2018-19 subject to expenditure ceiling of Rs. 450.00 lakhs. The estimated expenditure along with officers approved for participation in these events are indicated against each event:-

<table>
<thead>
<tr>
<th>S. No</th>
<th>Event</th>
<th>Date</th>
<th>Deputation of officers</th>
<th>Estimated Expenditure (Rs. In lakh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SPECIALTY COFFEE EXPO - 2018, Seattle, WA, USA; CUPPING SESSION OF INDIAN SPECIALTY COFFEES &amp; BSM</td>
<td>19-22 April, 2018.</td>
<td>Secretary, + one Board Officer</td>
<td>45</td>
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<tr>
<td>2.</td>
<td>SCA World of Coffee Europe 2018 &amp; World Barista Championship, Amsterdam, Netherlands. (WBC dates: June 20-23 2018), FLAVOUR OF INDIA 2018 &amp; BSM</td>
<td>21-23 June, 2018.</td>
<td>Secretary + 2 Board Officers + One Officer from MoC</td>
<td>50</td>
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<tr>
<td>3.</td>
<td>WORLD FOOD 2018, Moscow, Russia, with SPECIAL EVENT</td>
<td>17-20 Sept, 2018</td>
<td>2 Board Officers + 1 Officer from MOC</td>
<td>40</td>
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<tr>
<td>4.</td>
<td>SCAJ World Specialty Coffee Conference &amp; Exhibition 2018, Tokyo, Japan &amp; SPECIAL EVENT</td>
<td>26-28 Sept, 2018</td>
<td>Secretary + 2 Board Officers</td>
<td>55</td>
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<td>5.</td>
<td>TRIESTESPRESSO EXPO 2018, Trieste, Italy</td>
<td>25-27 Oct, 2018</td>
<td>2 Board Officers</td>
<td>35</td>
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<td>6.</td>
<td>Seoul International Café Show 2018, Seoul, South Korea, WITH SPECIAL EVENT – Cupping of Specialty Coffees &amp; BSM</td>
<td>08-11 Nov, 2018</td>
<td>Secretary + 2 Board Officers + 01 Officer from MoC</td>
<td>50</td>
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<td>7.</td>
<td>GULFOOD 2019, Dubai, UAE</td>
<td>17-21 Feb, 2019</td>
<td>2 Board Officers</td>
<td>40</td>
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<td>8.</td>
<td>Melbourne International Coffee Expo (MICE 2019), Melbourne, Australia, WITH SPECIAL EVENT</td>
<td>March, 2019</td>
<td>2 Board Officers + 1 Officer from MOC</td>
<td>45</td>
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<tr>
<td>10.</td>
<td>Trade Delegation to Canada</td>
<td>(to be finalised)</td>
<td>(to be finalised)</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>450.00</strong></td>
<td></td>
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</tbody>
</table>
2. The approval is, however, subject to the following conditions:

(i) The Board shall restrict the estimated expenditure for participation in various events to Rs.450.00 lakhs.

(ii) Participation in conferences/seminars/conventions/workshops/study tours/ presentation of papers abroad at Government cost may not be undertaken except those which are fully funded by sponsoring/inviting organizations, which may be considered keeping in view the public interest and Government business at home.

(iii) No officer should undertake more than four (04) official visits abroad in a calendar year and for the visits exceeding four by an officer, detailed justification may be furnished and such visits may be allowed only in exceptional cases depending on functional need.

(iv) The size of the delegation and the duration of the visit may be kept to absolute minimum.

(v) The tour report may be submitted by the officers/officials after the conclusion of visit. The outcomes of these fairs/exhibitions/meetings should be monitored and quantified at the end of the Financial Year. The outcome should also be evaluated in terms of sector specific export performances to the established markets and also in terms of new markets penetrated in quantifiable terms.

(vi) The participation of exporters should be broad based and the Coffee Board may ensure that the benefits of the Market Promotion Scheme are availed by larger number of exporters rather than a limited number of exporters multiple time.

(vii) The extant instructions issued by Department of Expenditure on International Travel shall apply and must be followed by the Coffee Board.

(viii) The expenditure should be within the limit prescribed for promotional participation/export promotion by Boards/Authorities and within the allocation made for the component for the current financial year 2018-19 and should not be breached under any circumstances.

(ix) The approval of the Government for the deputation of Secretary, Coffee Board and the officers of the Department of Commerce proposed to be deputed will be obtained by the Coffee Board separately.

(x) The actual period of deputation of the officials would be the duration of the fair plus two days extra i.e. on day for preparatory arrangements and one day at the end of the fair for winding up. In respect of fairs with BSMs, the actual period of deputation would include one more additional day for BSM.

(xi) The officers during their stay abroad will be entitled to DA at MEA rates.

(xii) The hotel accommodation in respect of the officials deputed will be as per their entitlements. However, if the hotel accommodation is booked by the Indian Embassy, then the expenditure will be as per scales laid down by the Indian Embassy.

(xiii) The officers will be entitled to taxi fare from airport and Hotel and vice versa on the days of arrival/departure and no other expenditure what-so-ever.

(xiv) Other entitlements of the officers during their deputation abroad shall be as laid down by the Ministry of Finance from time to time. Except DA, all other expenditure is subject to production of receipts/actuals.

(xv) The Board will submit the quarterly statements indicating the names of officers, duration and purpose of foreign deputation, number of exporters’ participation and expenditure incurred in respect of each event/fair item-wise to Plant-B Section in terms of letter No.I-34(26)/2007-O&M dated 09.10.2007 of this Department.

\[\text{Signature}\]

[14/05/2018]
3. Any deviation in the approved expenditure or in the names of officers proposed to be deputed would require specific approval of this Department.

4. Entire expenditure on participation in the fairs/exhibitions including deputation cost of officials would be met from out of the Market Promotion Scheme of the Coffee Board for the year 2018-19 under the relevant Head of Account.

5. The officers shall furnish a report on the outcome of their visit to the Department of Commerce within one month of their return to India.

6. This issues with the concurrence of Finance Division vide their Dy.No.71/FD/018 dated 14th May, 2018.

Yours faithfully,

(Anjali Anand)

Under Secretary to the Govt. of India
Tel: 2306 2510

Copy to:
1. CPAO, DoC
2. Principal Director of Audit (Eco. & Services Ministries), AGCR Building, ND
3. Finance Division, DoC
4. D/o Economic Affairs, M/o Finance, North Block, ND
5. Ministry of External Affairs, South Block, ND
6. Embassy/High Commission of India concerned
7. PPS to AS(AVC)
8. PS to Dir(AK)
9. Plant (Coord.) Section
10. Guard File

(Anjali Anand)

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