

# A Study on Coffee Production in Nagaland

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**Abstract - Beverage is a part of our everyday live and it is vital for our existence. There are various reasons why we consume them, some of it being to satisfy out thirst, to provide energy, to cool down or warm up our body, taste, hunger, etc. Coffee is one of the popular beverage taken by billions of people every day. There is a lot of prospect on coffee cultivation since coffee is a plant which requires less maintenance and is easy to grow. Nagaland falls under the non-traditional areas of coffee cultivation and has a lot of scope and potential owing to the conditions but the project for coffee plantation in the State of Nagaland started in 90s but due to some reason it failed and again started in 2016 which requires a lot of awareness because most of the farmers are new in this aspect and requires a lot of training and guidance. The present study is attempted to throw light on the production of coffee in the state of Nagaland and various problems faced by the coffee cultivators in this region.**

**Keywords: Coffee, Robusta and Arabica**

## I. INTRODUCTION

Culturally, coffee is an important part of Ethiopian and Yemenite history. This cultural significance dates back as many as 14 centuries, which is when coffee was discovered in Yemen or Ethiopia. Each country Ethiopia or Yemen has its own myths, legends, and facts about the beverage and origin. Although cultivation may have begun as early as AD 575, the first written mention of coffee as such is by Razes, a 10th century Arabian physician. The word 'coffee' is rooted in the Ethiopian word for coffee bean, bunna, which morphed into the Arabic phrase Gahwat al-Bun meaning wine of the bean, which was then shortened to Gahwa/Kahway/Qahwa then to the Turkish word Kahve, which the Italians changed into caffe and finally it became the English term coffee.

An alternative history about the origin of coffee is believed that coffee was first discovered by a sheik named Omar, disciple to the Sufi mystic cited above. While in exile from Mocha (Arabia Felix in present-day Yemen), Omar, who was famous for his ability to cure the sick through prayer, lived in a desert cave near Ousab. Somewhat hungry, Omar one day chewed some berries only to find them bitter. He roasted them but this only made them hard; finally, he tried boiling them, resulting in a fragrant brown liquid which, in an instant, gave him unnatural and exceptional energy and allowed him to stay awake for days on end. His 'miracle discovery' was held in such great awe that he was allowed to return home to Mocha and elevated to the sainthood while coffee percolated throughout the Arab world.

By the 16th century, coffee was the beverage of choice in Persia, Egypt, Syria and Turkey, its reputation as the 'wine of Araby' boosted no end by the thousands of pilgrims visiting the holy city of Mecca each year from all over the Muslim world. Yemeni merchants took coffee home from Ethiopia and began to grow it for themselves. It was prized by Sufis in Yemen who used the drink to aid concentration and as a spiritual intoxicant. They also used it to keep themselves alert during their nighttime devotions.

From the Middle East the popularity of coffee soon spread through the Balkans, Italy and to the rest of Europe, east to Indonesia and then west to the Americas, largely through the Dutch.

## II. ORIGIN OF COFFEE IN INDIA

The saga of Indian coffee began on a humble note, with planting of 'Seven seeds' of 'Mocha' during 1600 AD by the legendary holy saint Baba Budan, in the courtyard of his hermitage on 'Baba Budan Giris' in Karnataka. For quite a considerable period, the plants remained as a garden curiosity and spread slowly as back yard plantings.

- It was during 18th century that the commercial plantations of coffee were started, thanks to the success of British entrepreneurs in conquering the hostile forest terrain in south India.
- Since then, Indian coffee industry has made rapid strides and earned a distinct identity in the coffee map of the world.

● Coffee in India is grown under a canopy of thick natural shade in ecologically sensitive regions of the Western and Eastern Ghats. This is one of the 25 biodiversity hotspots of the world. Coffee contributes significantly to sustain the unique bio-diversity of the region and is also responsible for the socio-economic development in the remote, hilly areas.

### III. THE HISTORY OF COFFEE CULTIVATION & COMMERCIAL PLANTATIONS IN INDIA

Coffee cultivation grew and thrived in India during the British rule and beyond. The Dutch began to grow coffee in the Malabar region, but a major transition happened when the British led a relentless drive to set up Arabica coffee plantations across the hilly regions in South India, where they found the climatic conditions to be apt for the crop.

Commercial coffee plantations in India started with an ambitious and enterprising British manager named JH Jolly, who was working Parry & Co., a trading company. He felt that the coffee beans growing in the plantations of Chandragiri had huge potential, and sent a petition to the Mysore government of the day for 40 acres of land to grow coffee.

The success of this endeavor encouraged more people to take the plunge into the coffee plantation business, and led to the proliferation of plantations across the region. Slowly but steadily, a vibrant ecosystem also began to evolve.

Over the period, Coffee occupies a place of pride among plantation crops grown in India. Introduction of new economic policy during 1991-92 helped greater globalization by reducing restriction on exports and imports in Indian International trade policy. Coffee industry has taken full advantage and cheaper labor costs of production.

#### *Coffee growing regions of India*

India's coffee growing regions can be divided into three categories:

1. Traditional coffee growing regions, such as Karnataka, Kerala and Tamil Nadu
2. Non-traditional (i.e. relatively new) coffee growing regions, such as Andhra Pradesh and Orissa on the Eastern Ghats
3. North-Eastern coffee growing regions, such as Assam, Manipur, Meghalaya, Mizoram, Tripura, Nagaland and Arunachal Pradesh

Coffee in India is grown in different geographies, under varying degrees of rainfall (ranging from 800 mm to 4500 mm) – and altitudes (ranging from 700 m at Chikmagalur to 2000 m at Pulneys). These differences bring subtle but exciting variations to the flavor Indian coffee.

### IV. OBJECTIVES OF THE STUDY

The present study is based on the following desired objectives:

- 1) To study the evolution and development of coffee in India with special reference to Nagaland.
- 2) To study the various Schemes offered by the government of Nagaland to promote coffee cultivation.
- 3) To analyze the various problems faced by coffee cultivators of Nagaland.

### V. RESEARCH METHODOLOGY

The data related to various aspects under the study are collected from both Primary and Secondary sources. The Secondary data has been collected to study the coffee production in India. The Secondary data is collected from various reports and journals of Coffee Board of India, Directorate of Land Resources Department, Government of Nagaland and Various other Journals available in the website. However, for the purpose of analyzing the various problems faced by the coffee cultivators of Nagaland, the data has been collected from primary source with the help of an Interview Schedule.

The Primary data has been collected during the month of May and June, 2020. 5 districts have been selected randomly out of the 11 districts of the State of Nagaland. Those Coffee cultivators which are easily accessible through telephone/mobile and who have shown a positive attitude in responding are selected by judgement of the interviewer. The Telephone/Mobile numbers are collected with the help of Government officials from District Project Offices Department of Land Resources, Nagaland. But due to the current pandemic of Covid-19 the researcher had to restrict the study considering 35 coffee cultivators from 5 districts under study of the State of Nagaland.

Data is collected by the researcher herself with the structured interview schedule developed for the study. However, due to the current scenario of pandemic the interview was taken over phone.

The collected Primary data were Statistically Processed, Classified and tabulated by using appropriate method. Simple analytical tools like Frequency, Percentages, Graphical representation are used for analysis. For applying such Statistical tools MS Excel software program is used. However, due to the nature of the data received from the coffee cultivators, no statistical analysis was possible and hence the researcher had to adopt descriptive analysis for analyzing the data

#### *Coffee cultivation in Nagaland*

The North Eastern states of India are categorized as non-traditional areas for coffee cultivation possessing favorable soil and agro- climatic conditions. Nagaland as the sixteen state of the Indian Union, came into existence on 1<sup>st</sup> December 1963. The state is divided into 11 districts inhabited by 16 major tribes along with other sub- tribes.

In the early 1980s, The Nagaland Plantation Crops Development Corporation (NPCDC) took the initiative in establishing coffee plantation in the state in collaboration with the Coffee Board of India. Major objectives for introduction of coffee plantation in the state were to improve the socioeconomic condition of the tribal families, prevent soil erosions and to maintain ecological balance by overcoming the practice of Jhum cultivation. Both Arabica and Robusta coffee varieties has been found to be viable in the hilly and low-lying areas of the state respectively. The plantation was then abandoned in 1991 by the NPCDC mainly due to lack of proper market linkages for selling produces, after which the land covered under coffee plantation were handed over to the beneficiaries for further maintenance. Since then, the area under coffee plantation in the state has been reduced to a great extent. In 2014, the Coffee Board of India contacted the Department of Land Resources to explore possibilities of forging partnership to revive and promote coffee plantation in the state. It was decided that the department of Land Resources and Coffee Board of India shall have partnership and go for large scale plantation of coffee in Nagaland. It was also decided that coffee cultivation will be taken up in all the suitable places including jhum fallow and village forest etc.

The State Government of Nagaland has also brought out a 'Document-Vision 2030' under which the Department of Land Resources has projected to develop 50,000 hectares of coffee in Nagaland with the help, guidance and assistance from the Coffee Board of India. After reviewing the scope and potential it was decided to take up large scale potential of coffee plantation in Nagaland.

For marketing of coffee produced in the state, international coffee company from South Africa known by company's name "Noble Cause Private Limited" and invited the company's representatives to Nagaland to explore possible market tie-up for coffee. After thorough deliberation, it was notionally agreed upon to export Nagaland coffee to international market at the prevailing international market rate at the time of purchase. The experts from the company also visited some coffee farms in Wokha, Zunheboto, Mokokchung and Tuensang districts to make physical assessment of coffee plantation and production in the state. They also roasted and tasted harvested coffee from Nagaland and found it to be one of the best coffee in the world.

Nagaland has immense potential for coffee plantation owing to the climatic conditions for both arabica and robusta coffee. It has been estimated that a total area of 10,40,100 hectares (Robusta 3,55,300 and Arabica 6,84,800) (source: Dept. of Land Resources Nagaland) is suitable for coffee plantation in Nagaland which is about 62.7% of the state's total geographical area of 16,57,900 ha. Presently, about 6180 ha. have already been covered under coffee plantation in the entire state which is about 0.59% from the overall coffee suitable area of the state.

Coffee related activities has also been a source of many earnings which helps in uplifting the people's economic condition and development of the state. Various businesses have emerged as a result of coffee plantation in Nagaland. Established in 2016, Ete Coffee is the first Coffee Roasting Company in Nagaland, the business helps to elevate the private sector in Nagaland agro- based business by making use of resources found locally and adding value to local sector. They also providing opportunity for job employment and encouraging the coffee

farmers to cultivate, the farmers are also paid higher price than international market for their coffee and EML (Educate, Motivate and Lead) network is established for safety against any exploitation.

Table 1: COFFEE PRODUCTION DURING 2019-2020

NAME OF DISTRICT	YIELD OF COFFEE DURING THE YEAR 2019 (in qntls)	VARIETY	GROSS INCOME DURING 2019-2020 (in lakhs)
Mon	17.1	Arabica	1.728
Tuensang	0.565		
Zunheboto	35	Arabica	4.68
Longleng	nil		
Kiphire	nil		
phek	nil		
Wokha	29.66	Arabica	5.338
Peren	1.1	Arabica	0.99
Dimapur	3	Robusta	.06
Kohima	7.8		1.197
Mokokchung	54.545	Arabica	8.384
<b>Total</b>	<b>148.77</b>		<b>22.377</b>

(source: Department of Land Resources, Nagaland)

The production of coffee is highest in Mokokchung district at 54.545 quintals followed by Wokha at 29.66 quintals, Zunebhoto at 35 quintals, Mon at 17 quintals, Kohima at 7.8 quintals, Dimapur at 3 quintals, Peren at 1.1 quintals and Tuensang at 0.565 quintals.

Longleng, Kiphire, Phek did not have any production of coffee in the year 2019-2020. The area of Coffee Plantation in Nagaland till 2019-2020 is 7996.2 hectares. The North Eastern Region has a total of 200 MT of arabica and robusta produced in the year 2018-2019. The coffee production in Nagaland has been increasing over the years and with increase in new growers every year the yield of coffee beans is expected to increase more.

TABLE 2: COFFEE EXPORTS IN CAPE TOWN, AFRICA

YEAR	QUANTITY (MT)	REMARKS
2017-2018	7 MT	COFFEE BEAN
2018-2019	6 MT	COFFEE BEAN
2019-2020	14.5 MT	COFFEE BEAN
<b>TOTAL</b>	<b>27.5 MT</b>	<b>COFFEE BEAN</b>

(Source: Department of Land Resources, Nagaland)

From the above data it can be analyzed that the coffee export from Nagaland have increased over the years. In the year 2017-2018 7 MT (i.e. Metric Tonne) was exported, in the year 2018-2019 6 MT and in the year 2019-2020 14.5 MT.

*Various schemes offered by the Government of Nagaland to promote coffee cultivation*

The convergence of Coffee Board of India and Land Resources Development, Nagaland has been beneficial in promoting and encouraging the cultivation of coffee in the state. There has been an increase in the demand of coffee in the state and people are starting to acknowledge and understand the potential in coffee cultivation. To develop and encourage the practice of coffee cultivation The Land Resource Development, Nagaland offers The Coffee Development Scheme under which there are various activities which are performed periodically throughout the state:

- 1) Quality coffee seeds are distributed to farmers for free in order to start coffee cultivation.
- 2) To generate employment seeds are freely distributed to farmers to raise nursery and buy back of the coffee saplings are done.
- 3) Through the support of the department, members of The Coffee Board visit and inspect the coffee farms and depending on the size of hector and guidelines and standard for raising coffee farm, the farmers receive subsidy in installment basis.

- 4) Technical Know How training and seminar is given to farmers as per the needs.
- 5) Assistance is given for Channelizing the farmers coffee produce to the market, usually exporting their coffee.

*Problems faced by coffee cultivators of Nagaland - An analysis:*

The following facts are narrated to analyze the various problems faced by coffee cultivators if Nagaland. The description contained in the following paragraphs are based on the primary data which are collected from different selected districts of Nagaland with the help of interview schedule. Each such description is supported by Tables:

TABLE 3: DISTRICTS UNDER ANALYSIS

DISTRICTS	NO OF RESPONDENTS	PERCENTAGE
PEREN	11	31.43%
WOKHA	9	25.71%
MON	8	22.86%
MOKOKCHUNG	5	14.29%
KOHIMA	2	5.71%
TOTAL	35	100%

(source: surveyed data)

As already mentioned in the Methodology, out of 11 districts of Nagaland, 5 districts have been selected for the study. The above table shows the number of coffee cultivators selected for the study from each district. From the above graph it is found that out of the 35 total respondents, 11 respondents are from Peren district, 9 from Wokha district, 8 from Mon district, 5 from Mokokchung district and 2 from Kohima district.

TABLE 4: AGE GROUP OF THE RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE
BELOW 30 YEARS	1	2.86%
30-40 YEARS	10	28.57%
40-50 YEARS	10	28.57%
ABOVE 50 YEARS	14	40%
TOTAL	35	100%

(source: surveyed data)

From the above table it is found that most of the respondents are people who are 50 years and above i.e. 40 percent followed by 30-40 years at 28.57 percent and 40-50 years at 28.57 percent and only 2.86 percent for below 30 years. Age is an important factor because as a person ages they become more experienced and skilled and this trait is very important for cultivating good and quality coffee produce.

TABLE 5: EDUCATION QUALIFICATION OF THE RESPONDENTS

EDUCATION QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
BELOW MATRIC	11	31.43%
MATRIC	15	42.86%
GRADUATE	7	20%
POSTGRADUATE	2	5.71%
TOTAL	35	100%

(source: surveyed data)

From the above table it can be observed that 42.86 percent of the respondents were Matriculate, 31.43 percent were Below matric, 20 percent were graduate 5.71 percent were Post Graduate. Although education is an important aspect but a farmer may not require to have a degree although specialized courses are available. But the primary requirement for a farmer job mostly requires training and experience and skill in order to maintain the farm.

TABLE 6: SIZE OF LAND HOLDING UNDER OPERATION

AREA OF LAND	NO OF RESPONDENTS	PERCENTAGE
BELOW 1 HECTOR	7	20%

1 HECTOR	9	25.71%
ABOVE 1 HECTOR	19	54.29%
TOTAL	35	100%

(source: surveyed data)

From the above table it is found that most of the respondent's land holding under operation for coffee plantation were Above 1 hectare at 54.29%, followed by 1 Hectare at 25.71 percent and Below 1 Hectare at 20 percent.

TABLE 7: LAND HOLDING STATUS OF THE RESPONDENTS

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
OWN	31	88.57%
LEASE	4	11.43%
TOTAL	35	100%

(source: surveyed data)

From the above table it can be stated that majority of the respondents own the land at 88.57 percent and lease of the land is at 11.43 percent. Most of the land owned by the farmers were ancestral and passed down to them and others bought.

TABLE 8: ANNUAL INCOME OF THE RESPONDENTS

ANNUAL INCOME	NO OF RESPONDENTS	PERCENTAGE
BELOW Rs. 1.5 lakhs	15	42.86%
Rs. 1.5- Rs. 3 lakhs	16	45.71%
Rs. 3- Rs. 5 lakhs	1	2.86%
ABOVE Rs. 5 lakhs	3	8.57%
TOTAL	35	100%

(source: surveyed data)

From the above table it is found that 45.71 percent of the respondents have an annual income of Rs. 1.5- Rs. 3 lakhs, 42.86 percent have annual income Below Rs. 1.5 lakhs, 8.57 percent have annual income Above Rs. 5 lakhs and 2.86 percent have an annual income of Rs. 3- Rs. 5 lakhs.

TABLE 9: SALE OF PRODUCT

OPTIONS	NO OF RESPONDENTS
GOVERNMENT	12
PRIVATE DEALERS	6
YET TO START SELL	22

(source: surveyed data)

From the above table it is observed that out of 35 respondents, 13 respondents are producing farmers who sell their produce to either government or private dealer or both and 22 farmers are yet to produce and start sale.

TABLE 10: REASON OF SALE THROUGH GOVERNMENT INTERMEDIARIES

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
IMMEDIATE PAYMENT	5	38.46%
LESS CHANCE OF MALPRACTISES	10	76.92%
RIGHT PRICE	8	61.54%
TIME SAVING	3	23.08%
OTHERS	4	30.77%

(source: surveyed data)

From the above table it is found that the majority of the respondents sell their produce through government intermediaries because 76.92 percent feels that there is less chance of malpractices, 61.54 percent for right price, 38.46 percent for immediate payment, 30.77 percent for other reasons and 23.08 percent because it is time saving.

TABLE 11: REASON OF SALE THROUGH PRIVATE DEALERS

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
IMMEDIATE PAYMENT	6	46.15%
LESS CHANCE OF MALPRACTISES	4	30.77%
RIGHT PRICE	6	46.15%
TIME SAVING	6	46.15%
OTHERS	1	7.69%

(source: surveyed data)

From the above table it is found that the respondents sell their produce through private dealers because 46.15 percent for they get immediate payment, 46.15 percent for the right price, 46.15 percent because it is time saving, 30.77 percent for less chance of malpractices and 7.69 percent for others.

TABLE 12: BILL RECEIVED DURING SALE OF PRODUCT

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
YES	5	38.46%
NO	8	61.54%
TOTAL	13	100%

(source: surveyed data)

From the above table it is found that 61.54 percent of the respondents do not get bill when they sell their produce and 38.46 percent get their bill. Having a bill is an important document proving the transaction.

TABLE 13: AVAILABILITY OF FACILITY OR SHED FOR KEEPING THE PRODUCE AFTER HARVEST FOR SALE

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
YES	7	53.85%
NO	6	46.15%
TOTAL	13	100%

(source: surveyed data)

From the above table it is found that 53.85 percent of the respondents have a proper facility or shed for keeping their product when it is harvested and kept for sale and 46.15 percent do not have a facility or shed.

TABLE 14: SALE OF CROP

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
YES	12	92.31%
NO	1	7.69%
TOTAL	13	100%

(source: surveyed data)

From the above table it is found that 92.31 percent of the respondents sell their entire crop and 7.69 percent do not sell their entire crop.

TABLE 15: PROCUREMENT OR BUYING THE RAW MATERIALS

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
GOVERNMENT	33	94.29%
BUYING FROM PRIVATE DEALERS	25	71.43%

(source: surveyed data)

From the above table it is found that most of the respondent's 94.29 percent procure their raw materials through the government and 71.43 percent buy from private dealers.

TABLE 16: RAW MATERIALS THAT ARE BOUGHT OR PROCURED

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
FERTILIZERS	0	0%
SEEDS	35	100%
PESTICIDES	0	0%
OTHERS	26	74.29%

(source: surveyed data)

From the above table it is observed that the raw materials which the farmers buy or procure includes 100 percent seeds and 74.29 percent for other materials.

TABLE 17: ATTENDING TRAINING/SEMINARS ORGANISED BY THE GOVERNMENT

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
YES	20	57.14%
NO	15	42.86%
TOTAL	35	100%

(source: surveyed data)

From the above table it can be stated that 57.14 percent of the respondents attend training/ seminar organized by the government and 42.86 percent do not attend. Organizing training/seminars are important as it provides opportunities to the farmers to gain more knowledge about farming methods, maintaining and operating complex agriculture machines, etc.

TABLE 18: PROBLEMS FACED BY THE RESPONDENTS

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
FINANCIAL	29	82.86%
LITERACY OF COFFEE CULTIVATION	9	25.71%
MARKETING	2	5.71%
HIGH LABOUR WAGES	7	20%
IRRIGATION	18	51.43%
OTHERS	5	14.29%

(source: surveyed data)

From the above table it is found that 82.86 percent have financial related problems, 51.43 percent have irrigation problems, 25.71 percent lack literacy of coffee cultivation, 20 percent face high labor wage problem, 14.29 percent have other problems and 5.71 percent have marketing problems.

TABLE 19: INCENTIVE PACKAGES RECEIVED FROM THE GOVERNMENT

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
YES	34	97.14%
NO	1	2.86%
TOTAL	35	100%

(source: surveyed data)

From the above table it is found that 97.14 percent respondents receive incentive packages from the Government and 2.86 percent did not receive.

TABLE 20: INCENTIVES RECEIVED FROM THE GOVERNMENT

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
RECEIVED FINANCIAL SUBSIDY	27	77.14%
RECEIVED SAPLINGS AND COFFEE SEEDS	28	80%
DID NOT RECEIVE INCENTIVE	1	2.86%

(source: surveyed data)

From the above table it is found that 80 percent of the respondents receive incentive in the form of coffee seeds and coffee saplings and 77.14 receive financial subsidy and 2.86 percent did not receive incentive.

#### VI. SUGGESTIONS

- To ensure high return on the coffee production the government should provide subsidy programme and also ensure that it is supplied to the farmers on time.
- The government should organize fest and fair in order to promote the local farmers produce and help them venture into new markets and an active marketing should be implemented for sustaining the coffee culture in the State and this in turn will also help the framers to have a stable return on their financial position.
- Proper training and guidance should be given to coffee cultivators regarding coffee process, cultivation method, operating techniques for machinery and the farmers should be informed of all subsidy and schemes they can avail.
- Most of the growers in the study had irrigation problems because of which watering of the farmland area of coffee plants was not regular, this may also be the reason why some farmers did not have good produce. It may be suggested that Water Harvesting Structure (WHS) should be developed, well and deep tube well should be set up in areas that are feasible.
- Constructions of community warehouse and shed should be adopted.

#### VII. CONCLUSION

Most of the India population still rely on agriculture and it is one of the major contributors to the national economy. But over the years its share in the national economy has declined and even the population dependent on agriculture has decreased according to the census of 2011.

The production of coffee in the state of Nagaland has shower promising growth and over the years the area of production has also significantly increased. Nagaland coffee practices an organic coffee cultivation which is the traditional way and its specialty is that it is shade grown coffee and is planted along with other crops like pineapple, black cardamom, ginger which helps to get a smooth citrus flavor and aroma. If the government takes proper initiatives to encourage coffee cultivation but supporting the farmers and also help to market their produces then there is prospect of having a stable market within the state, nation and exporting internationally.

Nagaland Coffee has a lot of potential in the market because of its peculiar citrus flavor and there is growing demand for coffee in the global market. The farmers should be encouraged to grow coffee as it helps in sustainable growth economically. The climatic changes have made it a challenge for coffee growers in other countries, but the climate condition in Nagaland is suitable for growing coffee and this can be a great opportunity to boost the economy of the state. The organically grown coffee does not harm the environment and cultivation of coffee can be a good source for income for the farmers as a coffee tree can produce for many years and this can also be a good opportunity for people to start their enterprise and provide jobs to local youths.

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