

Report on Industrial Visit to Coffee Board of India

Organized by: Department of Commerce, Mother Teresa Women's University, Kodaikanal

Date of Visit: 04.04.2025

Venue: Coffee Board – Regional Coffee Research Station, Thandikudi, Kodaikanal, Dindigul District, Tamil Nadu State

No of Participants: 65 (Students of M.Com and M.Com Integrated)

Faculty Coordinators

- **Dr. D. Ramani**, Professor of Commerce
- **Dr. G. Indhumathi**, Assistant Professor of Commerce
- **Dr. R. Poornima Rani**, Assistant Professor of Commerce
- **Ms. P. C. Pandeewari**, Teaching Assistant in Commerce
- **Ms. A. Subha Velankanni**, Teaching Assistant in Commerce
- **Ms. R. Nirmala Rani**, Teaching Assistant in Commerce

Introduction

The Department of Commerce organized an industrial visit to the **Coffee Board of India** with the objective of providing students with practical exposure to the operations, policies, and promotional activities of the coffee sector. This visit was aimed at bridging the gap between theoretical knowledge and industry practices while enabling students to understand the functioning of a statutory organization, Government of India.

Objectives of the Visit

1. To gain knowledge about the structure and functions of the Coffee Board.

2. To understand the role of the Coffee Board in promoting coffee production, research, and exports.
3. To observe the support mechanisms offered to coffee growers, traders, and exporters.
4. To provide students with practical exposure to commodity boards and their role in India's economy.

Proceedings of the Visit

- The students were warmly welcomed by the officials of the Coffee Board.
- An introductory session was conducted, highlighting the history and evolution of the Coffee Board.
- Officials explained the various schemes and initiatives for coffee planters, including research and development, quality control, and market promotion.
- The students learned about the **Coffee Research Stations**, coffee cultivation techniques, pest management, and sustainable farming practices.
- A detailed discussion was held on the **export promotion activities** undertaken by the Coffee Board, including branding, international fairs, and quality certifications.
- The visit also included an overview of the **Coffee Quality Evaluation & Training Centre (CQETC)**, where students observed the processes of grading, roasting, cupping, and quality analysis of coffee beans.

Learning Outcomes

Through the industrial visit, students were able to:

- Understand the importance of the coffee industry in India's trade and commerce.
- Gain insights into the functioning of a government statutory board.

- Learn about the export potential of coffee and the initiatives for global competitiveness.
- Appreciate the role of research, quality testing, and farmer support in developing the industry.
- Relate classroom knowledge of commerce and trade with practical, real-world practices.

Conclusion

The industrial visit to the Coffee Board proved to be an enriching experience for the Department of Commerce students. It provided a valuable platform to connect academic learning with industry realities, particularly in the field of commodity boards, export promotion, and agricultural trade. The visit enhanced the students' knowledge base, broadened their perspectives, and inspired them to explore career and research opportunities in the field of commerce and trade.

Acknowledgement

The Department of Commerce extends its sincere gratitude to the officials of the Coffee Board for their warm reception and informative sessions. Special thanks are also due to the University authorities for their constant encouragement and support in organizing such educational visits.

Photos









Dindigul, Tamil Nadu, India

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Lat 10.303794° Long 77.64563°

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GPS Map Camera



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