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Research Paper

"Geographical Indication and Sustainable Community Upliftment": A Case Study of Araku Valley Coffee in Andhra Pradesh, India

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Abstract:
Geographical Indications (GI) are vital tools in recognizing the uniqueness of regional products and ensuring socio-economic development of indigenous communities. This paper explores how the GI status of Araku Valley Coffee has contributed to the sustainable upliftment of tribal communities in Andhra Pradesh. Through data analysis and qualitative study, the paper assesses income growth, social development, and environmental sustainability.
Comparative tables support the argument that GI has become a powerful tool for community transformation.
Araku Coffee, especially in Araku Arabica variety, has indeed garnered significant attention for its exceptional quality and sustainable cultivation methods. The coffee is grown in the picturesque Araku Valley in Andhra Pradesh, where the rich soil and ideal climate contribute to its distinct flavour profile. The region emphasises organic farming, benefiting both the environment and local farmers.
Its ,mention in Prime Minister Narendhra Modi's "Maan ki Baat" program further highlights its cultural and economic importance. The coffee not only reflects the region's heritage but also supports local communities through fair trade practices.

Key words: *Intellectual Property, Geographical Indication, Registration of GI in India*

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I. Introduction:

Coffee is one of the most widely consumed beverages in the world and represents a significant agricultural commodity with global economic importance. It is derived from the seeds, commonly referred to as "coffee beans," of a perennial flowering plant belonging to the genus *Coffea*. These plants are typically small evergreen shrubs or trees that thrive in tropical and subtropical climates, requiring specific environmental conditions such as moderate temperatures, fertile soil, and adequate rainfall for optimal growth. Coffee is indigenous to regions of Africa and Asia, where it has been cultivated for centuries (International Coffee Organization, 2020).

The introduction of coffee to India dates back to the 17th century and is traditionally attributed to Baba Budan, who is believed to have brought coffee seeds from Arabia and planted them in the hills of Chikmagalur in present-day Karnataka. Since its introduction, coffee cultivation has expanded across various regions of India, particularly in the southern states, contributing significantly to rural employment and export earnings.

Globally, coffee is one of the most important plantation crops and plays a crucial role in the economies of many developing countries. It is cultivated in more than 70 countries and supports the livelihoods of millions of farmers and workers. Brazil is the largest producer of coffee in the world, followed by countries such as Vietnam and Colombia. Coffee also constitutes a major export commodity, generating substantial foreign exchange earnings and contributing to international trade (Food and Agriculture Organization, 2019).

There are several species of coffee cultivated worldwide, among which Arabica (*Coffea arabica*) and Robusta (*Coffea canephora*) are the most commercially significant. Arabica coffee is known for its superior quality and mild flavor, whereas Robusta coffee is characterized by a stronger taste and higher caffeine content.

Robusta accounts for approximately 20–40% of global coffee production and is widely used in instant coffee and blends (Reddy, 2017).

In recent years, the concept of Geographical Indication (GI) has gained prominence as a tool for protecting the unique identity of region-specific products and enhancing their market value. In India, GIs are governed under the Geographical Indications of Goods (Registration and Protection) Act, 1999. The recognition of region-specific products such as Araku Valley coffee under the GI framework has opened new avenues for promoting sustainable agricultural practices, improving market access, and ensuring better income for local communities.

Araku Valley coffee, particularly its Arabica variety, is known for its unique flavor profile, which is attributed to the region's distinct agro-climatic conditions and organic farming practices. Cultivated predominantly by tribal farmers, this coffee has gained national and international recognition for its quality and sustainability. The GI tag not only enhances its brand value but also contributes to the socio-economic upliftment of the tribal communities involved in its cultivation.

Therefore, this study aims to examine the role of Geographical Indication in promoting sustainable community development, with a specific focus on Araku Coffee. It seeks to analyze how GI recognition influences income generation, market access, and overall livelihood improvement among coffee-growing communities.

Origin and Early History of Coffee:

It is widely acknowledged that the tradition of coffee drinking originated in the Arabian Peninsula, though its roots can be traced back to the highlands of Abyssinia (modern-day Ethiopia). One of the most enduring legends associated with the discovery of coffee is that of a goat-herd named Kaldi. According to this popular tale, Kaldi observed his goats behaving unusually—jumping, dancing, and appearing highly energetic—after consuming the red berries of a certain plant. Intrigued by this phenomenon, he collected the berries and brought them to a local religious scholar (mufti).

The mufti, curious about the berries' effects, conducted experiments by preparing a drink from them. Upon consuming this brew, he discovered that it helped him remain alert and awake for extended periods, particularly during long hours of prayer. This stimulating property of the beverage proved highly beneficial, and soon his seminary gained recognition as the "Wakeful Monastery." As word of this energizing drink spread, it began to gain acceptance and popularity within nearby Muslim seminaries and religious communities.

The earliest documented reference to coffee is attributed to Rhazes (850–922 CE), a distinguished philosopher, astronomer, and physician based in Baghdad. In his writings, coffee—then referred to as "bunchum"—was primarily described for its medicinal qualities. It was believed to aid digestion, improve mental alertness, and provide relief from fatigue, thus establishing its early reputation as a therapeutic substance rather than a recreational beverage.

Coffee's cultural and social significance expanded significantly in Yemen, where it was cultivated systematically and consumed widely. In this region, the beverage came to be known as "Kahwah," a term that eventually evolved into the modern word "coffee." Yemen played a crucial role in transforming coffee from a local curiosity into a globally traded commodity. The port city of Mocha, in particular, became a central hub for coffee trade, further contributing to its spread across the Middle East and beyond.

Over time, coffee drinking evolved into a ritualistic and spiritual practice, especially among Sufi dervishes. These devoted practitioners consumed coffee to maintain wakefulness during extended sessions of prayer, meditation, and chanting. The beverage thus became closely associated with religious devotion, intellectual activity, and social interaction.

By the 15th and 16th centuries, coffeehouses—known as "qahveh khaneh"—began to emerge across cities in the Islamic world. These establishments became vibrant centers of social life, where people gathered to engage in discussions, listen to music, exchange ideas, and conduct business. Often referred to as "Schools of the Wise," these coffeehouses played a significant role in shaping intellectual and cultural discourse.

From Arabia, coffee gradually spread to other parts of the world, including Persia, Egypt, Turkey, and eventually Europe. Its journey marked the beginning of a global cultural phenomenon, transforming coffee into one of the most widely consumed beverages in the world today.

Types of Coffee Beans:

Coffee beans are derived from different species of the *Coffea* plant, each possessing distinct characteristics in terms of flavour, aroma, and chemical composition. The major types of coffee beans cultivated and consumed globally include Arabica, Robusta, Liberica, and Excelsa.

Arabica (*Coffea arabica*) is the most widely consumed variety, accounting for approximately 60% of global coffee production. It is highly valued for its superior quality, mild and smooth flavour, and balanced acidity with

subtle sweetness. Arabica beans are typically grown at higher altitudes and require specific climatic conditions, which contribute to their refined taste and aroma.

Robusta (*Coffea canephora*) is the second most commonly produced coffee variety. It is known for its strong, bitter flavour and significantly higher caffeine content compared to Arabica. Robusta beans are more resilient to pests and diseases and can be cultivated at lower altitudes. Due to their bold taste and crema-enhancing properties, they are widely used in espresso blends and instant coffee.

Liberica (*Coffea liberica*) is a less common variety, primarily cultivated in parts of Southeast Asia, including the Philippines. It is characterized by a distinctive flavour profile that is often described as smoky, woody, and somewhat floral. Although it occupies a smaller share of global production, Liberica is valued for its unique sensory attributes.

Excelsa (*Coffea excelsa*), often considered a variety of Liberica, is also relatively rare and typically used in coffee blends. It contributes a tart, fruity flavour with a complex profile that includes hints of nuttiness. Excelsa is appreciated for adding depth and complexity to blended coffees.

Overall, the diversity of coffee bean types plays a crucial role in shaping the global coffee industry, influencing consumer preferences, cultivation practices, and market dynamics.

Geographical Indication (GI) registration plays a crucial role in protecting the uniqueness and regional identity of agricultural products, including coffee. In India, several coffee varieties have been granted GI status, highlighting their distinct quality, reputation, and geographical origin. The following are some of the GI-tagged coffee varieties along with their application numbers:

GI-Tagged Coffee Varieties in India

S. No	Coffee Variety	GI Application No	Region / State
1	Coorg Arabica Coffee	604	Karnataka
2	Wayanad Robusta Coffee	605	Kerala
3	Chikmagalur Arabica Coffee	606	Karnataka
4	Araku Valley Arabica Coffee	607	Araku Valley
5	Bababudangiris Arabica Coffee	608	Karnataka

The inclusion of these coffee varieties under the GI framework reflects their distinctive characteristics and regional importance. Among them, Araku Valley Arabica Coffee holds particular significance due to its association with tribal cultivation practices, organic farming methods, and sustainable livelihood generation in Araku Valley.

In the context of Andhra Pradesh, the state has been granted multiple GI tags across various product categories, demonstrating its rich cultural and agricultural diversity. However, not all applications for GI registration have been successful. Products such as Machilipatnam Imitation Jewellery, GCC Araku Valley Coffee, Girijan Turmeric Powder, and Girijan Honey were rejected by the Geographical Indications Registry, Chennai.

The applications for Girijan Turmeric Powder (agricultural product), Girijan Honey (foodstuff), and GCC Araku Valley Coffee (agricultural product) were filed by Girijan Cooperative Corporation on 22 April 2016. These applications were subsequently rejected in 2018 by the GI Registry due to multiple deficiencies identified in the submitted documentation. The Registry reportedly observed several shortcomings, including issues related to product specification, proof of origin, and clarity in defining the unique characteristics required for GI recognition.

These rejections highlight the stringent requirements and rigorous evaluation process involved in obtaining GI status. They also emphasize the importance of proper documentation, scientific validation, and clear demonstration of the product's linkage to its geographical origin.

History of Araku Coffee:

The history of coffee cultivation in Araku Valley dates back to the late 19th century, when coffee was first introduced in the Eastern Ghats by British officials. Historical records indicate that coffee plantations were initially established in the Pamuleru Valley around 1898 by a British officer, N. S. Brodie. Subsequently, coffee cultivation spread to Araku Valley during the early decades of the 20th century, owing to the region's favorable topography, including sloping hills, fertile soils, and suitable climatic conditions.

Over time, Araku Valley has emerged as a significant coffee-producing region within India's non-traditional coffee-growing areas. According to available estimates, during 2019–2020, nearly 1, 96,966 coffee growers were engaged in cultivation in non-traditional regions such as Andhra Pradesh and Odisha. Of these, approximately 1,92,864 were tribal farmers, predominantly located in the Visakhapatnam district of Andhra Pradesh. This highlights the strong dependence of indigenous communities on coffee cultivation as a primary source of livelihood.

A distinguishing feature of coffee grown in Araku Valley is its exclusive focus on Arabica varieties. Nearly 99% of farmers in the region cultivate Arabica coffee, which is known for its superior quality, mild acidity, and distinctive aroma. The coffee is grown using organic and eco-friendly practices under shade trees, contributing to its unique flavour profile and environmental sustainability. As a result, Araku coffee commands premium prices in both domestic and international markets.

Recognizing its unique characteristics and socio-economic significance, Araku Valley Arabica Coffee was granted Geographical Indication (GI) status in 2019 by the Department for Promotion of Industry and Internal Trade under the Ministry of Commerce and Industry. This recognition has enhanced the product's market identity, ensured quality assurance, and contributed to the economic upliftment of tribal farmers.

In terms of production and export, Araku coffee has gained considerable international recognition. Approximately 90% of the total production is exported to countries such as Sweden, Switzerland, Italy, and the United Arab Emirates, reflecting its growing demand in global specialty coffee markets.

India, with its rich biodiversity and traditional knowledge systems, provides a strong foundation for the promotion of Geographical Indications. The Geographical Indications of Goods (Registration and Protection) Act, 1999 offers a legal framework for the registration and protection of such products. In this context, Araku Coffee stands as a successful example of how GI recognition can promote sustainable agriculture, preserve traditional practices, and improve the socio-economic conditions of indigenous communities.

According to reports from the Integrated Tribal Development Agency (ITDA), the total area under coffee cultivation in Araku and surrounding regions is approximately 1,58,021 acres, involving a large number of tribal farmers. This extensive cultivation not only strengthens the regional economy but also reinforces the role of Araku Coffee as a model for community-based, sustainable agricultural development.

Development Phase of Araku Coffee:

This movement began in those plantations owned by the Forest Department, but this quickly spread to production on a smaller scale and to individual farmers within tribes whose livelihoods depend on farming.

- Colonial Introduction: Coffee cultivation began during British rule but remained unorganized.
- Post-Independence Decline: Neglect and lack of market access led to poor outcomes for tribal farmers.
- Revival (1999-Present): The Naandhi Foundation introduced a model of collective farming and sustainable agriculture.
- Cooperative System: Over 10,000 tribal farmers joined Small and Marginal Tribal Farmers Cooperatives, ensuring better income and fair trade.

S. No	Phase	Period	Key Development
1	Traditional	Pre-1950s	Subsistence farming, no organized trade
2	Governmental Push	1950-90s	ITDA support, early cooperatives
3	NGO-Led Reform	1999-2010	Naandhi entry, organic farming cooperatives
4	Global branding	2010-2020	Araku brand launch, exports café in Paris
5	GI Recognition	2019-Present	Legal protection, income growth, tech adoption

Araku Valley: The Context

Araku Valley is located in the Eastern Ghats of Andhra Pradesh, inhabited by indigenous tribes including the Kondadora, Bagata, and Valmiki communities. The region, with altitudes ranging from 900–1100 meters, features rich volcanic loamy soil and ideal climatic conditions for Arabica coffee cultivation.

Factor	Details
Location	Eastern Ghats, Andhra Pradesh
Altitude	900-1100 meters
Soil Type	Volcanic Loam
Major Tribes	Kondadora, Bagata, Valmiki
Primary Crop	Organic Arabica Coffee
Total area under coffee	20,000 ha
Average production	3,100MT
Main varieties	S.795, Sln.4, San.5, Cauvery
Main intercrops	Pepper, Mango, Jackfruit

Map of Araku Valley

Geographical Indication (GI) Tag of Araku Valley Arabica Coffee

The **Geographical Indication (GI) tag** is an intellectual property right granted to products that originate from a specific region, where their quality, reputation, or other characteristics are essentially attributable to the geographical origin. GI tags help in legal protection, market recognition, and branding**,** while promoting the economic and social welfare of the communities involved in the production (Chinmaya IAS Academy, 2026).

Araku Valley Arabica Coffee received the GI tag in recognition of its unique **flavor, aroma, and** quality**,** which are intrinsically linked to the altitude, soil, climate, and traditional farming practices of the Araku Valley in Andhra Pradesh.

GI Registration Details

- **Name of Applicant:** COFFEE BOARD
- **Address:** No.1, Dr. B. R. Ambedhkar Veedhi, Bengaluru – 560001
- **Type of Goods:** Class 30 (Coffee and related products)

This registration ensures that only coffee grown and processed in the **Araku Valley** using traditional methods can be marketed under the **Araku Coffee** name, safeguarding its authenticity and reputation.

Botanical Description / Scientific Classification

Attribute	Details
Common Name	Arabica Coffee
Kingdom	Plantae
Order	Gentianales
Family	Rubiaceae
Subfamily	Ixoroideae
Genus	Coffee

Arabica coffee (Coffea arabica) is a high-value coffee species known for mild flavor, aromatic profile, and lower caffeine content compared to other species like Robusta. The altitude, soil type, and climatic conditions of Araku Valley provide ideal growth conditions, resulting in premium-quality Arabica beans.

Geographical Area of Production and Map of Araku Arabica Coffee

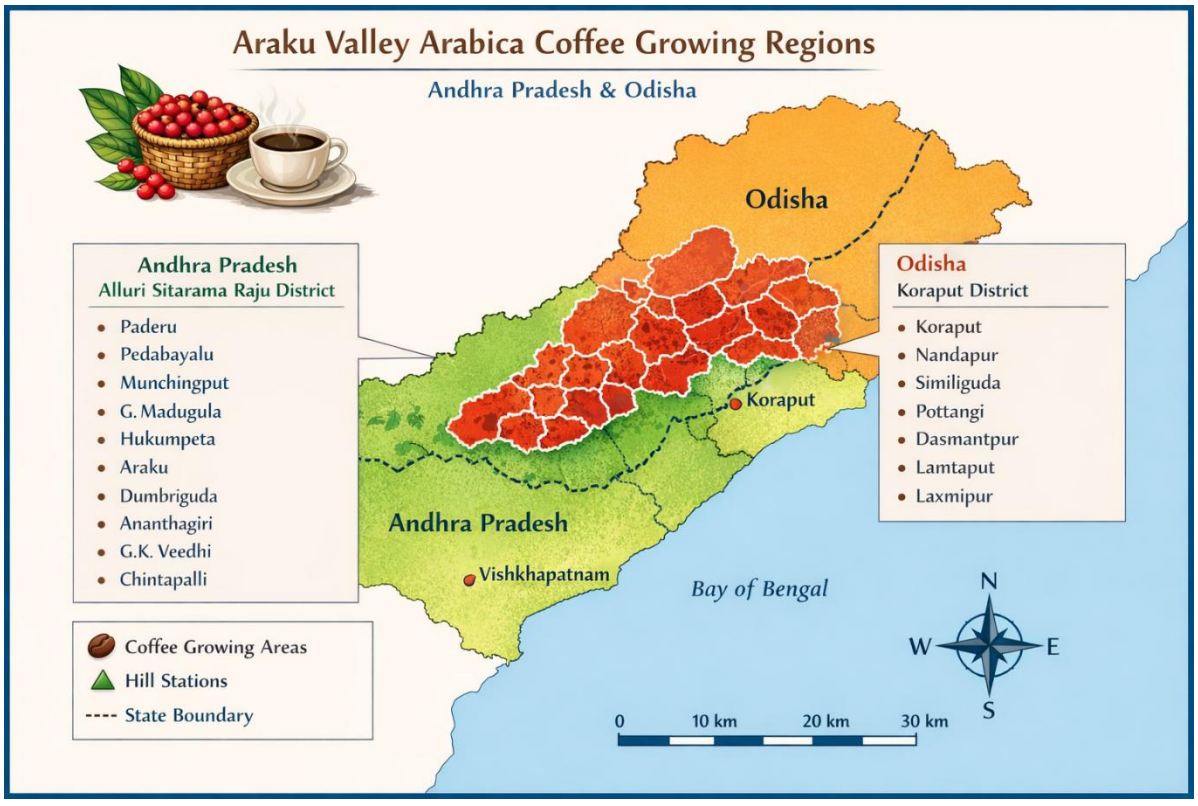
Araku Arabica Coffee is primarily cultivated in the **hilly terrains of the Agency Mandals** in **Alluri Sitaramraju district, Andhra Pradesh**. The key mandals include: **Paderu Pedabayalu Munchingput G. Madugula Hukumpeta Araku Dumbriguda Ananthagiri G.K. Veedhi Chintapalli**

These regions, located in the **Eastern Ghats**, feature **elevated terrain (900–1100 m above sea level), rich volcanic loamy soil, and moderate rainfall**, creating optimal conditions for **Arabica coffee cultivation**. Coffee has become a **major plantation crop** in these hilly tracts, supporting the livelihoods of indigenous tribal communities (Kondadora, Bagata, and Valmiki) through cultivation, harvesting, and processing.

Expansion into Odisha

Beyond Andhra Pradesh, the **Koraput region of Odisha** has gradually emerged as a significant coffee-producing hub. The mandals in Koraput district where coffee is now cultivated include: **Koraput Nandapur Similiguda Pottangi Dasmanthpur Lamtaput Laxmipur**

These areas share similar **elevation, soil, and climate conditions**, enabling the successful cultivation of Araku Arabica Coffee**.** The expansion into Odisha has further enhanced the production scale and market recognition of Araku coffee in India.



S. No	Name of the Mandal	Coffee farmers	Extent (Acres)	Coffee Yield (fruit) (MTs)
1.	Ananthgiri	11687	12657.50	3790
2.	Araku Valley	13287	13479.00	4098
3.	Dumbriguda	16858	15926.00	4960
4.	Hukumpeta	19281	19705.50	6133
5.	Pedabayalu	15094	14819.00	4807
6.	Munchingput	13699	11050.50	3413
7.	Paderu	22048	22424.00	6928
8.	G.Madugula	33688	34384.00	11057
9.	Chintapalli	31194	33348.50	10781
10	G.K Veedhi	35139	38600.00	12881
11.	Koyyuru	6418	10627.00	2410
	Total	218393	227021.00	71258

The above table shows that in 11 mandals of Alluri Sitaramraju G.K Veedhi shows the highest number of coffee farmers and highest acres of coffee plantation.

Roots and Historical Background of Araku Coffee

Indigenous Origins and Tribal Involvement

Araku Coffee owes its origins to the indigenous tribal communities of the Araku Valley. For decades, coffee cultivation has been an important source of livelihood for tribal farmers in this region. The practice is deeply rooted in traditional knowledge systems and has been sustained through generations, reflecting the strong cultural and economic connection between the communities and coffee farming.

Agro-Climatic Conditions and Cultivation Practices

The coffee is cultivated in the valley's unique microclimatic conditions, which include moderate temperatures, high humidity, and hilly terrain. These natural factors contribute significantly to the distinct aroma and quality of Araku coffee. The plantations are also interspersed with diverse species, including fruit trees and other companion crops, which enhance soil fertility and maintain ecological balance.

Sustainable and Organic Farming Systems

A key characteristic of Araku coffee cultivation is its emphasis on sustainable and organic farming practices. Farmers largely avoid the use of synthetic fertilizers and chemical pesticides. Instead, they rely on natural composting methods and traditional ecological knowledge. This ensures soil health, protects biodiversity, and minimizes environmental degradation.

Ecological and Socio-Economic Significance

The intercropping system creates a naturally diverse agro-ecosystem that supports environmental sustainability. At the same time, coffee cultivation plays a crucial role in improving tribal livelihoods by generating steady income and employment opportunities. The combination of ecological balance and community-based farming has strengthened the global recognition of Araku coffee as a model for sustainable and inclusive agricultural development.

GI and Sustainable Upliftment in Araku:

Economic Empowerment

Before GI registration in 2017, tribal farmers sold coffee cherries to middlemen for Rs 40-Rs 50/kg. After GI, Value addition, cooperative marketing and global branding helped increase the price to Rs 110-Rs 120/kg.

Table
Annual Income growth of Araku Coffee Farmers (2015-2023)

Year	Avg. Price(Rs/Kg)	Avg. Annual Income per Farmer(Rs)
2015	45	28,000
2017	60	42,0000
2019	85	68,000
2021	110	93,000
2023	120	1,10,000

Social Upliftment

- Over 22,000 tribal families engaged in organic farming.
- Use of biodynamic farming and composting methods.
- Women's self-help groups contribute to coffee drying and packaging.
- Improvement in education and healthcare through rein investment of profits.

Environmental Sustainability

- Araku coffee is 100% organic and shade-grown.
- Use of biodynamics farming and composting methods.
- Regeneration of forest covers through integrated agroforestry.
- Certified carbon-neutral practices in some plantations.

Export and Branding Impact

Post-GI, Araku Coffee entered into international markets as a premium product.

- Branded and sold in France, Japan, UAE and Germany
- Received international awards for sustainability and taste.
- Supported by NGO's like Naandhi Foundation for quality control and marketing.

Table 2:
Export Growth of Araku Coffee (2017-2023)

Year	Export Volume (tons)	Export Revenue (in crores)
2017	15	2.5
2019	40	6.8
2021	65	11.3
2023	90	15.6

Need of the Study:

Coffee Plantation in Araku, Andhra Pradesh Coffee growing has a long history that is attributed first to Ethiopia and then to Arabia (Yemen). The plantation sector with its Vitol role as the significant contributor to state income, as the source of export earnings and as the employer has an important place in social and economic planning of the economy. Many studies have been done on plantation sector by different authors with regard to tribal workers in general however the study is specifically relating to **Geographical Indication and Sustainable Community Upliftment": A Case Study of Araku Valley Coffee in Andhra Pradesh, India:** Hence the study has been undertaken to identify how the GI tag of Araku Arabica Coffee has brought the sustainable upliftment of the community in Araku Valley.

Scope of the Study

The present study is confined to tribal farmers employed in Coffee plantation Araku region, Alluri sita ram Raju district only. The present study focuses on the status of personal aspects, socio-economic conditions of tribal farmers with reference to the above study. The data was specifically collected from tribal farmers who are working in the Coffee Plantations in Araku Region of ASR district using systematic sampling method.

Methodology

This study adopts a mixed-methods research approach to examine the role of Geographical Indication (GI) in the sustainable livelihood uplifting of communities associated with coffee cultivation in Araku Valley. The methodology integrates both quantitative and qualitative techniques to ensure a comprehensive understanding of the socio-economic and institutional dimensions of Araku Coffee.

Research Design

The research is descriptive and analytical in nature. It combines primary data collection through field surveys and interviews with secondary data obtained from published reports, government documents, and academic literature. This dual approach enables triangulation of data, enhancing the validity and reliability of the findings.

Data collection and study instrument

Both primary and secondary sources of data were gathered .Primary data was collected from farmers, GCC. Similarly, secondary data was collected from the Coffee Board of India, Govt of A.P.

Table 1
Distribution of respondents with regard to their Age

	No. of Respondents	Percent
< 20 years	3	9.99
20-30 years	15	5
30-40 years	18	30
40-50 years	12	20
50-60 years	8	13.9
>60 years	4	25
Total	60	100

In the above **table 1**, the age of the respondents below 20 is 9.9 percent and the age between 20-30 is 5 per cent and the age between 30-40years is 30 per cent and the age between 40-50 is 20 per cent and the age between 50-60years is 13.9 per cent and above 60years is 25 per cent. As it was observed majority of the respondents are from age between 30-40.

Table 2
Details of literature level of sample farmers

	No. of Respondents	Percentage
Illiterate	35	58.3
Primary Education	5	8.3
Secondary Education	10	16.6
Intermediate	6	10
Graduation and above	4	6.6
Total	60	100

The results presented in **table 2**, 58.3 per cent of respondents were illiterate, 8.3 per cent of respondents were primary educated, 16.6 per cent were secondary educated, 10 per cent of respondents have intermediate level of education and 6.6 per cent of respondents had graduation and above level. So it was observed that, as majority of the farmers were illiterates.

Table 3
Details of Family Size of the Sample Farmers

	No of Respondents	Percentage
Below 4 members	28	46.6
4 to 6 members	25	41.6
More than 6 members	7	11.6
Total	60	100

The results presented in **table 3**, 46.6 per cent of respondents were in the category of below four members, and 41.6 per cent of respondents were 4 to 6 members, and 11.6 per cent of respondents were more than 6 members.

Table 4
Details of experience in cultivating coffee in study area

	No of Respondents	Percentage
Less than 5 years	4	6.6
5-10 years	10	16.6
10-15 years	35	58.3
More than 15 Years	11	18.3
Total	60	100

The result presented in **table 4**, 6.6 per cent respondents were less than 5 years and the respondents 16.6 per cent of respondents have 5-10 years of experience , 58.3 per cent of respondents have 10-15 years of experience and 18.3 per cent respondents have more than 15 years of experience. So, it was observed that majority of the respondents have 10-15 years of experience

Table 5
Gross Annual Income levels of Sample Farmers

	No of Respondents	Percentage
Below 1,00,000	8	13.3
1,00,000-2,00,000	32	53.3
2,00,000-3,00,000	18	30
Above 3,00,000	2	3.3
Total	60	100

Table 5 shows that , about 53.3 per cent of respondents were in 1,00,000-2,00,000 categories, while 30 per cent of respondents annual income was between 2,00,000-3,00,000 category. The annual income of 13.3 per cent of

the respondents was below 1, 00,000 categories and the remaining 3.3 per cent of the respondents was above 3, 00,000. Hence, majority of sample farmer's gross annual income ranges between Rs1, 00,000-2, 00,000.

Challenge faced by Araku farmers in 2025

Araku Coffee, which is popular all over the world, faces a new threat. The first outbreak of a highly dangerous' coffee berry borer pest that destroys the coffee crop in the agency area has caused serious concern among tribal farmers. The disease was detected in Hawaii in 2000. The authorities have been put on high alert at this pest, which destroys coffee plantations internationally, has been detected for the first time in our area.

The disease was detected by the Central Coffee Board officials in the month of August 2025 in a coffee plantation which is owned by Sirigam Suvarna, a farmer from a village called Pakankudi of Araku Valley mandal. According to reports of officials from Central Coffee Board, the disease has been found in pakangudi village as well as surrounding villages like malingsingram, urraiguda and manjaguda. This insect is called as Hypothenemus, which enters the coffee fruit by making a hole inside. It eats the grain inside completely and builds tunnel and lays eggs.

Each insects lays egg in a tunnel set up inside more than 50 coffee berries/fruit. At 35 days 30 to 40 insects emerge from each grain and spread rapidly to the other fruits. This pest has the power to completely destroy the crop. Coffee board scientists swung into action as soon as the presence of this pest was detected. Measures were taken a war footing to prevent the pest. Special surveys are being conducted in 11 mandals of the agency and spread of the disease is being assessed.

II. Conclusion

The study concludes that the Geographical Indication (GI) status accorded to Araku Valley Arabica Coffee has played a significant role in promoting the sustainable socio-economic development of tribal communities in the Araku Valley region of Andhra Pradesh. The GI recognition has enhanced the market value and global visibility of Araku Coffee, resulting in improved income levels, better livelihood opportunities, and increased participation of tribal farmers in organized coffee cultivation. The findings reveal that the adoption of organic and environmentally sustainable farming practices has contributed not only to ecological conservation but also to the production of high-quality coffee that enjoys international demand. Furthermore, the involvement of cooperatives, government agencies, and development organizations has strengthened community participation, women's empowerment, and social welfare initiatives in the region. Despite challenges such as pest infestations and market uncertainties, Araku Coffee stands as a successful example of how intellectual property rights, particularly Geographical Indications, can be effectively utilized as a tool for rural development, tribal empowerment, and sustainable community upliftment. The study recommends continued institutional support, capacity building, pest management interventions, and market expansion strategies to ensure the long-term sustainability and prosperity of coffee-growing tribal communities.

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