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59TH ANNUAL REPORT 2012-2013





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ORGANISATIONAL SET-UP & FUNCTIONS OF TEA BOARD

Constitution of the Board

The Tea Board, set up under section 4 of the Tea Act, 1953, was constituted on 1st April 1954. It had succeeded the Central Tea Board and the Indian Tea Licensing Committee which functioned respectively under the Central Tea Board Act, 1949 and the Indian Tea Control Act, 1938 which were repealed. The activities of the two previous bodies had been confined largely to regulation of tea cultivation and export of tea as required by the International Tea Agreement then in force, and promotion of tea Consumption. The present Tea Board is charged with the overall development of the tea industry in India.

Organisation of the Board:

The Board consists of a Chairman and 30 members appointed by Government of India representing different sections of the Tea industry. The Board is reconstituted every three years. The list of current members of the Board (2011-14) may be seen in **Annexure-I**.

Tea Board- Composition

- 3 members represent Parliament
- 8 members represent owner of tea estates
- 6 members represent govt. of principal tea growing states
- 2 members represent dealers including exporters and internal traders of tea
- 5 members represent labour union

- 2 members represent manufacturers of tea
- 2 members represent consumers
- 2 members represent other interest

The following are the standing committees (**Annexure-II**) of the Board:

1. **Executive Committee**
2. **Export Promotion Committee**
3. **Labour Welfare Committee**
4. **Development Committee**
5. **Licensing Committee (North) and**
6. **Licensing Committee (South)**

Executive Committee

This committee comprising 9 members including Chairman deals with the administrative matters of the Board.

Export Promotion Committee

This committee **comprising** of 7 members including Chairman advise Board on export promotion issue and monitors implementation of various promotional schemes being implemented by the Board.

Labour Welfare Committee

This committee **comprising** of 9 members including Chairman advise Board on issues relating to labour welfare measures which are not covered under the Plantation Labour Act, 1951. This committee guides the Board in implementation of various welfare schemes for the benefit of the plantation workers and their wards.

Development Committee

This committee **comprising** of 7 members including Chairman advise the Board on issues relating to improvement in tea production and productivity and this Committee is responsible for overseeing the various developmental schemes run by the Board.

Licensing Committees

(1) The Licensing committee for **North India** (comprising of 7 members including Chairman) and for **South India** (comprising of 4 members) advise the Board on the matters relating to improvement on issuance in tea licensing and this committee is responsible for



overseeing the various licensing schemes run by the Board for North India & South India licenses, to tea producers*, manufacturers, exporters, brokers, auction organisers & monitoring of the movement of "Tea Waste"

These committees, **shall, subject** to any orders, directions given from time to time by the Board or the Executive Committee, perform the functions of the Board pertaining to Chapter III and IV of the Act in-so-for as such functions relate to tea estates in North India and South India, respectively.

All matters involving questions of important principles and policies shall be referred by the Licensing Committee for South India to the Chairman who may, if necessary, consult the Licensing Committee for North India and issue such directions as he may deem necessary. The Chairman, may, if he thinks fit, call joint meeting of the Licensing Committees before issuing any such direction

Election of Vice Chairman :

Shri Dinesh Kumar Sharmah, President, All Assam Small Tea Growers Association, Lachit Nagar, P.O.Rupai Siding, Dt.-Tinsukia, PIN-786153, Assam, acted as the Vice Chairman of the Board ending 31.03.2013, in terms of Rules 9(1) of the Tea Rules, 1954.

Functions of Tea Board:

Briefly the primary functions of the Tea Board are as under:

- a) Rendering financial and technical assistance for cultivation, manufacture and marketing of tea.
- b) Registering and licensing of tea manufacturers, brokers, tea waste dealers and persons engaged in tea business of blending tea etc.
- c) Export Promotion.
- d) Aiding Research and Development activities for augmentation of tea production and improvement of tea quality.
- e) Extend financial assistance to the plantation workers and their wards through labour welfare schemes.
- f) To encourage and assist both financially and technically the unorganised small growers sector.
- g) Collection and maintenance of Statistical data and publication.

- h) Such other activities as are assigned from time to time by the Central Government.

Source of Funds:

Funds for the aforesaid functions are provided to the Board by the Government through Plan and Non-Plan Budgetary allocations.

The Non-Plan funds are being used exclusively for the administrative and establishment charges for which cess levied on tea is the major source. Funds for all other activities involving implementation of different schemes, mentioned above are met from Plan Budget allocation.

Tea Cess,:

Cess is levied on all teas produced in India under Section 25(1) of the Tea Act, 1953. The said Act provides for levying cess upto 50 paise per kilogram of tea produced in India. Currently, however, the cess is collected at the rate of 50 paise per kg. except Darjeeling teas for which only 20 paise per kg is levied. The Cess at present is collected by the Central Excise Department and credited to the Consolidated Fund of India after deducting the expenses of collection. Funds are released by the Central Government in favour of Tea Board from time to time on the basis of the sanctioned budget after due appropriation by the Parliament.

Administrative Set-up:

The Head Office of the Board is located in Kolkata, West Bengal and it is headed by Chairman and being assisted by Deputy Chairman based in Kolkata and two Executive directors who are stationed at Jorhat and Coonoor. The Board has nineteen (19) offices within India and three (3) abroad located in the following places:

Offices within India:

Kolkata, Coonoor, Coimbatore, Kochi, Kumily, Gudalur, Jorhat, Dibrugarh, Guwahati, Tezpur, Silchar, Agartala, Itanagar, Siliguri, Jalpaiguri, Kurseong, Mumbai, New Delhi and Palampur (**Annexure-III**).

Overseas offices :

London, Dubai and Moscow. All these foreign offices of the Board are designed to undertake the various promotional measures to boost up export of Indian tea. These offices also act as a liaison office for interaction



between importers of Indian tea of the respective regions as well as Indian Exporters.

The Regional/Sub-Regional Offices which are under the direct control of HO and of Executive Directors are located as follows :

Offices under direct control of Head office Kolkata	Offices under Executive Director, North Eastern Region	Offices under Executive Director, Coonoor
New Delhi	Guwahati	Coonoor
Mumbai	Silchar	Coimbatore
Siliguri	Jorhat	Kochi
Palampur	Dibrugarh	Kumily
Kurseong	Tezpur	Gudalur
Jalpaiguri	Agartala	
	Itanagar	

For the interest of Small Tea Growers' the Board has also set up a separate directorate with its headquarters at Dibrugarh. Besides, to look after the interest of the small grower developers more efficiently and to speed disposal cases pertaining to the small growers, approach has already been sent to the Ministry for sanction of an additional manpower to look after the activities of the small growers on an exclusive basis. Also for improvement of functions of the North Bengal region, separate proposal has been sent to for creation of a post of an Executive Director for the North Bengal Region.

Tea Board Research Centre:

The Darjeeling Tea Research & Development Centre is located at Kurseong under the charge of a Project Director.

Functional activities of the Head Office:

i. Departments:

- The Secretariat** headed by Secretary looks after Establishment / administrative work and co-ordinates with various departments of the Board's office.
- The Finance wing** headed by Financial Advisor and Chief Accounts Officer is responsible for the maintenance of accounts, release of financial

assistance to tea gardens and conducting internal/ external audit.

- The Development Directorate** headed by Director of Tea Development is responsible for formulation and implementation of various developmental schemes and rendering assistance to the industry/tea estates in the procurement, distribution and movement of essential inputs/machineries etc.
- The Promotion Directorate** headed by Director of Tea Promotion looks after the work relating to Marketing and Promotion of tea in India and abroad.
- The Research Directorate** headed by Director of Research is responsible for co-ordination of tea research carried out by the different tea research institutions in the country and monitoring the functions of the Tea Board's own Research Station.
- The Licensing Department** headed by Controller of Licensing is responsible for issue of licenses, to tea producers*, manufacturers, exporters, buyers, brokers, auction organisers & monitoring of the movement of "Tea Waste"
*Permission & Registration of Tea Estates /Gardens (Section 12 of the Tea Act, Rule 30, 30A, 30B, 31 of Tea Rule 1954)
Monitoring and regulating Tea Waste and Tea Warehouses (Section 30 of the Tea Act and Tea (Waste) Control Order 1959)Regulating and Monitoring Tea Manufacturer, Tea Auctioneers and Tea Brokers (Section 30 of the Tea Act read with Tea (Marketing Control Order 2003)
- The Labour Welfare Department** headed by Welfare Liaison Officer looks after the work relating to implementation of welfare schemes of the Board, which are not covered under the Plantation Labour Act, 1951.
- The Statistics Department** headed by Statistician is responsible for the collection of statistics relating to tea area production, export and all other related data and carrying out techno-economic surveys of various tea growing areas in the country including cost studies.



- i) **Hindi Cell** headed by Deputy Director is responsible for the implementation of the provisions of Official Languages Act and various related measures.
- j) **Darjeeling Tea Research and Development Centre:** The Board has its own Tea Research Centre at Kurseong. In this Centre, field as well as laboratory experimentations are carried out on specialised topics of replantation, young tea management, crop physiology, clonal selection, bio-pesticides, residual toxicity, fertility status and nutrition uptake of tea, flavoury components and manufacturing technique of flavoury tea etc. DTR&DC also publishes a number of scientific papers and technical bulletins as part of transfer of technology besides undertaking advisory visits to tea estates.

Salient features of the services being rendered by Tea Board:

The activities undertaken during the year under report by the aforementioned departments are given elsewhere. Brief summary of the services being extended by the Board to the industry is given below:

Tea Development:

In order to bring about overall improvement in tea productivity and production and creation of better tea processing facilities for qualitative improvement of the product, a number of financial assistance schemes are operated by the Board. The interests of all the sectors i. e. large, medium and small plantations are given due consideration. Like any other industry, some tea units also face sickness from time to time and the affairs of such tea gardens are looked into in terms of the provisions under the Tea Act. Besides financial assistance, fiscal incentives by the way of Tax concession (Section 33 AB of Income Tax Act) for better working of the tea gardens are considered by the Board.

One of the thrust areas for development is the small grower sector. Keeping in view the lower productivity of the small units, the Board has been extending financial assistance towards various developmental measures such as Training and Demonstration on improved methods of tea cultivation, setting up of tea nurseries for supply of planting materials at subsidized costs, study tours for the

growers to visit various tea growing areas. To address these activities in a focused manner, a Small Tea Growers' Directorate has been set up by the Board with headquarter at Dibrugarh.

Tea Research:

Research is an essential input for development of tea industry. Traditionally, the research on tea is being carried out by the industry itself. Tocklai Experimental Station of Tea Research Association (TRA) and Tea Research Foundation of UPASI in South are the two important centres of research for tea in the country. Tea Board is maintaining a Research centre at Kurseong to look into specific requirements of Darjeeling tea. Some work is also undertaken by IHBT at Palampur and Himachal Pradesh Krishi Viswa Vidyala (HPKVV) in regard to the problems of Hilly area of Kangra region.

Tea Board provides substantial Grant-in-aid to TRA, UPASI-TRF, HPKVV, and Assam Agricultural University (Jorhat) for carrying out research and extending advisory service to the tea gardens. In addition to grant in aid, both TRA and UPASI TRF are given grant under plan schemes for undertaking various R& D Schemes

In order to extend the research findings at the door steps of the tea gardens, both TRA and UPASI-TRF have a good network of advisory centers. UPASI is also running a KVK exclusively for supporting the causes of small growers in the South India.

To develop technical manpower in the North Eastern States, financial assistance is being provided by the Board towards imparting training on tea culture by TRA to the persons nominated for training by the state governments. Tea Board also provides grants- in-aid to different universities and technical institutions such as Indian Institute of Packaging, CFTRI for undertaking research on specific projects covering those items which are not included in the programme of research of the TRA and UPASI-TRF.

National Tea Research Foundation (NTRF) has been established with financial contribution from the tea industry and NABARD to strengthen research activities and to launch schemes on new and diversified fields of research.

In addition to conducting and promoting research, multifarious technical matters relating to alternate tea



packaging, ISO/PFA specifications, quality barriers, development of specialised products, bio/eco teas etc are handled by the Research Directorate of the Board. The Board is being represented by the Director of Research in various technical committees on tea research.

Labour Welfare:

Tea Board has been extending support towards certain Labour welfare measures to tea plantation workers and these measures are confined to those areas which are not covered under the Plantation Labour Act and Rules made there under. The welfare measures of the Board are in the form of grant of educational stipend to the wards of the garden workers for pursuing studies as well as providing financial assistance for imparting scouting and guiding activities amongst students in the tea garden areas, purchase of Ambulance and medical equipments for specialized treatment etc. Assistance is also being provided to tea gardens workers for safe drinking waters and safe and clean toilets at their houses

Tea Promotion:

Tea Board's promotional work is generally carried out through its foreign offices currently located at London, Dubai and Moscow. While the promotional activities are confined to popularize Indian tea with emphasis on promoting teas in value-added form like packet, tea bags and instant tea, Tea Board also extends support to popularize tea as a beverage through Tea Councils in

foreign countries, namely, U.K. and Germany. Besides, Tea Board has successfully launched three distinct logos viz: Darjeeling, Assam, and Nilgiris to popularize the teas from these origins.

The activities of the overseas offices include:-

- 1 Participation in international fairs and exhibitions, particularly food and beverage events.
- 1 Field sampling at specialty stores /super markets.
- 1 Media publicity.
- 1 Buyer-seller-meets.
- 1 Providing promotional support to Indian exporters/ foreign importers of value-added teas in their promotional and marketing efforts.
- 1 P.R. activities to establish closer link between importer and exporter
- 1 Exchange of tea delegations between India and importing countries.

Man-Power of Tea Board

The total man-power of the Board as assessed by Staff Inspection Unit and Internal Work Study Unit and additional posts sanctioned by Ministry was 618 (including foreign offices of the Board) as on 31.03.2013. The break up existing strength of the Officers and staff members under different categories in offices of the Board in India and abroad is as shown in the Table-1.

TABLE -1
Group-wise man power of the Board in India as on 31.03.2013

Sl. No.		Group A	Group B	Group C	(Safai Karmachari)	Total
1	Head Office	19	82	197	07	305
2	Regional/Sub Regional Offices	37	88	176	02	303
3	Officers on deputation to Tea Board	5	01	-	-	6
4	Staff member on deputation to other organization	-	01	-	-	01
	Total	61	172	373	09	615

Number of India-based Official in Board's Offices abroad (as on 31.03.2013)

	London	Dubai	Moscow	Total
Group A Director of Tea Promotion (Gr.I)	01	01	01	03



Scheduled Castes, Scheduled Tribes and Other Backward Class

	SC	ST	OBC	Total
Group A	09	03	06	18
Group B	31	04	13	48
Group C	53	18	25	96
(Safai Karmachari)	07	--	--	07
TOTAL	100	25	44	169

Recruitment Drive-During the year recruitment was made to fill up the following positions:

GROUP A	17
GROUP B	27
GROUP C	19
TOTAL	63

Changes in administration during the year under review:

- 1 Shri Chandra Chur Dasgupta, Research Officer (Economics) superannuated from the Board's service with effect from the afternoon of 31st May, 2012
- 2 Ms. Dipannita Pal Majumder joined the Board as Publicity Officer with effect from 18th June, 2012
- 3 Shri Jayanta Roy, Superintendent (General Duties) was promoted as Section Officer (Licensing) with effect from 20th June, 2012.
- 4 Shri Jyotirmoy Kumar Das, Joint Controller of Licensing, (HQ) superannuated from the Board's service with effect from the afternoon of 30th June, 2012
- 5 Smt. Rekha Ghosh, Section Officer (Establishment) was promoted as Joint Controller of Licensing with effect from 8th August, 2012.
- 6 Smt. Rekha Ghosh, Joint Controller of Licensing, (HQ) superannuated from the Board's service with effect from the afternoon of 31st August, 2012.
- 7 Smt. Roshni Sen, Deputy Chairman, on completion of her tenure of deputation, relinquished the post with effect from 31st August, 2012.
- 8 Shri Ram Krishna Acharya, Accounts Officer superannuated from the Board's service with effect from the afternoon of 31st August, 2012.
- 9 Shri Sanjay Kr. Mitra, Deputy Director of Tea Promotion, retired voluntarily from the Board's service with effect from the forenoon of 1st September, 2012
- 10 Shri Subir Sundar De, Accountant was promoted as Accounts Officer with effect from 3rd October, 2012.
- 11 Shri Jayanta Roy, Section Officer (Licensing) was appointed as Section Officer (Establishment) with effect from 4th October, 2012
- 12 Ms. Samata Saha, Superintendent (General Duties) was promoted as Section Officer (Licensing) with effect from 6th October, 2012.
- 13 Shri Anil Kumar Singh, Senior Scientific Assistant was appointed as Soil Scientist with effect from 18th October, 2012.
- 14 Shri Pabitra Kishore Ghosh, Accounts Officer, superannuated from the Board's service with effect from the afternoon of 31st October, 2012.
- 15 Shri Pallab Chowdhury, Accountant was promoted as Accounts Officer with effect from 19th November, 2012.
- 16 Shri Kaushik Halder, Secretary, on completion of his tenure of deputation, relinquished the post with effect from the afternoon of 5th November, 2012.
- 17 Smt. Sumita Lahiri, Gr. I Stenographer was promoted as Selection Grade Stenographer with effect from 6th December, 2012.
- 18 Shri Pramoda Kumar Dash, Law Officer was appointed as Secretary on ad-hoc basis with effect from 6th December, 2012.
- 19 Ms. Rajanigandha Seal Naskar was appointed as Controller of Licensing with effect from 1st January, 2013.
- 20 Smt. Neelam Meena, IAS, joined as Deputy Chairman, Tea Board with effect from 7th January, 2013.



21. Shri Dhritiman Saha was appointed as Factory Advisory Officer with effect from 7th January, 2013.
22. Shri Partha Das Mohapatra was appointed as Factory Advisory Officer with effect from 7th January, 2013.
23. Shri Pritam Bhattacharjee was appointed as Factory Advisory Officer with effect from 7th January, 2013.
24. Shri S Arun Kumar was appointed as Factory Advisory Officer with effect from 7th January, 2013.
25. Shri Bharathi Raja C was appointed as Factory Advisory Officer with effect from 7th January, 2013.
26. Shri Vivek K was appointed as Factory Advisory Officer with effect from 7th January, 2013.
27. Shri Abhimanyu Sharma was appointed as Factory Advisory Officer with effect from 7th January, 2013.
28. Shri Tuhin Debnath was appointed as Factory Advisory Officer with effect from 7th January, 2013.
29. Ms. T Ruby Monisha was appointed as Factory Advisory Officer with effect from 7th January, 2013.
30. Shri Sunilkumar K was appointed as Factory Advisory Officer with effect from 7th January, 2013.
31. Shri Rakesh Taluru was appointed as Factory Advisory Officer with effect from 7th January, 2013.
32. Shri Ujjawal Kumar Jha was appointed as Factory Advisory Officer with effect from 7th January, 2013.
33. Shri Abhijit Das was appointed as Factory Advisory Officer with effect from 8th January, 2013.
34. Shri Suman Chakraborty was appointed as Factory Advisory Officer with effect from 8th January, 2013.
35. Shri N Diyanand joined the Board as Accounts Officer on deputation with effect from 10th January, 2013.
36. Shri G Boriah, Director of Tea Development, superannuated from the Board's service with effect from the afternoon of 31st January, 2013.



INDIA TEA IN THE INTERNATIONAL PERSPECTIVE

Broad over view of the Global and Indian Tea Scenarios:

Global Tea Scenario

More than 30 countries spread over all the continents except North America with wide range of agro-climatic conditions between 42°N (Georgia) and 35°S latitude (Argentina) grow tea. The estimated global production in

2012 was 4625 million kg. With the world consumption around 4440 million kg, the global production and absorption remained finely balanced.

Major tea producing and exporting countries are China, India, Kenya and Sri Lanka and they account for 78% and 71% of world production and exports respectively. (Table-1)

Table-1.

Production and Export share of major producing and exporting countries

Country	2012			
	Production		Export	
	Million Kg	%share	Million Kg	%share
China	1789.75	39	321.79	18
India	1126.33	24	208.26	12
Kenya	369.56	8	430.21	24
Sri Lanka	328.4	7	306.04	17
Others	1010.59	22	510.21	29
World Total	4624.63	100	1776.51	100

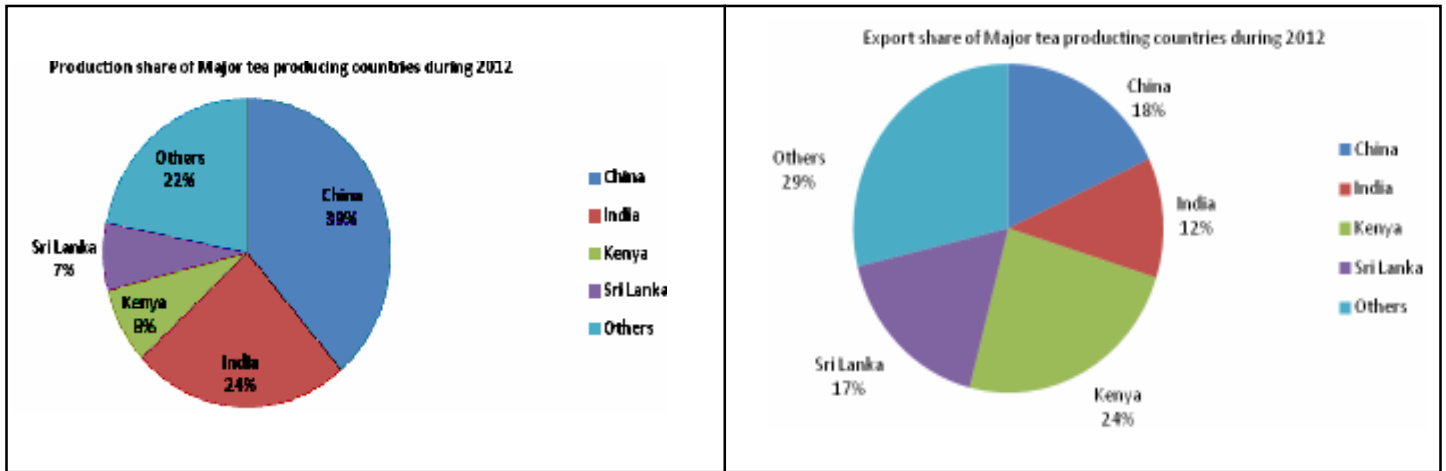
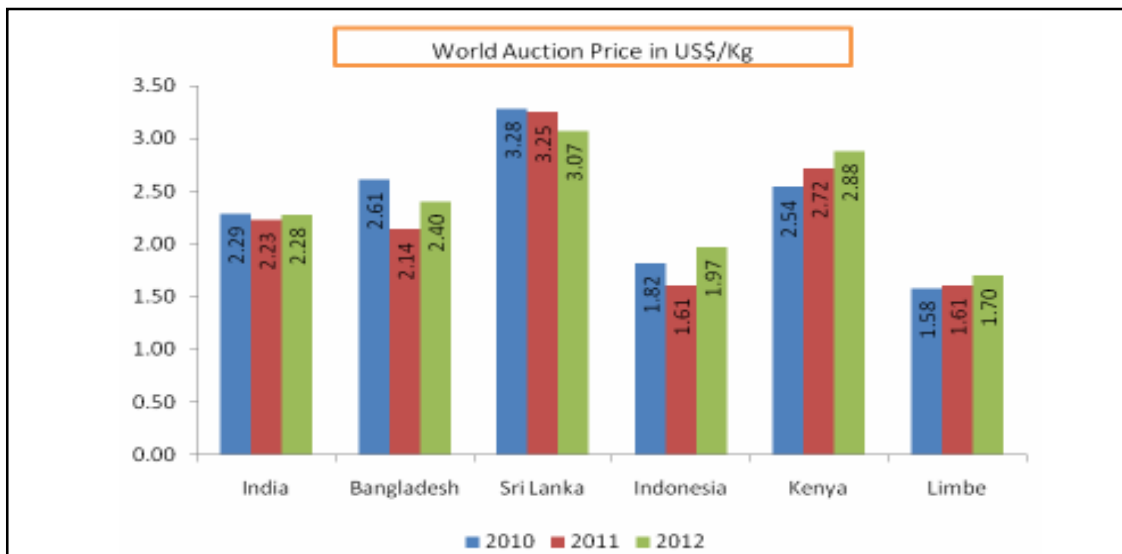


TABLE-2 : WORLD AUCTION PRICE OF TEA

Year	International price (US\$/Kg)					
	India	Bangladesh	Sri Lanka	Indonesia	Kenya	Limbe
2010	2.29	2.61	3.28	1.82	2.54	1.58
2011	2.23	2.14	3.25	1.61	2.72	1.61
2012	2.28	2.40	3.07	1.97	2.88	1.70



The average per head consumption of tea varies widely from country to country. The consumption is about 2 kg in Kuwait, Ireland, Afghanistan and the U.K. and around 1 kg in Sri Lanka and Pakistan and in India it is around 800 grams. Despite per head consumption being one of the lowest in the world, the total consumption in India,

due to its population, is the largest and almost 80% of the total production is consumed within the country. Indian consumption accounts for 20% of the global consumption. This distinct position is in sharp contrast with other producing countries, particularly Kenya and Sri Lanka which hardly have any strong domestic demand and



hence they are able to export 95 to 98% of their production.

The Global Tea situation in 2012

Production

The Global production in 2012 was increased by 171.16

M.Kgs. Bulk of the increase in green tea production came from China. In regard to black tea production, there was an increase in India compared to previous year while there was drop in Sri Lanka and Kenya (Table- 3 and 4).

Table-3:
World's Total Product mix (in Million Kgs.)

	2011	2012	Increase over 2011
Green Tea	1370.92	1495.77	124.85
Black Tea	3082.55	3128.86	46.31
Total	4453.47	4624.63	171.16

Table-4
Tea production in major black tea producing countries (in Million Kgs)

Country	2011	2012	Incr. / Decr. over 2011
India	1115.72	1126.33	10.61
Sri Lanka	328.63	328.40	- 0.23
Kenya	377.91	369.56	- 8.35

(Source : ITC Annual Bulletin of Statistics 2013)

Exports

Total global exports in 2012 increased by 1% - 17.51 million Kgs over 2011 (Table-5). Kenya, China, Sri Lanka and India retained their leading position in the order of 1st, 2nd, 3rd, 4th in the total global exports.

Table-5
% Exports to total production of major producing countries

Country	2011	2012
Kenya export in M.kg	421.27	430.21
% of production	111	116
China export in M.kg	322.58	321.79
% of production	20	18
Sri Lanka export in M.kg	301.27	306.04
% of production	92	93
India export in M.kg	215.42	208.26
% of production	19	18
Others export in M.kg	498.46	510.21
% of production	49	50
Total world Exports	1759.00	1776.51
% of Global production	39	38

(Source : ITC Annual Bulletin of Statistics 2013)



Tea Prices:

During the year under review the international tea prices remained stable and were higher than the levels of 2011 (Table-6). In India, both North India as also South India tea seen increase in auction price.

Table-6
Tea prices during 2012 in respective currencies per kg.

Auction Center		2011	2012
Kolkata	Rs	131.12	149.55
Guwahati	Rs	108.47	131.01
Siliguri	Rs	103.46	120.17
Kochi	Rs	80.21	96.08
Coimbatore	Rs	65.95	83.73
Coonoor	Rs	64.05	82.31
Chittagong	Taka	156.23	196.93
Colombo	SI Rs	359.68	391.47
Jakarta	US \$ c	160.75	196.53
Mombasa	US \$ c	272.00	288.00
Limbe	US \$ c	160.75	170.26

(Source : ITC Annual Bulletin of Statistics 2013 except Indian auction)

Indian Tea Scenario

Assam, West Bengal, Tamil Nadu and Kerala are the major tea growing states. They account for 98% of the total production. Other traditional states where tea is grown to a small extent are Tripura, Himachal Pradesh, Uttarakhand, Bihar and Karnataka. The non-traditional states that have entered the tea map of India in the recent years include Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland and Sikkim.

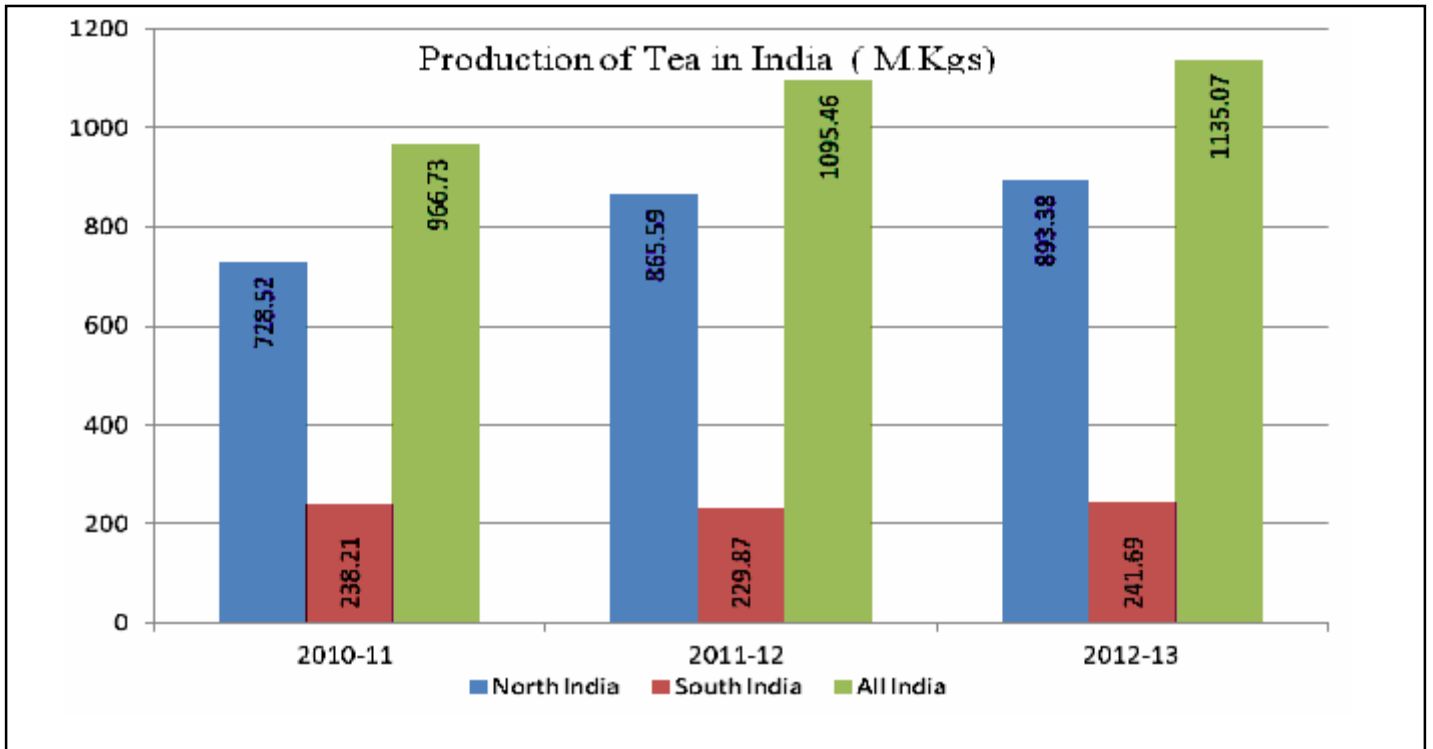
India produces some of the world's finest teas – Darjeeling, Assam and Nilgiris famous for their delicate

flavour, strength and brightness. With diverse agro climatic conditions, India produces medley of teas suited to different tastes and preferences of consumers. The characteristics of each region are distinct, which sets them apart from one another in many different ways.

Production: During 2012, overall tea production increased by 10.61 m.kg over 2011 because of better climatic conditions that prevailed in major tea growing areas in North India. However, the production was down by 0.77 million kgs in South India when compared to 2011 (Table-7).

Table-7.
Estimated Production of Tea in India (in Million Kgs)

Calendar Year	North India	South India	All India	Financial Year	North India	South India	All India
2010	723.03	243.37	966.40	2010-11	728.52	238.21	966.73
2011	875.57	240.15	1115.72	2011-12	865.59	229.87	1095.46
2012	886.95	239.38	1126.33	2012-13	893.38	241.69	1135.07



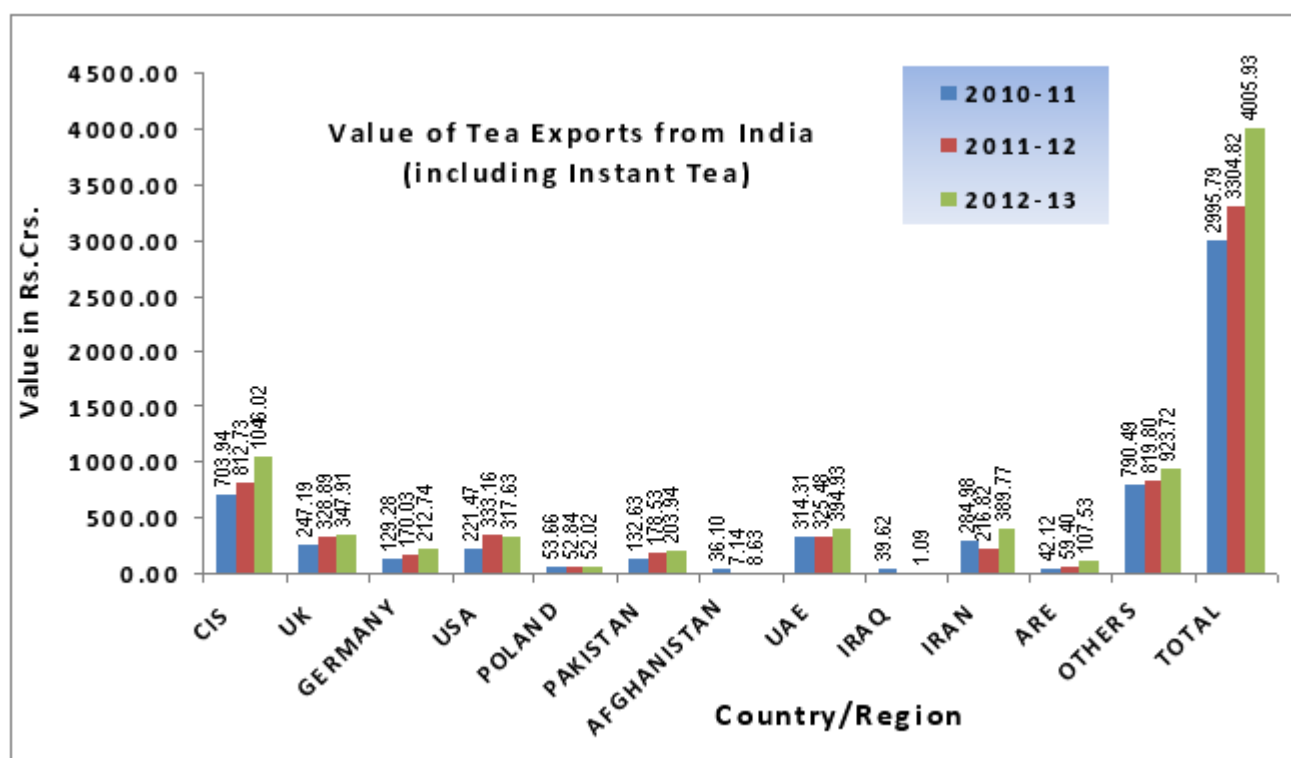
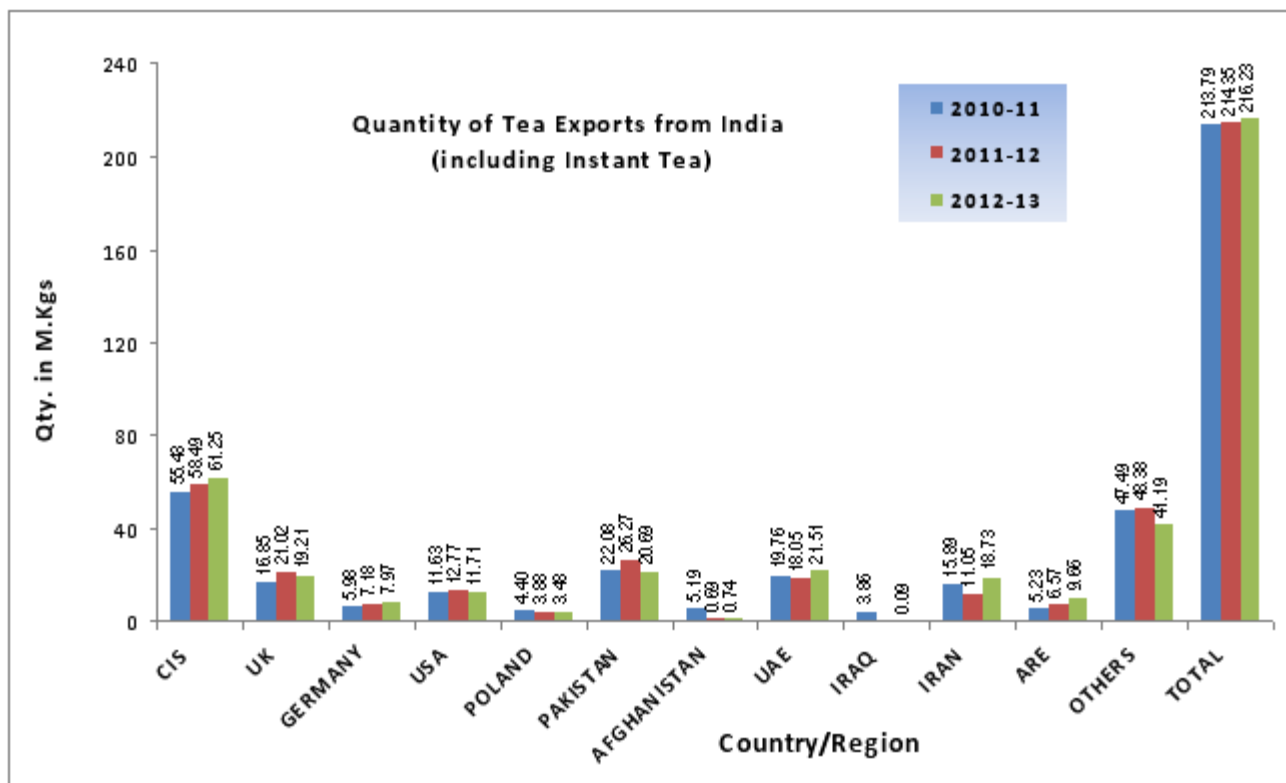
Exports: Tea exports from India during 2012 was down by 7.16 m.kg over 2011 but increased by 1.88 m.kg in the financial year 2012-13 when compared to previous year. (Table-8)

Table-8.

Exports of Tea from India during the last 3 years

(Qty. = Million Kgs.; Value = Rs. In Crores; U.P = Unit Price in Rs. / Kg.)

Calendar Year	Qty.	Value	U.P.	Financial Year	Qty.	Value	U.P.
2010	222.02	3058.31	137.75	2010-11	213.79	2995.79	140.13
2011	215.42	3292.08	152.82	2011-12	214.35	3304.82	154.18
2012	208.26	3750.76	180.10	2012-13	216.23	4005.93	185.26





Exports over last three years in different forms (Tables 09 to 12.)

Table-9: Bulk Tea Export

Year	Quantity (M.Kgs.)	Value (Rs Crs.)	Unit Price (Rs /Kg)
2010-11	182.80	2220.54	121.47
2011-12	190.25	2576.48	135.43
2012-13	190.63	3126.29	164.00

Table-10: Packet Tea Export

Year	Quantity (M.Kgs.)	Value(Rs Crs.)	Unit Price (Rs /Kg)
2010-11	17.14	307.03	179.13
2011-12	12.07	307.82	255.03
2012-13	11.09	309.18	278.79

Table-11: Tea Bags Exports

Year	Quantity (M.Kgs.)	Value(Rs Crs.)	Unit Price (Rs /Kg)
2010-11	10.79	341.06	316.09
2011-12	9.69	328.02	338.51
2012-13	12.12	455.94	376.19

Table-12: Instant Tea Exports

Year	Quantity (M.Kgs.)	Value(Rs Crs.)	Unit Price (Rs /Kg)
2010-11	3.06	127.16	415.56
2011-12	2.34	92.50	395.30
2012-13	2.39	114.52	479.16

Primary Marketing:

During the year under report 46% of total tea produced in the country was sold through public auctions, 8% was directly exported through forward contract and

the remaining 46% was sold through ex-garden private sale. The different modes of disposal of tea over the last three years and the average price fetched in public auctions are shown in Table-13 & 14

Table-13: Mode of disposal of Tea produced in India

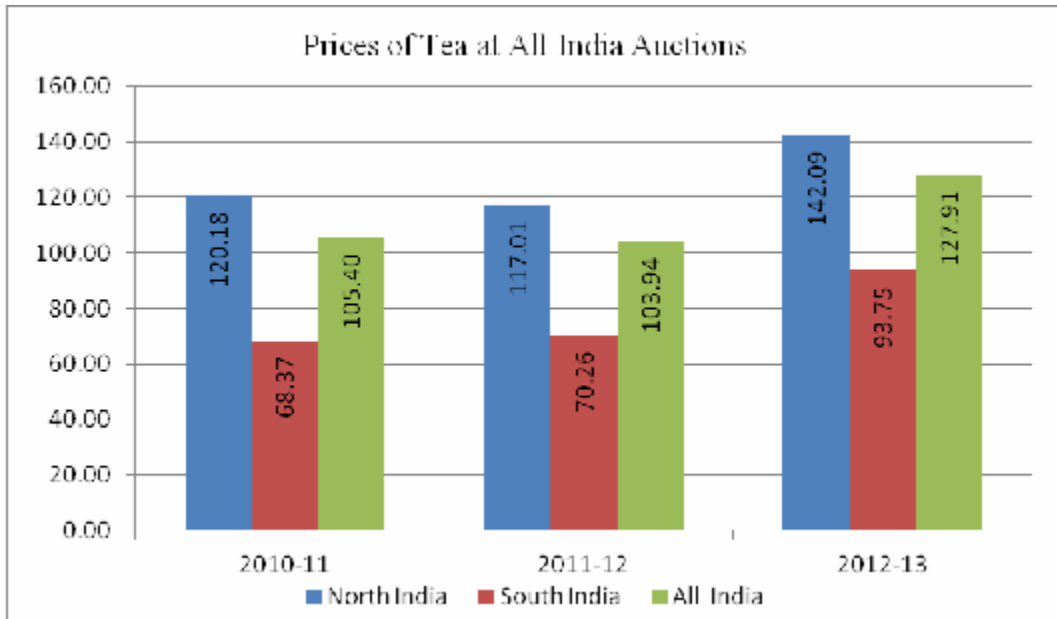
Year	Qty. of tea sold through Auction	Ex-garden export under forward contract	Ex-garden private sale
2010	530 (54.87)	41 (4.24)	395 (40.89)
2011	542 (48.57)	90 (8.06)	484 (43.37)
2012	515 (45.74)	87 (7.73)	524 (46.53)

(Volume in Million Kgs. Figures in brackets denote % to the total production)



Table-14: Average price Rs per kg of tea sold through Auctions

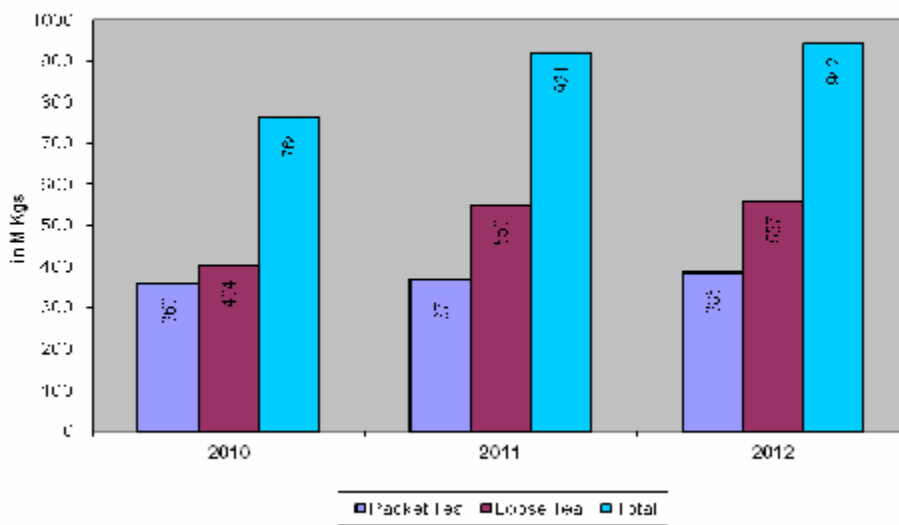
Calendar Year	North India	South India	All India	Financial Year	North India	South India	All India
2010	119.51	67.69	104.66	2010-11	120.18	68.37	105.40
2011	117.19	70.17	104.06	2011-12	117.01	70.26	103.94
2012	135.59	87.39	121.81	2012-13	142.09	93.75	127.91



Domestic Retention :

The estimated domestic retention of tea for the year 2012 was around 942 M.Kgs, as against 921 M.Kgs in 2011.

Domestic Retention of Tea in India





FINANCE

INTRODUCTION

As per Sections 25 and 26 of Tea Act the proceeds of tea cess levied and collected by Central Exercise Department on all teas made in the country get credited to the Consolidated Fund of India and Central Government as deemed necessary provide funds to the Board under Annual Budget of Ministry of Commerce & Industry. At present the rate of cess is charged on Darjeeling and other than Darjeeling varieties of made teas @ Re. 0.20 per kg and Re. 0.50 per kg respectively with effect from 1st June 2011 in terms of the enabling provision contained in Section 25 of the Tea Act.

The other major sources of income of the Board are grants, subsidy and loan released to it by the Government of India under Section 26 A of the said Act. The Board also has some other minor sources of revenue such as fees on licenses, interest on loans and advances and miscellaneous receipts such as sales of liquid tea, sales of green leaves, sale of application forms and other publications etc. Proceeds on all such accounts go to IEBR.

Thus, all funds available to the Board under Sections 26 and 26 A of the Tea Act are routed through the medium of the Annual Union Budget. Such funds are then applied to the functions of the Board as enshrined in Section 10 of the Tea Act subject to the delegation of financial powers of the Government and/or under the provision of the Act and subordinate legislation thereto.

The Budget of the Board comprises of two constituent elements Viz. Non-Plan and Plan.

CESS PROCEEDS

The collection of cess during the year under review was Rs. 5400.00 lakh as per receipt budget of Department of Revenue, Ministry of Finance. During the year 2012-13 an amount of Rs. 3700.00 lakh (include opening balance) was released by the Government towards proceeds of cess under Section 26 of the Tea Act, 1953 as non-plan contribution to the Tea Board.

RESEARCH & DEVELOPMENT GRANTS

During the year 2012-13, a sum of Rs. 1000.00 lakh (include opening balance) was received from Government towards Research and Development Grants for old and ongoing schemes and new schemes under Section 26A of the Tea Act.

RESEARCH (ASIDE)

During the year an amount of Rs. 381.00 lakh was received from the Govt. towards grant. There was an opening balance of Rs.50.00 lakh.

SUBSIDY

A sum of Rs. 15067.00 lakh (include opening balance) was received from Government towards subsidy during the year under Section 26A of the Tea Act.

MARKET ACCESS INITIATIVE SCHEME

During the year under review a sum of Rs.90.00 lakh was received from the Government as a special grant for London Olympics.

LOAN CORPUS FUND

During the year under review no amount was released by the Government under Section 26A of the Tea Act towards Loan Schemes.

SPECIAL PURPOSE TEA FUND-Capital

During the year, no amount was received from Govt. towards SPTF Capital Contribution.



Receipts during the year 2012-13 under different heads of Non-Plan were as under:

A. Receipts

	(Rs. in lakh)
Money received under Section 26 of Tea Act	3700.00
Fees realized on account of licenses	6.49
Fees realized on account of TMCO,2003	9.31
Miscellaneous Receipts including sale of liquid tea, sale of green leaves, sale of publications, interest on fixed deposit etc.)	528.27
Interest on advance	10.43
Registration fees realized on account of DCTM	4.27
TOTAL	4258.77

Non-Plan Expenditure during the year 2012-13 was as under:

B. EXPENDITURE - (NON-PLAN)

	(Rs. in lakh)
Administration including Library	2845.70
Tea Promotion in India	409.37
Tea Promotion outside India	71.19
Pension	1401.00
Advances to employees	63.13
Employer's contribution to New Pension Scheme	25.97
Works	10.68
TOTAL	4827.04

C. Expenditure - Research & Development Grants

	(Rs. in lakh)
Grant in aid to TRA	496.23
Grant in aid to UPASI	30.61
Upgradation of DTR&DC	119.21
Workshop/Seminar/Training/meeting/convention etc.	82.70
Development Assistance	19.66
Study Tour	59.39
Strengthening of field offices	37.74
Small Tea Growers	14.95
Baseline Survey	3.88
Nilgiri Adibasi Welfare Association	20.16
IT expenditure	2.70
Opening of New offices	84.17
Purchase of fixed assets	34.38
Bank Charges	0.03
Other miscellaneous expenditure	57.45
Total	1063.26

**D. Expenditure - Subsidy**

(Rs. in lakh)

Plantation Subsidy Scheme	1185.93
Quality Up-gradation & Product Diversification Scheme	3061.35
Human Resource Development Scheme	1254.00
Orthodox Tea Production Subsidy Scheme	1530.78
Market Promotion Scheme	1739.08
Special Purpose Tea Fund	5111.00
Scheduled Caste Sub Plan	822.68
TOTAL	14704.82

E. MARKET ACCESS INITIATIVE SCHEME

(Rs. in lakh)

Expenditure	45.00
Total	45.00

F. Research Scheme (Aside)

(Rs. in lakh)

Expenditure	NIL
Total	NIL

G. EXPENDITURE – L O A N SCHEME

(Rs. in lakh)

Revolving corpus fund for loan scheme	NIL
Total	NIL

TOTAL EXPENDITURE ON PLAN DURING THE YEAR**(C + D + E + F + G) = Rs. 15813.08 lakh**



TEA DEVELOPMENT

Introduction:

One of the primary functions of Tea Board is to bring about improvement in tea production, productivity, quality up gradation, value addition, change of product mix, capacity building of small growers to move up in the value chain, improving skills at all levels from workers to managers etc.

Development Committee:

The Development Committee of the Board guides in its capacity as an Advisory body, in discharge of the developmental functions of the Board. During the year under report, the development committee consisted of the following members and met three times at the below noted dates and venue:-

1. Chairman, Tea Board, Ex-officio, Chairman of the Committee;
2. President, UPASI;
3. Chairman, Indian Tea Association;
4. Shri Samir Roy, Jalpaiguri, West Bengal-735 101;
5. Dr. Ajit Kumar Agarwala, Siliguri, West Bengal;
6. Dr. S. Ramu, Coonoor, Tamil Nadu;
7. Shri Hiranya Bora, Guwahati, Assam-781 005

Dates and place of the meetings of the Development Committee.

Date of Meeting	Place
22 nd June, 2012	Kumarakkam, Kerala
25 th September, 2012	Kolkata
30 th March, 2013	Kolkata

Important recommendations made by the Development Committee:

In addition to reviewing the progress made under the Development Schemes of the Board, the Development Committee made the following recommendations to the Board during the year under report:

1. Organizing tea conventions at Golaghat, Assam, Aizwal, Mizoram & Uttar Dinajpur in West Bengal. Outreach programme / workshops/ seminars/ study tours in all the major tea growing states, where small growers are concentrated.
2. Organizing Quali Tea- 2011-12 award programme for the benefit of small tea growers in South India during 2012-13.
3. Continuation of Quality Up gradation Programme in collaboration with UPASI KVK for the year 2012-13.
4. Working arrangement between CEC and Tea Board for motivation of small growers and formation of SHGs in Assam & other NE States.
5. Organizing 30 nos. training-cum-method demonstration of scientific aspects of tea cultivation for Small tea Growers of Assam in collaboration with Assam Agricultural University, Jorhat.
6. Energy Conservation Project in collaboration with UNDP for implementation in Assam and West Bengal during XII Plan period at a cost of Rs. 22.33 crores and includes the same as one of the component of the R&D Scheme of the Board during XII Plan period.
7. Imparting training of the Scheduled Caste Growers and workers of tea garden in collaboration with TRA and UPASI TRF over a period of six months under a common sub-plan, SCSP and sanctioned an expenditure of Rs. 324.50 for TRA and Rs. 47.15 for UPASI TRF.



8. Revision in the rate of subsidy for replantation and rejuvenation based on the unit cost revised by NABARD and accepted by Apex Committee for adoption for FY 2012-13.
9. Powers delegated to the Executive Directors for receiving and sanctioning of subsidy under Orthodox Subsidy Scheme.
10. To deliberate on the recommendations of the Department related parliamentary standing committee on Commerce in its 102nd report submitted to Parliament and hold a special meeting on 1st December 2012.
11. Renovation of Board's Jorhat Office, purchase of furniture for new office for the Small Grower Development Directorate at Dibrugarh and setting up of new office at Itanagar, Arunachal Pradesh.
12. On the issue of the resolution for moving the state governments to cancel the lease rights of those tea gardens which have failed to undertake replanting @ 2% per annum leading to low yield and poor quality and failed to make use of the lands available within the grant area for tea cultivation, it was decided that the CCPA in consultation with its constituents might submit to the Board a specific proposal and strategy to address the issue .
13. On the issue of a resolution for moving the state governments to consider allotting the uncultivable fallow lands available within the grant area in favour of garden workers for enabling them for construction of their own homes by availing the benefit of the Central Govt. Schemes such as Indira Avas Yojana and other such schemes, it was decided that wherever the managements failed to meet up the requirement of upto 75% minimum of the housing needs of their workers, such gardens were identified by the Board and the Tea Board to write to the State Governments to take action under the Plantation Labour Act.
14. With regard to lifting the ban on the use of excavators it was decided to take up the matter with the Chief Secretary, Govt. of Tamil Nadu.
15. On the use of surplus land available within tea gardens in North Bengal for the purpose to tourism, it was

decided to recommend to the State Government to incorporate an enabling clause in the lease agreement so that such surplus lands could be used for tea tourism.

Developmental Schemes:

Since EFC proposals for XII plan is under consideration of the Ministry and yet to approve the activities which were supported in the XI plan scheme are implemented during the year 2012-13 keeping the nature of financial assistance same as it was during XI plan. The following schemes were implemented during the year under review.

Sl. No.	Name of the Scheme
1	Tea Plantation Development Scheme
2	Special Purpose Tea Fund Scheme
3	Quality Up-gradation and Product Diversification Scheme
4	Human Resource Development Scheme
5	Developmental Assistance to small Growers

Physical and Financial achievements:

The year 2012-13 marks the 1st Year of the XII Plan. The physical and financial achievements during the year under report of the aforementioned schemes were as under:

1. Tea Plantation Development Scheme:

The main objective of the Tea Plantation Development Scheme is to encourage the tea plantations in undertaking various field oriented developmental measures aimed at increasing field productivity and decreasing cost of production. Specific areas of support given under this scheme include productivity improvement through creation of irrigation and transportation facilities, extension planting in small holdings in hilly areas and encouraging small growers to organize themselves into producer groups etc. Since EFC proposals for XII plan is under consideration of the Ministry the nature of financial assistance that was made applicable under the scheme for XI plan was extended to the beneficiaries which are as under:



i) For all the growers regardless of the size of their holdings:

	Activity	Nature of Assistance
1	Creation of Irrigation, Drainage and Transportation facilities.	25% of the actual cost subject to a combined ceiling limit of 10,000 per hectare

ii) For individual Small growers holding up to 4.00 ha under tea:

	Activity	Nature of Assistance
1.	New Planting in the Hilly areas and in North Eastern Region.	25% of the unit cost as subsidy payable in two installments after completion of the field operation.

	Activity	Nature of Assistance
1.	Setting up Leaf collection Centers	Grant-in-aid @ 100% of the cost subject to a ceiling limit of ` 30,000 per centre
2	Input Storage godowns	Grant-in-aid @ 100% of the cost subject to a ceiling limit of ` 50,000 per centre
3	Purchase of weighing Scales/ Leaf carry bags	Grant-in-aid @ 100% of the actual cost
4	Purchase of Transport vehicles	@ 50% of the actual cost as subsidy
5	Purchase of Field inputs – fertilizers, plant protection chemicals, pruning machines, sprayers etc.	One time grant @ ` 10,000/ha to be used as revolving corpus.
6	Training on upkeep and maintenance of tea areas owned by the Group.	100% grant towards training fee and boarding and lodging during the training period. Plus honorarium @ ` 500 per trainee per month for six months after completion of training.

Table 1: Physical and Financial Achievements during 2012-13.

Activities	Target		Achievement					
	Physical (ha/no.)	Financial (Cr. `)	NE		ONE		Total	
			Physical (ha/no.)	Financial (Cr. `)	Physical (ha/no.)	Financial (Cr. `)	Physical (ha/no.)	Financial (Cr. `)
New Planting (ha)	1500	12.03	742.54	4.1	314.08	1.725	1056.62	5.825
Irrigation (ha)	4000		4874.23	0.94	2297.19	1.17	7171.42	2.11
Transport			111	1.67	79	1.33	190	3
Self Help Group (Nos)	25		14	0.64	13	0.27	27	0.91
50% subsidy to unemployed youth (Nos)			0	0	48	0.085	48	0.085
Total					7.35		4.58	

**Table 2: Physical and Financial Achievement by the disbursing offices 2012-13.**

Disbursing Offices	New Planting		Irrigation		Transport		Self Help Group		50% subsidy to unemployed youth		Total Financial (Cr. `)
	Physical (ha/no.)	Financial (Cr. `)	Physical (ha/no.)	Financial (Cr. `)	Physical (ha/no.)	Financial (Cr. `)	Physical (ha/no.)	Financial (Cr. `)	Physical (ha/no.)	Financial (Cr. `)	
Jorhat	742.54	4.1	4874.23	0.94	111	1.67	14	0.64	0	0	7.35
H.O.	0	0	1578.98	0.66	42	0.52	0	0	0	0	1.18
Coonoor	301.14	1.32	718.21	0.51	37	0.81	13	0.27	48	0.085	2.995
Kottayam	12.94	0.40	0	0	0	0	0	0	0	0	0.40
Palampur	0	0.005	0	0	0	0	0	0	0	0	0.005
Total	1056.62	5.825	7171.42	2.11	190	3.00	27	0.91	48	0.085	11.93

2. Special Purpose Tea Fund scheme:

This Scheme as a sub component of the Plantation Development Scheme was launched in 2007-08 for providing special assistance to tea gardens to take up large scale uprooting and replanting and rejuvenation of old tea

areas. Rejuvenation pruning is allowed only in hilly areas and in the Tillah areas of Cachar and Tripura. The nature of financial assistance that was made applicable under the scheme was as under :

Activities	Nature of assistance
Replantation / Replacement planting and Rejuvenation of old tea areas	25 % of the unit cost as subsidy payable in two installments after completion of field operation.

Table 3: Physical and financial achievements during 2012-13

Activities	Target		Achievement					
	Physical (ha/no.)	Financial (Cr. `)	NE		ONE		Total	
	Physical (ha/no.)	Financial (Cr. `)	Physical (ha/no.)	Financial (Cr. `)	Physical (ha/no.)	Financial (Cr. `)	Physical (ha/no.)	Financial (Cr. `)
Replanting	6000	52	3646.76	25.77	2887.28	22.33	6534.04	48.10
Rejuvenation pruning	1000		214.57	0.55	834.48	2.53	1049.05	3.08
Total			3861.33	26.32	3721.76	24.86	7583.09	51.18

1. In addition to subsidy, 1.61 crores of term loan which was sanctioned prior to a/c year 2012-13 has been disbursed during 2012-13. The meeting of the SPTF APEX Committee was held

on 25th April 2012 at Udyog Bhavan under the Chairmanship of the Additional Secretary, Department of Commerce and the below noted decision has been taken:



1. Revision of Unit cost of Replanting

The Apex Committee noted the unit cost revision made by NABARD and received by Tea Board in August 2011 and accorded approval for adoption of the revised unit cost for the Financial Year 2012-13.

2. Formation of Technical Committee for further revision of Unit Cost

Having taken note of the subsequent enhancement in the wage rates and the need for further revision of the unit cost, the committee accepted the recommendation of Tea Board for constituting a technical committee for reviewing the Unit Cost by factoring in wage revisions that have taken place in all the major tea growing states. While reviewing Unit Cost, the crop losses arising out of the uprooting should also be factored in as part of the unit cost. It was directed that NABARD should also be associated with the Committee.

3. Discontinuation of the loan component of the scheme in the XII plan period

The Committee noted the reasons attributed by the expert committees for the low off take of loan. Having noted that the total loan disbursed was only 6% of the target envisaged for the XI Plan period, the committee decided to accept the recommendation of the Tea Board for discontinuation of the loan component of the scheme for the XII plan period with effect from 1st April, 2012. However, the committee did not agree to the recommendation for providing interest-subsidy @5% per annum on the bank loan to be availed by the tea gardens towards replanting. On the other hand, the **committee recommended that the rate of subsidy may be raised to 30% from the existing level of 25% of actual cost of re-planting.**

4. Termination of the common loan agreement with the consortium of banks

Having decided for discontinuation of loan component for XII Plan period, the committee endorsed the recommendation of the Board for termination of the common loan agreement. However, it did not agree upon the suggestion of the Board for immediate

foreclosure of the loan with the Banks and modify the process of loan recovery mechanism in alignment with the annual mode of recovery being adopted by the Board under erstwhile old loan schemes of the Board. The committee suggested for continuation of the existing loan recovery process without any change for some more time and decided to revisit this aspect at a future date.

5. Subsidy for Rejuvenation Pruning

The committee decided that the subsidy for rejuvenation pruning should be limited to only hilly areas and need not be extended to tea gardens in the plan area.

6. Relaxation of age limit for old tea areas

The committee decided that the subsidy may be provided for uprooting and replanting in sections with bush age above 40 years in the case of gardens that were closed and abandoned for three consecutive years immediately prior to the year of application. In such cases release of subsidy should be based on technical suitability certificate issued TRA and UPASI-TRF.

7. Others

The committee also noted the recommendations relating to advance payment of subsidy for raising nurseries in tea gardens and adjustment of the amount advanced while payment of full subsidy after replanting. This being a purely an administrative issue, directed the Board to take it own call as deemed fit.

3. Quality Up-gradation and Product Diversification Scheme (QU&PDS):

The main objective of the scheme is to go for value addition. Creation of new facilities for product diversification like orthodox / green tea and other specialty teas, setting up of modern blending/ packaging units, obtaining ISO/HACCP/Organic tea certification etc. However the pending claims of XI plan period under factory modernization / up-gradation were processed for settlement as it was proposed in the EFC (XII plan) for the FY 2012-13.



Nature of financial assistance was extended as it was applicable in line with XI plan scheme guidelines under the scheme was as under:

Sl. No.	Activity	Nature of Assistance
I	1. Modernisation of the processing factories by replacement of old and worn out machinery 2. Procurement of processing machinery for orthodox tea in 100% CTC factories and 3. Setting up of new factories by the Self Help Groups of small growers.	Subsidy @ 25% on the actual cost of machinery subject to a ceiling of ₹ 25 Lakhs per factory per annum. For item 2 & 3 subsidy @ 40% subject to a ceiling of ₹ 25 Lakhs per factory per annum.
II	1. Value addition by way of creating additional infrastructure for cleaning, blending, colour sorting, packaging etc. 2. In case of machinery for orthodox tea in 100% CTC factories.	Subsidy @ 25% on the actual cost of machinery subject to a ceiling of ₹ 25 Lakhs per factory per annum. For item 2 Subsidy @ 40% subject to a ceiling of ₹ 25 Lakhs per factory per annum.
III	Quality assurance certification for ISO/HACCP and Organic Tea	Subsidy @ 50% of the certification fee subject to a ceiling of ₹ 1.00 Lakh per certificate including renewals per annum.
IV	Setting up of new factories for production of green tea, orthodox tea and speciality teas etc (product diversification)	Subsidy @ 40% of the cost subject to a ceiling of ₹ 25 Lakhs per factory per annum.
V	Incentive for orthodox tea production	A) For clearance of pending claims of XI plan at HO level, Subsidy @ ₹ 3/- per kg of actual production of leaf grades and ₹ 2/- per kg for dust grades and an additional incentive @ ₹ 2/- per kg of the incremental volume over the previous year. B) Subsidy @ ₹ 3/- per kg of actual production of orthodox tea at flat rate irrespective of any grade was paid from Jorhat and Coonoor offices for the claims submitted during 2012, since the scheme was decentralized as per decision.

1 Note: Machinery: The subsidy is limited to 25% of the total cost (basic cost of the machinery items, admissible taxes, freight, insurance and cost of commissioning) subject to a ceiling limit of ₹ 25 lakhs per factory/ blending packaging unit.

1 Certification: The subsidy for obtaining an ISO/ HACCP and organic certification is limited to 50% of the cost of certification and restricted to a maximum amount of ₹ 1,00,000/-.

**Table 4: Physical and Financial Achievements during 2012-13.**

Office	Factory modernization		Value addition		Certification		Total	
	No	Amount /lakhs.	No	Amount /lakhs.	No	Amount /lakhs.	No	Amount /lakhs.
Kolkata	110	826.38	2	21.06	14	5.35	126	852.79
Coonoor	73	520.69	0	0	0	0	73	520.69
Jorhat	204	1551	16	136	0	0	220	1687
Total	387	2898.07	18	157.06	14	5.35	419	3060.48

3.1. Orthodox Tea Production Subsidy Scheme :

Details of payment made during the year 2012-13 is as under:

Table 5: Details of payment made under orthodox subsidy scheme:

Office	Number	Volume in kg.	Amount in Rs.
Coonoor	43	13326327	39978980
Jorhat	192	18048394	54145184
Head office	370	30276279	66475061
Total	605	61651000	160599225

4. Human Resource Development Scheme:

Activities supported under this scheme include welfare measures for the tea garden workers and their wards particularly in health and education which will be in the nature of complementing but not replacing the statutory provisions of Plantation Labour Act and induction of professionalism in plantation management, improve labor productivity, skills improvement at all levels from workers

to managers through extensive training. The welfare measures supported during the year are reported elsewhere (under the Chapter: Labour Welfare). The particulars of training programmes organized through various agencies for the benefit of tea garden workers, small growers, and Plantation managerial staff during the year were as under:

Table 6: Training/seminars under HRD Scheme during 2012-13

Activities	Targets		Achievements	
	Physical (nos.)	Financial (Cr.)	Physical (nos.)	Financial (Cr.)
Short term training for workers in new skills like plumbing, masonry, electrical/TV repair, carpentry, construction of two pit latrines, Training in health, hygiene, AIDS, drugs, alcoholism etc.	5000	0.20	9621 persons	0.20
Organising campaigns in creating awareness amongst the workers as to the various welfare measures of the Board available for them as well for their children	50	0.20	693 persons	0.39
Meetings/Seminars in collaboration with IIPM, IIA, TAI, DTA, Agricultural Universities and TRA	100	0.15	588 persons	0.04



Vocational Training – Vocational training courses of six month duration conducted for 283 nos. of tea plantation workers at Jan Shiksan Sansthan in Jalpaiguri District.

5. Development Grant:

Developmental activities supported under this head include extending advisory services for benefit of small growers, opening of new development offices of the Board

for closer interface with small growers in non-traditional areas, strengthening of existing Board's offices, setting up of nurseries for supply of good quality planting materials for small growers, establishment of demonstration plots, study tours and workshops for small growers etc.

During the year under report a sum of 294.47 lakhs was disbursed as per the breakup of particulars as noted below:

Table 7: Development grant disbursed during 2012-13

Sl. No.	Particulars	Amount released (lakhs)
1.	Advisory Service-grant in aid provided to UPASI/ AAU	9.27
2.	Study tours, workshops & convention	131.24
3.	Strengthening of Zonal and Regional Offices of the Tea Board*	128.28
5.	Base line survey	3.75
6.	Others (Miscellaneous including BRO, Award scheme, meeting expenses, TDS etc.)	21.93
	Total	294.47

6. Scheduled Caste Sub-Plan Scheme:

During the year under report Tea Board received a sum of 9.57 cr. under this sub-plan (SCSP) for extending

assistance to SC small tea growers. Accordingly a special Scheme was formulated with the guidance from the Development Committee.



Table-8: The eligible items under the SCSP scheme :

Sl. No.	Components/Items eligible	Number of items eligible	Amount of subsidy eligible for SHG	Amount of subsidy eligible for individual SC grower
A. Purview of Plantation Development Scheme				
1.	Transport Vehicles-Trucks, Tractors, Trailers for haulage of green leaf from field to factory and carrying inputs to field.	One vehicle allowed for every 5000 kg. green leaf handled per day (during June to September).	50% subsidy for the actual cost of the vehicle.	
2.	One year input cost per ha for fertilizer, pesticide, weedicide, sprayers		One time grant @ ` 10000.00/ha.	
3.	Input Storage Godown	One input storage godown per SHG/ per grower for safe keeping of the field equipments and storage inputs.	One time grant @ ` 50,000/SHG.	
4.	Leaf Collection Shed	One leaf collection shed for every 5000 kg. leaf harvested in a day.	One time capital grant of ` 30000 per shed (Ceiling limit)/SHG.	
5.	Leaf Weighing Scales	Two leaf weighing scales per SHG	One time capital grant of ` 3000 for two scales (Ceiling limit)/SHG.	
6.	Plastic Crates/ Leaf Carry Bags	One plastic crate for every 20 Kg. green leaf handled per day or one nylon bag for every 15 kg. green leaf handled per day.	One time capital grant of ` 210 for each crate (Ceiling limit) or ` 30 each nylon bag.	
7.	Pruning Machine	One pruning machine per 10ha of tea area/SHG and one pruning machine per grower.	One time capital grant of ` 35000 for each pruning machine.	
B. Purview of Quality Up-gradation and Product Diversification Scheme				
1	Setting up of new factories by SHGs.	For the SHGs having more than 50 members and a minimum of 50% of the group belonging to SC category.	Rate of subsidy on pro rata basis, according to the total strength of the SHG i.e. subsidy @ ` 25 lakh for every 50 members of the group or 40% of the actual cost of factory setting, whichever is lesser.	

Table 9: Physical and financial achievement of SCSP Fund in 2012-13

Disbursing Offices	Financial (Cr.)
Guwahati	1.38
Coonoor	1.66
HO	3.71
Total	6.75



7. Revolving Corpus for Loan schemes

During the year there was a good response to the restructuring package offered by the Tea Board and the default position decreased significantly with the recovery of 5.42 Cr. during 2012-13.

8. Closed Tea Gardens:

During the year under report there was no fresh case of closure of any garden. Only four gardens which were closed earlier during the crisis period (between 1999-2008) remained closed- 2 each in West Bengal and Kerala.

The year-wise re-opening of closed tea estates are given below.

Table 10: The Year-wise re-opening of Closed Tea Estates

Year	Number of gardens re-opened
2007-08	11
2008-09	5
2009-10	6
2010-11	9
2011-12	Nil
Total	31
Number of gardens that still remain closed	4



TEA RESEARCH

Tea Research

Tea Board of India as a regulatory body of Indian tea industry provides financial help for research activities for increasing tea production and improvement of quality besides other developmental and regulatory activities. Research Directorate of Tea Board has been involved in coordinating and evaluating all the thrust areas of basic, applied and regulatory research catering the requirements of tea producers and industry with a focus on bridging technologies and requirement of the Industry through various Tea Research Institutes, namely Darjeeling Tea Research and Development Centre (DTR&DC), Kurseong, Darjeeling, West Bengal; Tea Research Association (TRA), Jorhat, Assam and United Planters' Association of Southern India – Tea Research Foundation (UPASI-TRF), Valparai, Tamil Nadu. A new initiative has been undertaken to give more emphasis on the broad areas of agronomy, Soil and water management, plant improvement, plant protection, mechanization, quality of tea, product diversification and climate change. The efforts are now culminating into products and processes. Deep involvement of the expert scientists of the country for formulating and evaluating tea research projects helped in providing research grants to various National R&D Institutes and Universities besides tea research institutes. The major activities are focused on the industry driven tea research projects and the utilization of information generated for the benefit of the industry.

Grant-in-aid

The total fund allocation to R&D for the year 2012-13 was Rs. 9, 99,99,580.00. Under research part, financial support of Rs 4,96,22,972.00 was Grant-in-aid @ 49% to TRA. Similarly, UPASI was given Rs 30,61,423.00.

Financial support was also granted to Sikkim University and North Bengal University @ 3.00 Lakhs per annum to each university on Tea Husbandry and Management courses. An amount of Rs 1,51,98,645.00 was released in favour of DTR&DC for up gradation of infrastructural development and procurement of modern equipment etc.

Plan Schemes:

During 11th plan period, seventeen research projects were awarded to three Tea Research Institutes (TRA-11, UPASI-4 and DTR&DC-2) and three projects were given each to Indian institute of Technology (IIT), Kharagpur; Centre for Development of Advanced Computing (CDAC), Kolkata and Calcutta University. The projects concerned various aspects stretched from basic to applied research considering the need/requirement of the respective region of the Indian Tea Industry. Regulatory aspects of tea research were also included for improvement of export promotion and trade regulation.

Progress of 11th Plan Research projects at UPASI-TRF

CONSTRUCTION OF HI-TECH TEA FACTORY AT UPASI-TRF, COONOR

Fermentation is a very important stage of the process of making better quality black tea in the sense of appearance, aroma, liquor and infusion. At the time of fermentation grassy smell changes to the floral smell due to biochemical reaction in the tea leaf. The detection of optimum time for fermentation is very crucial to tea manufacturer. The fermentation process has to be stopped at the time of optimum fermentation (which is based on the aroma index by E- nose), to maintain the quality of black tea. Thus Optimum Fermentation Time (OFT) using E-Nose was studied. Changes in enzyme activities and their substrates during manufacture of black tea were also determined.



DEVELOPMENT OF INTEGRATED PEST AND DISEASE MANAGEMENT (IPDM) STRATEGIES FOR TEA WITH SPECIAL REFERENCE TO NON CHEMICAL CONTROL METHOD

The major tea stem diseases include wood rot and branch canker. The indigenous causal organisms of wood rot and branch canker were collected and identified as *Hypoxyton serpens* and *Macrophoma* sp. respectively using molecular tools (5.8S ribosomal RNA gene). These molecular sequences were submitted to NCBI and published through EMBL. Studies on bio-control of tea pathogens of leaf blight (*Pestalotiopsis theae*) *Hypoxyton serpens* and *Macrophoma* sp. were done. Five isolates of *Pseudomonas* sp. and *Trichoderma* sp. showed higher inhibition against grey blight pathogen as compared to *Bacillus* sp. Five *Bacillus* strains showed higher antagonism against wood rot pathogen. Three *Bacillus* sp. and *Pseudomonas* sp. had higher antagonism against branch canker pathogen under in vitro conditions. Proven *Trichoderma* sp. isolates were studied for their compatibility and tolerance with the chemical pesticides. They were compatible with insecticides like Propargite 57 EC, Fenpyroximate 5 EC, Hexythiazox 5.45 EC, Deltamethrin 2.8 EC, Thiamethoxam 25 WG except Dicofol 18.5 EC and quinophos 25 EC, but not with any recommended fungicides in tea. Chemical fertilizers at recommended doses used in tea highly supported the growth of both *Trichoderma* and bacterial biocontrol agents. Bioefficacy of certain plant aqueous extracts (Neem kernel, Pongam kernel, Cinnamom, and *Artemisia*), acetone extracts (*Lantana camera*, *Hibiscus rosasinensis*, *Ageratum conyzoides*) and bryophyte (*Heteroscyphus argutus*) were also evaluated against three pathogens under in vitro conditions. Results revealed that *Artemisia* followed by *H. argutus* and Neem kernel extract controlled the wood rot pathogen effectively. Mass production techniques of biocontrol agents with suitable carrier materials have been standardized for the preparation of both solid and liquid bioformulations. A systemic fungicide, Benomyl 50% WP at the concentrations of 0.02, 0.05, 0.10, 0.50 and 1.0 % was tested to check its bioefficacy against the pathogens under in vitro condition and was found effective at 0.5%. The consortium of *Bacillus*, *Pseudomonas* and *Trichoderma* bio formulations were prepared using talcum

powder. The final concentration of the organism was made as 10^8 cfu/g for bacteria and 10^7 cfu/g for *Trichoderma*. Experiments indicated that the antagonistic ability of *Pseudomonas* sp. and *Trichoderma* sp. enhanced when combined with carbendazim for satisfactory grey blight control. *Bacillus* sp. (WR46-2 and HBCWR-3) with chemical fungicides (Benomyl 50%WP or Copper oxychloride) at 0.5 % was much effective against wood rot and branch canker pathogens.

Green lace wing, *Mallada boninensis*, is an important predator of various soft-bodied arthropods, including red spider mites in tea. Efforts were made to develop mass rearing technology for this predator using an artificial diet.

As the use of bacteria and fungi for pest control is generally considered to be a good and green alternative to chemical pesticides entomopathogenic bacterium, *Pseudomonas fluorescence* and fungus *Lecanicillium lecanii* were isolated from the infested mites and thrips respectively and their efficacy was evaluated in laboratory and field against their respective pests.

ANALYSIS OF GENE EXPRESSION DURING PHYTOPATHOGENIC STRESS IN TEA USING TRANSCRIPTOMIC APPROACH

Blister blight (*Exobasidium vexans*) and grey blight (*Pestalotiopsis theae*) diseases related gene sequences have been submitted to NCBI database (542 EST's, 4 partial CDS and 2 full length sequences).

Reactive oxygen species (ROS) are the by-product of normal cell metabolism which are nullified by antioxidant in plants. However, under stress conditions, the balance between production and elimination of ROS is disturbed. This study provided fundamental information about the role of antioxidative enzymes in the development of grey blight and blister blight disease in tea. Plants accumulate several kinds of "pathogenesis-related (PR)" proteins in response to infection by pathogens such as fungi or viruses. Basic information about the expression of PR-proteins in the resistant and susceptible cultivars during grey blight and blister blight disease development were collected. The PR proteins were purified and further used for studies to control the insect and disease infection.

The cloning and characterization of genes expressed



in plant stress tolerance (Metallothionine) could be an initial step towards understanding the molecular mechanism involved in improving abiotic stress tolerance of the crop. The full length sequence of this gene was characterized by bioinformatics tools. This gene can be used in future breeding programme for plants with stress tolerance.

Differentially gene expression studies through microarray revealed 129 genes differentially expressed during blister infection and 182 genes from grey blight infection. These genes were found to be defense related gene that play an important role providing resistant tea clones to respective diseases in SA-6 & UPASI-10.

One of the important defence related genes involved in grey blight infestation -AT1G08720.1- LRR and NB-ARC domains-containing disease resistance protein, AT1G12280.1- .546 common genes are involved in metabolic pathways, glutathione metabolism, protein metabolism, biosynthesis of alkaloids, terpenoids ubiquitin and other pathways in grey blight resistant clone UPASI – 10 . Five hundred and eleven common genes were encoded in blister blight resistant clone SA-6. Data generated in the present study have revealed fundamental information about the molecular and biochemical interactions between the pathogen and plant. This will serve as a base line data/information for the future researchers.

STUDIES ON THE RESIDUES OF CERTAIN PESTICIDES AND HEAVY METALS IN TEA

The methodologies for the quantification of Cr⁶⁺ & Ni²⁺ in black tea were developed and validated and data on pesticide residues of abamectin, bifenazate, dimethoate, thiacloprid, thiamethoxam, clothianidin, carbendazim, spiromesifen, mancozeb and oxyfluorfen were generated. These data shall be submitted to CIB for fixing up of MRL.

The significance of assessment of soil enzymatic activities is enormous because the enzymatic activities correlate well with the parent microflora in soil. Studies on the Impact of Lead (Pb), Cadmium (Cd) and Arsenic (As) on the activity of the enzymes protease, urease, nitrate reductase & acid phosphatase in soil have been completed. The study on comprehensive set of

microbiological indices and their relationship with heavy metal in soil has been helpful in elucidation of changes in soil quality and organic nutrient cycling, the important parameters essential for plant growth and development.

Progress of 11th Plan Research projects at TRA, Tocklai, Assam

SUSTAINING SOIL PRODUCTIVITY-SOME STRATEGIES

Organic manure is excellent source of plant-based nutrients and their addition to soil could maintain high microbial populations in soil. Technology for the preparation of quality organic manure (vermicompost) was developed at Tocklai and transferred to many tea estates. Some of the recommendation includes application of vermicompost @250-300 g/pit at the time of planting was found to be more suitable than conventional cattle manure @ 4 kg/pit. Application of phosphate-enriched vermicompost @250-300 g/pit at the time of planting was found to be viable alternative and cost effective technology to conventional cattle manure + 30 g single super phosphate (SSP) + 30 g Rock phosphate. Foliar application of vermiwash (5-10%) has been effective in enhancing the growth and productivity of young and unpruned mature tea. As the vermiwash can be easily produced, and eco-friendly, it has prospect of being one of the best liquid organic manure for foliar application in tea.

As sustainable alternative to the chemical fertilizers, 25% of recommended dose of inorganic fertilizer can be replaced by 4 to 6 t/ha of vermicompost and this shall have considerable economic and environmental significance without affecting the yield of tea.

ESTABLISHMENT OF CHAIN OF QUALITY TESTING LABORATORIES AND STRENGTHENING OF EXISTING ANALYTICAL FACILITIES AT REGIONAL CENTERS AND TOCKLAI.

The quality of black tea produced in various regions of Assam (upper Assam, South Bank, North Bank , and Barak valley and West Bengal (Dooars, Terai and Darjeeling) were studied. Total soluble solid, Theaflavin (TF) and thearubigin (TR) content of CTC black tea from the various regions of Assam except Barak valley were assessed and results revealed that these tea growing regions produced



similar quality of tea. Quality of tea produced in Barak valley, Dooars and Terai regions had similar pattern. Darjeeling tea varied with orthodox tea produced from other regions with respect to catechins, theaflavins and thearubigins. This study helped in the identification of the region-specific characteristics of tea which may be considered as a criteria for biochemical fingerprinting of the tea.

DEVELOPMENT OF METHODOLOGIES FOR THE EXTRACTION OF FOOD GRADE SECONDARY METABOLITES FROM TEA AND UPSCALING THE METHODS FOR COMMERCIAL PURPOSE

Formulation of green and black tea soft drink and tea tablets were carried out that had the potential of being used as tea dietary supplement for healthy living. Green soluble tea and soluble black tea have also been developed. The instant tea produced has good liquor characteristics. The tea granules produced are comparable to CTC tea in quality and liquor characteristics. This study has considerable economical significance and can be easily converted into value added products.

MOLECULAR BASIS OF STRESS LINKED BIOCHEMICAL CHANGES DURING PROCESSING OF TEA SHOOTS AND THEIR RELATION TO THE QUALITY OF MADE TEA.

The withering-rolling-fermentation and drying stages of black tea manufacture enable the leaf cells to break so that the solids of made tea could dissolve while brewing. Depending on the conditions like moisture loss, leaf temperature fermentation the quality of tea produced is maintained. Studies on regulation of moisture loss, leaf temperature during withering, degree of maceration during CTC, optimum fermentation time and temperature to improve the quality of tea were carried out. Optimum temperature during fermentation was found to be cultivar specific. For cultivars like $T_3E/3$, $S_3A/3$ having Assam character optimum temperature during fermentation was 25-26°C while for TV-23, TV-26, TV-9 having cambod character the optimum temperature was 30°C. Cultivar having more Assam character i.e. $T_3E/3$, $S_3A/3$ produced better quality with moisture percentage slightly higher than 70% while cultivar like TV-23, TV-26, and TV-9 produces better quality of tea at around 69% of moisture in the withered leaf. Application of vacuum during withering improved the

quality in terms of theaflavin and volatile flavour constituents.

DEVELOPMENT OF ALTERNATIVE STRATEGIES FOR MANAGEMENT OF TEA MOSQUITO BUG AND BLISTER BLIGHT DISEASE IN TEA PLANTATION OF NORTH BENGAL INDIA

Agro-environment sometimes can be detrimental to yield which encourages the incidence of blister blight and insect pest like tea mosquito bug. Due to this problem, economic loss of tea is often in higher scale. Biopesticides are the prerequisites for integrated pest management (IPM). Extracts of several plants (*Cassia alata*, *Amphineuron opulentum*, *Leonurus sibiricus*, *Polanisia icosandra*, *Polygonum viviparum*, *Polygonum hamiltonii*, *Ipomoea convolvula*, *Polygonum chinense*, *Polygonum hydropiper*, *Helianthus species*, *Eupatorium cannabinum*, *Urtica dioica*) were found effective for controlling tea mosquito bug and blister blight. Integrated pest management (IPM) with natural predator insects was used to control insect pest. Natural enemies of tea mosquito bug like *Mallada*, *Chrysoperla*, *Oxyopes* spp. were found to have great potentials as a component of IPM in controlling Tea Mosquito Bug. Mass rearing technique has also been developed based on specific diet. IPM packages have been formulated for managing pests by combining biological, mechanical and chemical tools in a way that minimized economic and health risk for controlling tea mosquito bug and blister blight.

ESTABLISHING A PESTICIDE RESIDUE TESTING LABORATORY

The Laboratory for pesticide analysis was setup. It provided scope for multi analysis of pesticides in different tea samples to ensure compliance with the authorised specifications of regulatory organizations. Samples collected from commercial gardens of Assam were tested for nicotine that helped in generation of data for fixing of MRL in tea in EU. Data on new molecules from supervised field trials (Fenpyroximate, thiacloprid, flubendiamide) have been generated for fixing MRLs. The Laboratory has successfully participated in international proficiency testing organized by FAPAS, UK in 2013 for enhancing scope of international recognition of the laboratory.

STUDIES ON HEAVY METALS – PHASE II



Rapid urbanization and industrialization in recent decades has increased heavy metal burden in tea. In this research project, heavy metal contents in tea were evaluated. The above findings will provide a basis for fixing permissible limit in tea under FSSAI regulations. To identify the main source of heavy metal contamination in tea, different agro inputs used in the tea gardens were analyzed. The study indicated that up to 82% of the arsenic present in the water used in gardens were in the non-toxic pentavalent form. Chromium and Arsenic were found in organic manure and fertilizer samples. Sewage sludge based organic manures contributed to heavy metal burden in tea. Tea manufacturing process also contributed to heavy metal contents in tea.

BIOTIC & ABIOTIC STRESS ANALYSIS FOR DEVELOPMENT OF STABLE QUALITY GENOTYPES

The incidence of test mosquito bug i.e. *Helopeltis theivora* is profound in Assam tea plantations causing huge losses of tea production in Assam. This study attempted to profile the gene expression changes owing to the interaction between this pest and important tea clones. Transcript profiling and transcript identification of *Helopeltis* infested tea leaves provided a powerful tool in investigating the anatomical features, metabolites, and signaling pathways that can effectively limit *Helopeltis* infestation. The benefit of this information can go a long way in understanding in greater detail, the molecular interplay underlying herbivory and devising potent strategies of pest management in tea.

Apart from these there are certain abiotic stresses prevalent in certain tea growing belts in the eastern region of the country. Identification of germplasm for utilization as parental combination in future through marker assisted selection to expedite conventional breeding was done. Breeding could be expedited using the information and molecular tools developed out of the project, both for biotic and abiotic stress.

North Bengal Regional R & D Centre, Tea Research Association, Nagrakata

CURRENT PEST PROBLEM IN TEA OF NORTH BENGAL AND THEIR POSSIBLE MANAGEMENT STUDIES

Tea industry in India faces loss of tea production due

to widespread attack of tea defoliators, looper caterpillar, the geometrid moths (Lepidoptera) in major tea growing eco-belt of North Bengal. A new commercial light trap was tried and found more effective than crude method that had been suggested earlier (against all the lepidopteran pests). A new set of insecticides other than synthetic pyrethroids have been tried and found effective under laboratory and field condition. Based on information generated in this project, an IPM package including light trapping of moths, collection of chrysalids, killing of the caterpillars with new generation insecticides needs to be tried in a systematic manner to prevent the proliferation of this menacing pest of tea.

STUDIES ON DROUGHT IN TEA AREAS OF DOOARS AND TERAI IN RESPECT OF SOIL PROPERTIES, PHYSIOLOGY AND YIELD WITH A VIEW TO SCHEDULE IRRIGATION IN A COST EFFECTIVE WAY

Data revealed that rainfall received from October-March greatly varies in Dooars. It was significantly low (around 200 mm) during the periods like 1983-84, 1994-95, 1998-99, 2008-09 etc. Hence, to maintain efficiency of water resources and to mitigate the negative impacts of low rainfall, irrigation had become an important alternative in the region. The meteorological data analyzed during October-March of 2010-2011 has shown considerable decrease in rainfall. With an objective to study crop response to irrigation, plant physiological parameters were investigated under various irrigation treatments. Water use efficiency increased in 50 mm irrigation at 30 days interval with respect to control in both un-pruned and dip skiff year. The results revealed that soil moisture, stomatal conductivity, transpiration rate and yield of tea are significantly correlated.

STUDY THE BIOCHEMICAL ASPECTS OF TEA PROCESSING IN RESPECT OF CTC AS WELL AS GREEN TEA MANUFACTURE

Green teas were processed from cultivars (AV2, B157, T383, CP1, T78, P1258, B668, ROH1, P312, Teenali17, K1/1, B777, R17/144, G. O. China, T Valley1, ROH2, ROH3) by steaming and panning methods in replicates and the biochemical parameters of these teas were analyzed. It was observed that polyphenol contents were highest in the steaming time of 6 min for all the cultivars. This finding



indicates the importance of steaming period while manufacturing green tea. Pan fried tea for 5-7 min at 300°C produced better quality green tea as compared to that from steaming.

Studies on improvement of quality of CTC tea were also performed. It was found that feeding at the rotorvane should not exceed the capacity of CTC to maintain the quality. In order to retain best cup character, leaf temperature should not exceed beyond 35°C at any point of time during CTC processing. Temperature and duration of withering along with sharpening of CTC in time significantly contributes towards the make style and appearance of tea.

Dr. B. C. Guha Centre for Genetic Engineering & Biotechnology (GCGB), University Of Calcutta

EVALUATION OF THE HEALTH BENEFICIARY EFFECTS OF TEA PRODUCTS AND MODULATORY ROLE OF TEA FLAVONOIDS ON EMPHYSEMATOUS LUNG DAMAGE FOR THE FORMULATION OF A HIGH POTENCY TEA TABLET

Tea has been used for millennia as a health-promoting drink, and its components like flavonoid molecules are responsible for its potent antioxidant and anti-inflammatory effects. Tea tablets are considered an alternative to drinking tea and for people who are health conscious. This study indicated the protective role of black tea tablets on oxidative stress in animal model. The black tea tablets partially prevented, oxidative stress caused due to cigarette smoking and oxygen toxicity associated with aging. To enhance the efficacy of tea tablets new set of tea tablets were formulated based on the bio efficacy and bioavailability of tea antioxidants. The bioavailability index of black tea polyphenols in blood and various organs of the body, using this new formulations have been determined.

Indian Institute of Technology, Kharagpur

STANDARDIZATION OF PROCESS PARAMETERS IN WITHERING, MACERATION, ROLLING, FERMENTATION AND DRYING OF TEA

Design and development of more efficient machinery according to the need of tea industry for effective

processing and manufacture of tea have been done. Circular withering trough of 200 kg capacity has been developed. Design of a single cut horizontal tea maceration unit of 200 kg/hr capacity, scalable to higher capacities have been developed. A prototype of continuous flat belt tea rolling machine of capacity 20-25 kg/hr were also designed. Hot air re-circulation system for ECP dryer and vacuum drying for achieving high level of aroma in made tea have been made. The designing of the machineries were done keeping in mind all the desirable features needed including cost efficiency, and these machineries are likely to provide an edge in efficiency over old machines.

DTRDC, Tea Board, Kurseong, West Bengal and UBKV, Pundibari, Cooch Behar, West Bengal

DEVELOPMENT OF PHOSPHATE SOLUBILIZING BIOFERTILIZER FOR TEA (*CAMELLIA SINENSIS L.*) IN ACID SOILS OF NORTH BENGAL

Phosphorus is a major plant nutrients required in optimum amount for proper plant growth. Without adequate phosphorus, the yield cannot reach the maximum economic level because it plays a vital role in energy transformation (photosynthesis) and promotes root and leaf development. The role of phosphate solubilising microorganisms, in solubilising insoluble phosphates in soil and making it available to plants makes it an important candidate for use as bio fertilizers. Many microorganisms can enhance phosphate solubility, but little is known about the magnitude of their phosphorus solubilizing ability particularly in Darjeeling and Dooars. The native populations of phosphate-solubilizing bacteria were isolated and purified from different tea gardens. *Bacillus* and *Burkholderia* have been identified as dominant bacterial genera present in Darjeeling tea soil (rhizosphere). Phosphate solubilizing bacterial biofertilizer formulation containing the beneficial microorganisms in a viable state intended for soil application with design to improve soil fertility of Darjeeling tea gardens have been developed. On the basis of types of isolates, compatibility test and inoculation experiment two consortia were developed with *Bacillus* and *Burkholderia* species.



NITROGEN MINERALIZATION OF ORGANIC MATTER IN ACID SOILS OF TEA (*Camellia sinensis* L.) IN NORTHERN DISTRICTS OF WEST BENGAL

Development of new organic nitrogenous fertilizers that help in mineralizing the acidic soil are needed for improved growth of tea plant. A data base has been developed for quality parameter of organic matters with focus on nutrients (N, P, K, micronutrients) and heavy metals in Darjeeling tea plantation estates. For liquid organic fertilizer to be used by Darjeeling tea industry it was found that fish meal and karanja cake had the potential to be used as liquid organic fertilizer after 7-14 days of fermentation under anaerobic condition.

Two organic fertilizer formulations for Darjeeling Tea have been developed considering the nutrient content (N, P and K), carbon and nitrogen mineralization pattern in acid soils of tea. Formulation-1 have fish meal, and contains 3.60 %N, 1.25% P₂O₅ and 1.88% K₂O. Formulation-2 has fish meal, having 3.98 %N, 1.46% P₂O₅ and 1.89% K₂O.

CORPUS CREATION OF MEASUREABLE PHYSICAL PARAMETERS OF INDIAN TEA (CDAC project)

Web enabled tea corpus database for measurable physical parameters (aroma, colour, texture, taste etc) of Indian Tea using indigenously developed olfaction and vision technology has been developed.

Electronic Nose developed in this project can be used to detect the optimum time of fermentation (based on smell intensity profile) during manufacture of black tea and quantify aroma intensity in finished tea. Electronic Vision can be used to evaluate tea quality based on colour, brightness attributes of tea liquor with or without adding milk. It can be used to evaluate granular domination of different tea grades and estimate the presence of different sized tea particle (grades) in a bulk tea. Electronic Tongue can be used to detect taste attributes (like astringency, briskness) of finished tea. These electronic systems are fast, simple and non-destructive devices and can be applied successfully in the tea industry.

Regulatory Issues and Technological Support:

Research Directorate of Tea Board has been pursuing regulatory issues of tea including fixation of MRL,

addressing problem associated with pesticide residue, Iron filling, nature identical flavor and fixation of standards of instant tea etc. Essential technical support is being provided in the form of circular/notice etc. to the tea producers association, tea export association and tea merchant association obtaining technical information from different international organization and collecting/collating data from the tea research laboratories. Tea Board officials attended various national and international meetings and participated in the deliberation for updating latest information/regulation which is of enormous concern to both the industry and government. Research Directorate is also reviewing some of the standards set by FSSAI to keep it in harmony with codex and other international organizations. Research Directorate in association with CII-FACE conducted a series of awareness programme on Food Safety and Standard Regulations, 2011 for the tea industry of India in 2012. These programmes were customized for the Tea Industry with an objective to create awareness among the stake holders about the regulations for maintaining quality & food safety standards in tea. Seven (7) awareness programmes were organized by Tea Board from May to November, 2012 at Kolkata, Jorhat, Golaghat, Siliguri, Binnaguri, Dibrugarh and Silchar where manufactures, BLFs, traders, auctioneers participated in the workshop.

Research Directorate has also been engaged in providing technical knowhow to Small Tea Growers through workshops.

Participation in the Council of Management/board of Trustees/Scientific advisory committees:

In order to ensure scientific excellence for the benefit of all stake holders of tea industry, officials of Research Directorate, Tea Board attended various research/scientific advisory committee, management council and planters committee of tea research institutes in the country. Directors and scientists of tea research institutes and project investigators of the 11th plan research schemes were invited to Tea Board for attending and presenting their progress report in the Tea Research Liaison Committee (TRLIC) meeting held in November, 2012.



TEA PROMOTION

Introduction:

One of the main functions of the Tea Board is to carry out promotional activities aimed at improving the consumption of tea and improving the demand for high-value Indian tea in the international markets with high unit price realization from the exports.

Promotional measures have been geared up to communicate about the finesse of single-origin Indian tea to the world. Focused attention is being given to selected countries, where there is higher potential for increasing export. Indian exporters are being provided with all possible support to encourage exports and marketing of Indian brands abroad. Introduction of pure or predominantly Indian brands by foreign packers is also being encouraged.

Tea Promotion Committee:

Promotion policies are being guided by the Tea Promotion Committee of the Board. During the year under report, the Committee consisted of the following members:

1. Chairman, Tea Board; Ex-officio, Chairman of the Committee
2. Shri P. Vishwanathan, Hon'ble MP
3. Shri P.V. Balachandran
4. Shri M. Chandrakant
5. Shri Anshuman Kanoria
6. Shri Sanjiv Sarin
7. Ms. Chitra Ramesh.

The committee met four times during the year on the dates and places as noted below

Date of Meeting	Place
19 th June, 2012	Kumarakkam
25 th September, 2012	Kolkata
1 st December, 2012	Kolkata
30 th March, 2013	Kolkata

Overview of Tea consumption in India and exports from India

India produced 1135 million kg of tea during 2012-13 out of which 890 million kg was consumed domestically. There was around 1% increase in volume of exports with higher unit price by Rs. 31.08. The total value of exports during 2012-13 was significantly higher than the previous year (21.2% increase). Total foreign exchange earned during 2012-13 was Rs. 4005.93 Cr with an average unit price of Rs. 185.26 per kg as against Rs. 3304.82 Cr in 2011-12 with an average price of Rs. 154.18 per kg. The country wise export details for the year under report over the corresponding period of the previous are furnished in Annexure-A. In brief the comparative position is as under:

2012-13					2011-12				
Qty M.Kgs	Value Rs. Crs.	Value M US \$	UP Rs/Kg.	UP (\$/Kg.)	Qty M.Kgs	Value Rs. Crs.	Value M US \$	UP Rs/Kg.	UP (\$/Kg.)
216	4006	736	185	3.40	214	3305	690	154	3.22



During the year under report marked improvement in the exports took place in respect of Russia, Iran, U.A.E., Egypt, Japan, Germany, Ireland, Australia, Ukraine and Afghanistan ranging in-between 4% (Australia) to as high as 8% (Russia), Germany (11%), WANA countries such as U.A.E. (19%), Egypt (47%) and Iran (70%). Markets such as Russia, Kazakhstan, UK, Germany, USA, Iran, UAE, A.R.E. (Egypt) and Pakistan continued to be important considering the market potentiality and the ability of India to fulfill the respective market demand.

Overview of Promotional activities

During 2012-13, Tea Board carried out various promotional activities mainly through its overseas offices located at London, Moscow and Dubai to enhance demand for Indian tea and increase market shares in the respective markets. Other activities included launch of campaign on social media such as Facebook, Twitter in important markets of Russia, Kazakhstan and Iran, market analysis and tracking of consumer behaviour, registrations of Board's Logos in various markets as well as popularizing the usage of these logos in order to enhance the equity of Indian Tea and its various single-origin teas. The markets in Russia, Kazakhstan, UK, USA, Iran, Egypt, Pakistan and UAE continued to be of significance.

India continued being a member of the Tea Council of USA & Japan and benefited from the generic tea promotion conducted by the Tea Councils. After a gap of few years, India re-joined the Tea Council of Canada.

The Board has organized a number of promotional activities such as participation in domestic trade fairs for propagating the health benefits of tea. Advertisements extolling the virtues of tea have also been released in important publications. As part of domestic tea promotion, a proposal was initiated for serving quality teas in the State Govt. Secretariats.

One of the significant steps initiated during the year under report was the continuance of the envisaged activities under the 5-5-5 Project with sustained thrust. This project is aimed at positioning "Indian Tea" as an over-arching umbrella brand to connect with the trade and the consumers. This is expected to result in prominent brand recall for "Indian Tea" over the short to medium

term so as to translate into significant increase in value market shares in the targeted markets for years to come. Keeping in view the increasing competition in the world market, a number of promotional activities centering around 'Extensive promotion of India Tea Logo (familiarization/creating awareness)', 'Engagement with the local trading community' and 'Consumer-oriented promotion' were undertaken with great zeal in the strategically important markets of U.S.A., Russia, Kazakhstan, Iran and Egypt.

Promotion activities carried out under Market Promotion Scheme (MPS)

Domestic promotion

- 1 Participation in domestic fairs & exhibitions and insertion of advertisements in various print media
- 1 Tea Board's "Tea Centre" in Mumbai continued to serve and sell quality teas for propagating the quality image of Indian tea amongst the consumers

Overseas promotion

- 1 The activities undertaken by the Board from the H.O. and the three foreign offices primarily included generic promotion through Tea Councils in U.S.A. and Canada, Japan Tea Association, participation in fairs & exhibitions, trade facilitation through arranging Buyer-Seller Meets, information dissemination.
- 1 5-5-5 project proposal has been drawn up in consultation with the Tea Industry with regard to 5 countries identified, where 5 focused activities will be implemented in 5 years.

Production of publicity material

- 1 Various publicity material/brochures on different facets of Indian tea were produced and printed, which were well-accepted by the Industry.

Incentive to exporters

- 1 Transport subsidy given for teas exported from ICD Amingaon.
- 1 Reimbursement of travel and participation costs to the eligible exporters in trade exhibitions in the overseas markets was also effected.



Legal/Consultancy charges

1. Close monitoring mechanism was put in place for protecting Darjeeling teas in key export markets which

ensured (i) all sellers of genuine Darjeeling tea are licensed under CTM, and (ii) Teas being sold as Darjeeling tea in India and abroad are genuine.

Expenditures incurred during the first year under review for the 12th 5-Year Plan Period was as under:

(Rs. Crores)

Major head	2012-13	11-th Plan Total (2007-12)
Domestic Promotion	1.49	19.48
Overseas Promotion	7.18	19.71
Trade Related Activities	0.76	13.39
Incentive to Exporters/Associations	0.11	23.20
Publicity Material	1.94	5.27
Legal / Consultancy	1.40	3.43
E-auction	3.86	16.39
Others	0.43	7.61
Total	17.17	108.48

Activities under taken by Board's Headquarters

1. Organising the Board's participation in Trade Fairs and Exhibitions not covered by the Overseas Offices.
2. Arranging visits of the Board's representatives, tea delegations to various countries to participate in International Meetings and Buyer-Seller Meets.
3. Maintaining liaison work with the tea trade, attending to trade enquiries, shipping and warehousing difficulties, keeping the tea trade informed of developments related to exports as well as dissemination of market and trade information.
4. Registration of producers, exporters, traders of Darjeeling tea under Darjeeling CTM Process for use of Darjeeling word and logo on retail packs in domestic markets as well as overseas markets.
5. Issuance of Certificate of Origin (COO) for all exports of Darjeeling tea based on invoice-wise tracking of garden tea production.
6. As part of information dissemination, the trade enquiries received at various fairs and exhibition as well as those received from time to time from various

sources, were passed on to the industry members

Protection of Intellectual Property Rights for Indian Tea - Achievements

Tea Board continued its endeavor to protect and enforce Intellectual Property Rights (IPR) corresponding to its various tea marks (logos and words) across the jurisdictions.

The Tea Board continued to challenge, by way of opposition/invalidation/cancellation actions, legal notices, court actions and domain name cancellations instances of attempted registrations and misuse of these tea names and logos both at the domestic and international level.

A noteworthy highlight of the year has been to make the largest importer of India tea – M/s Orimi Trade in the world as the valid licensee of our Assam marks in Russia.

On November 9, 2011, DARJEELING tea became the first non Chinese tea to be protected as a Protected Geographical Indication (PGI) in the EU. This is a welcome and important recognition for uniqueness and special qualities of Darjeeling tea, confirming its place among with the world's most well-known teas.



With the PGI registration, "Darjeeling" is protected in all EU Member Countries against:

- (a) Any direct or indirect commercial use of the name Darjeeling in respect of tea or products comparable to tea or in so far as it exploits the reputation of the name - Darjeeling;
- (b) Any misuse, imitation or evocation even if the true origin of the product is indicated or accompanied by an expression such as 'style', 'type', 'method', 'as produced in', 'imitation';
- (c) Any other false or misleading indication;
- (d) Any other practice liable to mislead the consumer as to the true origin of the product.

Chairman, Tea Board of India led a delegation of Darjeeling Tea Industry Members to the European Tea Committee (ETC) on Sep 21, 2012 in Hamburg. The meeting resulted in renewed commitment on the part of ETC and TBOI to protect and enforce IPR and strong equity of "Darjeeling PGI" in the EU countries through signing of a Joint Communique for implementation over the succeeding months.

The following are the efforts towards protection and enforcement of Tea Board's Intellectual Property Rights (IPR)

1. Total oppositions filed by the Board in India

15 oppositions were filed by the Tea Board to prevent attempted registrations and misuse of DARJEELING, ASSAM, NILGIRI tea names and logos as well as the INDIA TEA Logo.

2. Total Opposition filed by the Board outside India

9 oppositions filed by the Tea Board pertained to use of DARJEELING as part of the trade mark.

In addition, 3 cancellation actions were filed against registrations of Uni President in China for misuse of ASSAM word marks.

3. Total pending oppositions in India and number of cases disposed of

424 oppositions are pending in India. In recognition of the Tea Board's rights and to settle the matter, 20 parties settled the matters and 7 oppositions were decided in favour of the Tea Board in recognition of its rights.

4. Total pending oppositions outside India and number of cases disposed of

In total, 18 oppositions are pending outside India, whereas 10 matters were disposed of during the said period in which we have received final orders in 4 matters and interim orders in 6 matters. Appeals have been filed against 6 interim orders in Germany, China and EU.

5. Fresh Applications filed for registration of marks Darjeeling, Assam, Assam Orthodox, Nilgiri Orthodox, India Tea Logo in India and outside India

In order to protect the ASSAM (Orthodox) word and logo and NILGIRI (Orthodox) word and logo marks against misuse in India, the Tea Board filed certification mark applications in class 30. These are pending.

6. Major Achievements

We have received the favourable orders in the following opposition matters:

Bangladesh

The Trade Marks Office, Bangladesh, issued order in favour of Tea Board abandoning the application for the mark DARJEELING TEA filed by a third party.

Chile

The Trade Marks Office, Chile, issued order in favour of Tea Board abandoning the application for the mark DARJEELING in Class 43 filed by a third party.

Philippines

The Trade Marks Office, Chile, issued order in favour of Tea Board abandoning the application for the mark ASSAM in Classes 29 & 30 filed by a third party.

France

A decision was received from the Paris First Instance Court holding that use of MONGOJI (Design) and TEA PICKER (design) which were look-alike of DARJEELING logo by entity called Tea Sources Europe infringed the Tea Board's rights. It ordered Tea Sources Europe to pay to the Tea Board the amount of Euros 15000.

In addition, the Tea Board, under the guidance of the Ministry of Commerce worked towards an understanding with the European Tea Committee for the better protection & promotion of Darjeeling PGI in Europe.



Domestic promotion in India

Tea Board participated in the following domestic events during the year under review:

Domestic Fair		
Sl. No.	Event Name of the Partner	Period
1	8th Food & Technology Expo by NNS Events & Exhibition at Pragati Maidan, New Delhi	27-29 July 2012
2	16th National Exhibition organised by Central Calcutta Sciences & Culture organization for youth	7-11 Sep 2012
3	7th Annapurna World Food by Federation of ICC & Indu, Mumbai	26-28 Sep 2012
4	Biofach, Bangalore	29 Nov-1 Dec 2012
5	Bengal Association/ Digangan	
6	9th. Jatiya Sanhati Utsav-O-Bharat Mela-2012 organized by East Bhaleya Smrity Sangha, Canning	8-15 Dec, 2012
7	7th Assam International Trade Fair, Guwahati	4-17 Dec 2013
8	National Assam Trade Festival- Swaraj: 2013 TEZPUR, National Assam Trade Festival- Swaraj: 2013	4-13 Jan, 2013
9	Northern India Industrial Trade Fair 2013, Dehradun	3-10 Feb, 2013
10	4th. Vision Rajasthan 2013 organized by " Friends Exhibition & Promotion Pvt. Ltd."	4-6 Feb, 2013
11	World Coffee & Tea Expo-2013, Mumbai	13-15th Feb, 2013
12	Arunachal Festival 2013	20-23 Feb, 2013

Tea Board participated in the following international events during the year under review:

Sl. No.	Event	Date	Deputations
1	Global Dubai Tea Forum	3 rd to 5 th April, 2012	R. Ambalavanan, Executive Director., Coonoor
2.	Tea Coffee, Cocoa,, - Kazakhstan	14-16 th May, 2012	M.G.V.K. Bhanu, Chairman + S. Banerjee, Dy. Director Tea Promotion
3.	World Tea Expo, Las Vegas & India Show	1-3 rd June, 2012 1-4 th June, 2012	Chairman + Nandini Datta, Dy. Director of Tea Promotion
4.	India Show - Tokyo, Japan	20-22 nd June, 2012	DDTP (S. Banerjee)
5.	Days of India Tea, Almaty, Kazakhstan	12-15 th August, 2012	M.G.V.K. Bhanu, Chairman + S. Banerjee, Dy. Director Tea Promotion
6.	Hong Kong International Tea Fair	16-18 th August, 2012	Rupali Datta (DTP, HQ) + K. Halder (Secretary)
7.	Fine Food Australia	10-13 th September, 2012	Participation through exporters
8.	3 rd North American Tea Conference	11-13 th September, 2012	M.G.V.K. Bhanu, Chairman + G. Boriah, Director Tea Development
9.	World Food Moscow	17-20 th September, 2012	S. Banerjee, Dy. Director Tea Promotion
10.	COTECA (Coffee, Tea, Cocoa) Hamburg	20-22 nd September, 2012	Chairman + Mangat Ram Sharma, DTP (London)
11.	Gulf Food, Dubai	24-27 th February, 2013	V.G. Jenner, DTP (Dubai) + Dipannita Pal Majumder, Publicity Officer.
12.	Bio Fach, Nuremburg	13 th -16 th February, 2013	J.S. Deepak, Addl. Secretary + Mangat Ram Sharma, DTP (London)
13	Days of India Tea in Almaty, Kazakhstan	March 22-23, 2013	Ms Neelam Meena, Dy. Chairman + S. Banerjee, Dy. Director Tea Promotion



Promotional activities in countries other than those covered by the Overseas Offices

The Board's Head Office with active co-operation from the respective Indian Missions abroad carried out various promotional activities and monitored the market conditions in the following major countries:

USA

USA has an estimated market size of around 125.65 million kg (black tea-> 84% and Green tea-> 16%) valued at USD 414.182 million during 2012 with a per capita consumption of 0.41 kg. The primary driving force propelling tea sales is nutritional and health benefit of tea consumption, where Organic, Green & Speciality teas evoke keen interest. Globally it ranks 3rd in import of tea for consumption. The tea consumption pattern in the USA is mostly in the form of iced tea (85%). However, the recent years have seen some changes towards the consumption of hot tea also.

U.S.A. holds out a very high promise for the export of Indian tea.

Canada

Canada is a hot tea market having import volume of 18.077 million kg (9% being re-exported) and per capita consumption of 0.48 kg. About 60% of the population in Canada consumes hot tea unlike USA. The volume of Indian tea export to Canada is around 1.6 million kg. However, the silver lining is that even though the volume of export was low, the unit value realization was high thereby indicating that specialty teas are becoming popular and the segment is poised for growth.

Australia

With around 12 million kg imported and less than 1% share in world imports, Australia presents a small market with a scope for lot of value-added teas, especially branded black teas and RTD teas. A small quantity of around 1.680 million kg is produced in the country. The country re-exports approximately 0.3 million kg of tea.

This market is now being viewed more positively as the new destination that has great potential for penetration and expansion. Tea Board's promotional efforts over the

last several years are now showing good results. Exports to Australia from India have registered an increase of 0.14 million kg from 3.52 million kg in 2011-12 to 3.66 million kg in 2012-13. The growth has been in volume and value realization (3.83% and 16.47% respectively). Indian tea export has been in the form of Instant Tea, Tea Bags & Packet teas.

Japan

Japan produces 86 million kg of green tea per annum which is mostly consumed within the country (97%) and the rest (3%) are exported.

Japan imports around 38 million kg of tea, of which black tea and Green tea account for 44% and 15% respectively. Japan is a market for quality Darjeeling teas. Apart from the high quality leaf grades, the market has gradually cultivated the use of Assam CTC teas, used either in tea bags or for the production of canned milk teas - a favourite consumption item for the younger generation.

The promotional work for 'India tea' in Japan is carried out mainly through the Embassy of India in Tokyo with the assistance of Japan Tea Association (JTA).

Promotional activities carried out by the foreign offices

Board's overseas Offices are located in London, Moscow and Dubai. They have a strategic role to play in facilitating penetration of markets and in promoting Indian tea in the important countries under their respective jurisdictions.

LONDON OFFICE

Countries under the Jurisdiction of London Office UK, Ireland, Norway, Sweden, Denmark & Finland. Since the closure of Hamburg Office in July 2002, the following countries have come under the jurisdiction of London Office:- Belgium, Luxemburg, Netherlands, France, Germany, Italy, Spain, Portugal, Greece, Austria, Switzerland, Malta, Cyprus, Poland and the breakaway Republics of former Yugoslavia such as Bosnia Herzegovina, Croatia, Slovenia, Serbia, Montenegro and Macedonia.



Tea Market size in the countries under jurisdiction of London office.

Sr. No.	Country	Market size (m. kg)	PCC (kg p.a.)	Growth rate (%)
1	U.K.	145	1.97	-1.81
2	Germany	56	0.33	3.10
3	Poland	29	0.80	1.39
4	Netherlands	23	0.46	-4.11
5	France	18	0.24	1.54
6	Ireland	8	1.90	-2.56
7	Italy	7	0.10	-2.78
8	Switzerland	5	0.22	2.83
9	Austria	3	0.29	6.44
10	Czech Republic	3	0.28	2.16
11	Denmark	2	0.24	2.80
12	Finland	2	0.25	6.57
13	Norway	1	0.22	2.73
	Total	302	-	-0.51

(Source : ITC Annual Bulletin of Statistics)

Fairs & Exhibitions

Participation at COTECA 2012 at Hamburg, Germany during 20th-22nd September 2012

COTECA is Europe's only trade show for tea, coffee and cocoa, covering the complete process chain from raw material to finished product. Tea Board's London Office participated in the fair. The pavilion was set-up on 54 sq. meter space and tea sampling was organized. Five exporters attended the fair under the Tea Board aegis viz., a) Mokalbari Tea Estate b) Miracle Tea & Spices Co c) Premier's Tea d) Saket Impex and e) Pramila International. The three-day exhibition was the most exclusive opportunity to meet potential clients from around the world.

Biofach 2013 at Nuremberg, Germany from 13th - 16th February 2013

Tea Board's London Office participated in Biofach Nuremberg. A delegation led by Additional Secretary (Plantations), Chairman Tea Board along with Chairman, Spices Board participated in the fair. The Board's booth was organised under the aegis of APEDA and as a part of Indian Pavilion. Tea Board's stall attracted a huge number of Exhibitors and visitors. The pavilion was set-up on 54sq. meter space and tea sampling was organized for the trade visitors. The tea exporters who participated in

the fair were a) Miracle Tea & Spices Co. b) Tea Promoters Exports Pvt Ltd c) Signature Estates d) Indian Bioorganic Tea Association (IBOTA). Over 2000 Exhibitors/ visitors visited the Tea Board of India stall.

Major Activities & Initiatives

1. Special promotion campaign of Indian tea during London Olympics 2012 (July/August 2012):

Tea Board organized a special promotion campaign of Indian tea during London Olympics 2012. This was a comprehensive strategy involving focused promotion campaign spanning over two weeks at multiple locations targeting people from all walks of life. U.K is a very important market for Indian tea. All types of tea find patronage including Darjeeling, Assam, Nilgiri and Kangra. U.K. is an important export destination for Indian tea with over 20 m.kgs exported to that country.

The following activities were undertaken during London Olympics to maximize impact:

Branding Campaign at the VIP Suites of the London Heathrow Airport: This included serving and presenting the best of Indian teas for the entire duration of Olympics to the Heads of State, Ministers, officials and participants passing through the airport. Over 65 Heads of States arrived



in the city through the airport, besides several royalties, Ministers of various governments, senior cabinet officials etc. The Indian Tea got a very high visibility through this promotion at Heathrow.

An exclusive and high profile India Evening was organized by launching dinner at Flavours of India by Hon'ble Union Minister for Commerce, Industry & Textiles, Shri Anand Sharma on 25th July, 2012 at Hotel Crowne Plaza, St.James. A total of 130 eminent guests attended the evening's programme. The branding event included the presence of several important policy makers, corporate heads and other socialites including Ms. Christian Lagarde (Chief of IMF), Mr. Eric Pickles (Secretary of State for Communities and Local Government, Government of UK), Mr.Gregory Barker (Minister of State for Energy and Climate Change, Government of UK) among other Barons and Members of Parliament. Union Sports Minister, Shri Ajay Maken also graced the occasion. From the Indian business field, Mr.Sunil Mittal (Airtel), Mr.Anwar Hassan (Tata Group) and Mr.Ramadorai (TCS) were prominent.

Targeting frequented tourist spots: In order to catch the attention of tourists the **Royal Festival Hall in Southbank Centre of the River Thames was chosen** for exhibition featuring trade houses and for displaying their products. Alongside an Indian Food section was organized to serve as a direct opportunity for increasing branding of Indian commodities among actual consumers. Tea Board along with Coffee Board, Spices Board and APEDA participated in the event. Cultural programs featuring dance, folk songs and other forms of arts were organized on 1st and 2nd August, 2012. The Exhibition was inaugurated by the High Commissioner of India in the presence of Additional Secretary (Plantations), Department of Commerce. In the indoor space of the Royal Festival Hall, a tea garden depicting the heritage of Indian tea was erected and this educated the visitors on the background of tea in India, the locations it is grown in, the production process and also displayed a unique giant tea pot with the Indian Flag painted on it. Coffee and Spices were also among the displayed items.

Another important event was an **outdoor Exhibition featuring 27 stalls** of exporters and tea associations from India. Coffee Board, Spices Board and APEDA extended

their patronage towards the event. Indian companies put up their stalls directly extending their products and market to UK citizens and foreign tourists. Major tea participants were the Indian Tea Association, Darjeeling Tea Association, McLeod Russel India Ltd., Goodricks Group, Bagaria Group, Apeejay Tea Group and Ambootia Tea Group. A slogan competition was also organized around Indian tea and gift hampers of exclusive Indian tea was given away as gift to the winners.

A Buyer Seller Meet was organized at Hotel Crowne Plaza-St.James on 2nd August, 2012. A select group featuring leading tea exporters from Indian and main importers and other prospective buyers were invited to this event. 55 key persons of the Indo-UK tea trade were present on the occasion. Chairman, Tea Board made a presentation on the Indian Tea Industry. Chairmen of Coffee and Spices Boards were also present.

2. Participation in the 17th International Food Service Trade Fair EuroGastro, Warsaw from 20-22nd March, 2013: EuroGastro is the most important trade fair in Poland featuring a complete offering for the gastronomic industry. The fair attracted more than 20,000 customers/business visitors. The fair provided an excellent platform to promote Indian teas amongst the Polish gastronomic and hotel market. Two tea exporters viz., Miracle Tea & Spices Co. and North Tukvar Tea Co Ltd participated in the fair. Tea Board of India had booked a space of about 30 sq. m. Part of the space was by the Board for displaying our best variety of teas and tea sampling. Ms. Monika Kapil Mohta, Indian Ambassador, Warsaw visited the stall along with Mr. J J Singh, President of Indo Polish Chamber of Commerce.

3. International Women's day celebrations at India House: Tea Board of India supported the International Women's day celebrations hosted by High Commission of India to UK for the members of the Children and Families Across Borders (CFAB) and Indian High Commission Ladies Association. It organized Tea sampling for selected guests. Three basic varieties of tea Darjeeling, Assam and Nilgiri were served at the meeting. The banners and brochures were displayed at the venue as a part of tea promotional activity.



4. India Food Festival at Athens, Greece from 12th to 27th January, 2013

Board's London office organized Indian tea promotion at Hotel Astir Palace. ICCR had deputed special troupes for the cultural programmes which gave the visitors a glimpse of Indian culture. A special Tea Gallery was created for displaying varieties of Indian tea and promotional materials. A special tea tasting session was organized on 14th January 2013.

Consumer Awareness & India Tea Promotion

London office also organized and participated in the events which focused on consumer awareness, logo promotion and protection of brands & origins of Indian teas. The events also sought to showcase the products of Indian exporters in the value added segment.

World Economic Forum, Davos: As in 2010, India Brand Equity Foundation recreated the India theme again by organizing the "India Adda" lounge at the World Economic Forum, 2013 at Davos during 22-27 January, 2013. Tea Board participated in this event. M/s. Premier's Tea, participated in this event. At Café Schneider, the venue of the Indian adda, various assortments of Indian teas as well as flavor teas for tea sampling and tasting of exotic Indian teas were made available for the entire duration of the event. Honourable CITM, Shri Anand Sharma who visited Davos from 23-25 January, 2013 held series of meetings and discussions at the Indian adda. In the presence of Honourable CITM, Shri Anand Sharma and Minister of Aviation, Shri Praful Patel, Premier's Tea signed a MoU with Café Schneider, for serving India teas at Davos and their other 3-4 chain restaurants in Switzerland.

Market Conditions & Export Performance

United Kingdom

UK imported around 145 m. kg tea in 2012 valued at USD 438 million. With 7.6% share in world imports during 2012, UK is the second largest tea market in the world after Russia. India exported around 20 m. kg of tea to UK during 2012 (9% of total exports during 2012).

Kenya alone accounted for 42% of imports into U.K, while India, Indonesia, China, Malawi and Tanzania together account for another 36%. In value terms, these

6 countries account for 80% of imports. Around two-third of the population over age 10 drinks tea daily. Per capita consumption at 3 cups per head is the highest in UK compared to other beverages.

Germany

With a total import of 56 m. kg during 2012, Germany is the second largest tea market in the EU region after U.K. It is a quality-conscious premium market. Darjeeling tea enjoys high brand equity as well as high price realization in this market.

Import share wise China (19%), Sri Lanka (14%), India (14%), Indonesia (9%), Argentina (7%) and Vietnam (7%) account for around 70% collectively amongst the producer countries; whereas Netherlands (7%) and U.K. (7%) together account for 14% for the re-exporting countries.

Germany consumes about 47% of imports and re-exports the remaining 53% after value addition to countries like USA, France, Poland, U.K. etc.

Black tea accounts for 72% of Germany's imports. Most of the tea is orthodox / leaf variety.

Unlike the rest of Germany, tea continues to be the National drink in East Friesland (located in North Germany) for over 300 years. Per capita consumption of tea in East Friesland is about 3 kg. This is substantially higher than the German average of 0.28 kg. This region has the highest per capita consumption of Assam Tea.

Poland

With a market size of around 29.5 m. kg and per capita consumption of 0.80 kg, Poland is the third important market in Euro Zone. Imports are mainly from Kenya (14%), India (12%), Indonesia (11%), Vietnam (12%), China (8%), Sri Lanka (8%) and Argentina (4%) amongst the producing countries, whereas Netherlands and Germany contribute 9% and 9% respectively.

The tea market is undergoing rapid changes with clear preference for CTC variety and as the purchasing power rises following the collapse of Communism, value-added segment is growing fast with a distinct preference for tea bags.



France

France imported around 18 m. kg of tea (black tea – 51% and Green tea – 49%) and re-exported 17% of that in 2012. The main supplier countries are China (36%), Sri Lanka (7%), Germany (10%) and Benelux countries (3%). There is scope to develop direct exports especially in the value added format. Even though export from India was less than 1 m. kg (3% of total import volume), Indian tea enjoys high unit price realization.

The French are inclined towards consumption of healthy food and drinks. Tea bags and convenience products are the most favoured forms preferred by the consumers.

MOSCOW OFFICE

Jurisdiction : CIS countries - Russia, Kazakhstan, Ukraine, Uzbekistan, Azerbaijan, Turkmenistan, Belarus, Kyrgyzstan, Tajikistan, Georgia, Armenia, Moldova and the Baltic states of Latvia, Estonia & Lithuania.

THE TEA MARKET SIZE IN THE MAJOR COUNTRIES OF CIS REGION

Country	Market size Million kg	PCC Kg/pa	Growth (in 2012 over 2006)
Russia	180	1.27	@1% CAGR
Kazakhstan	34	1.50	@3.92% CAGR
Ukraine	22	0.99	@5.78% CAGR
Uzbekistan	26	0.80	@11.75% CAGR

The total market size in the CIS region is estimated to be 285 million kg and the above countries collectively account for 92% of the import market for tea in that region.

Fairs & Exhibitions

1. Tea Coffee, Cocoa, Astana, May 14-16, 2012

India pavilion at the 2nd Tea, Coffee & Cocoa Exhibition at Astana, Kazakhstan was put up during May 14-16, 2012. Six leading exporters namely M/s. Premier Tea, M/s. J.V. Gokal Pvt Ltd, M/s. Shakuntla Exports, M/s. Shrivya Marketing Pvt Ltd, M/s. Inderchand Sitaram, and M/s. Vikrma Impex participated from the Indian pavilion, comprising of total area of 72sqm.

Local government dignitaries and embassy officials

from India and Russia were present in the inauguration. The Indian Pavilion received overwhelming response from local industry and consumers. The event was covered by local print and electronic media.

2. World Food Moscow, September 17-20, 2012

The India Tea Pavilion was organized in the Beverage section of the exhibition at Pavilion-2 with 45.5 sq.m. Five exporters viz. M/s M K Shah Exports, M/s Shah Brothers, M/s Shakuntla Exports; M/s Jayashree Tea & Industries Ltd and M/s Vikrma Impex Ltd participated. Prominent visitors to the Pavilion were Shri M. Prasad, Additional Secretary (Plantations), Ministry of Commerce, GOI, Sri Sandeep Arya, Deputy Chief of Mission, EOI, Moscow, Sri Dilbag Singh, First Secretary, Economic and Commercial Wing EOI, Moscow, Ms Rita Menon, MD, ITPO.

3. Advertisement in Special edition of "Coffee & Tea in Russia September/2012" :

A special advertisement was released in the magazine "Coffee & Tea in Russia", a leading trade journal of Russia catering to the beverage industry in Russia.

4. Days of India Tea, Almaty, August 12-15, 2012

As a part of special promotion of Indian Tea in Kazakhstan, Tea Board of India with active support from Embassy of India in Kazakhstan, organized "India Tea Week" at Astana (13 - 15 August) and Almaty (12-14 August). The campaign consisted of tea tasting session organized at Khan Shatyr Entertainment complex at Astana for three days (12-14 August) for the public, along with cultural programmes showcasing traditional Indian dance and Bollywood theme music. A similar tea tasting session was organized in Almaty at the MEGA Alma-ata shopping complex (12 - 14 August) supported by M/s Premier's Tea Ltd and M/s J V Gokal & Co. On 15th August, a business conference on Indian Tea was organized at Hotel Intercontinental Almaty, attended by leading personalities from various industrial sectors like tea, logistics, banking & finance, hospitality etc of Kazakhstan followed by an "Evening Networking Meet".

5. An advertisement on Indian Tea has been released in a popular lifestyle magazine in Kazakhstan namely: «Let's GO! - **ИИОАЕЕ!**» The major part of this publication is distributed on flights and representative offices of foreign air companies operating in the Republic



of Kazakhstan. This publication is also distributed at the Almaty, Karagandy, Astana, Bishkek, Ashgabad airport, hotels of Almaty and Astana.

6. Day of India Tea " organized during Navroz (March 22-23, 2013) at Almaty

The festival of Navroz being the most important festival in Kazakh calendar, a special promotion activity was organized during that time. The main activities revolved around Press Conference, Exhibition of Indian Tea, Indian Film Festival, Indian Cultural Programme, Business Networking Meet.

Market Conditions & Export Performance

Russia

Russia's market size is estimated to be 180 million kg with a per capita consumption of 1.27 kg p.a. The country is traditionally and pre-dominantly an orthodox market with tea being consumed in packets (90%) and in orthodox blends (around ¼-th is orthodox and the rest is granulated CTC).

India exported 45.91 million kg of tea to Russia valued at Rs.759.56 crores during 2012-2013 as compared to 42.61 million kg valued at Rs.554.83 crores during 2011-2012 (a growth of 7% and 27% in areas of volume and value respectively).

Kazakhstan

Next to Russia, Kazakhstan is an important market, with a strong tradition of tea consumption and high per capita consumption (around 1.5 kg p.a.). While black tea accounts for about 94% of consumption, there is increasing interest in green tea and specialty teas.

Kazakhstan is the prominent CTC market in the CIS Region with an annual import of 34 million kg of high quality tea (CTC tea->82%, Orthodox tea->12% and Green tea -> 4%). Even though the Indian brands are very popular, Kenyan Tea is giving a run for its money owing to its distinct flavour, competitive pricing and good quality having a very little climate-induced variations.

Export of Indian tea to Kazakhstan was 11.73 million kg valued at Rs. 229.09 crores during 2012-2013 as compared to 12.00 million kg valued at Rs. 196.10 crores during 2011-2012 (although a decline of 2% on volume, but an increase of 14% on value).

Ukraine

Ukraine has traditional penchant for black tea drinking on every occasion. There is a distinct preference for the CTC type. Its effective market demand is estimated to be 22 million kg per annum with a per capita consumption of 0.99 kg p.a.

Export of Indian tea to Ukraine was 2.42 million kg valued at Rs. 36.04 crores during 2012-2013 as compared to 1.82 million kg valued at Rs. 21.87 crores during 2011-2012 (a Y-o-Y growth of 25% on volume and 39% on value).

DUBAI OFFICE

Jurisdiction

West Asia and North Africa comprising Kuwait, Iran, Iraq, Bahrain, UAE, Saudi Arabia, Oman, Qatar, Yemen, Jordan, Syria, ARE (Egypt), Libya, Sudan, Tunisia, Algeria, Morocco, Turkey, South Africa, Afghanistan and Pakistan

Fairs & Exhibitions

Global Dubai Tea Forum, April 3-5, 2012

Tea Board participated at the 4th Global Dubai Tea Forum 2012 organized by the Dubai Tea trading Centre (DTTC) and Dubai Multi Commodity Centre (DMCC) at Hotel Palm Atlantis, Dubai. Shri R Ambalavanan, ED Tea Board (Coonoor) organized the Tea Board's Pavilion and Golden Leaf India Award participated by officials from UPASI, Brokers and tea planters. Tea tasting session presented /showcased all the award winning teas from South India.

Gulf Food Dubai, February 24-27, 2013

Tea Board's Dubai office organized participation in Gulf Food 2013 held at the Dubai International Convention and Exhibition Centre, from 25 February – 28 February 2013. Besides displaying the prominent varieties of tea, liquid sampling of Assam, Darjeeling and Nilgiri teas was done. The literature and brochures of Indian tea were also distributed. The companies which participated through the Tea Board stand were 1) Premier's Tea Ltd., 2) Limtex Ltd., 3) Aditya Trading., 4) True Value Marketing and 5) Mokalbari Kanoi.

Delegations

With a view to augment the Indo-Iran tea trade, a business delegation led by the Deputy Chairman, Tea



Board, visited Tehran, Iran during July 16-18, 2012. The other members of the delegation were the Director of Tea Promotion, Dubai, and stakeholders of Indian tea industry. The Indian delegation held various meetings with the Iranian tea industry and senior officials of the Iranian government to increase the trade between Indian and Iran. The Chairman, Iran Tea Association stressed the need to promote the Indian Orthodox tea very aggressively in Iran. He further added that Iranian regulations on import has changed over a period of years and the Indian companies should take note of all the quality issues including the GMP (Good Manufacturing Practices) certification. The delegation also stressed the need to keep the tea high up in the priority categorization and simplify the procedures for GMP certification and its renewal. The delegation also met the Iranian Commercial Banks viz., Parsian Bank, Saman Bank, Pasargad Bank and EN Bank, in the presence of UCO Bank's India representative, and discussed about the procedures to be followed in opening the LC and modalities to make the transaction in a smooth manner.

A buyer-seller-meet was also organized at the Laleh International Hotel, where the Deputy Chairman, Tea Board made presentation, to the stakeholders of Iranian Tea Industry, and briefed about the steps taken to maintain the quality of tea and ensure fair trade practices, facilitating the development of tea, new research activities for improvement on tea quality, general scenario of Indian tea and its diversities. The delegation visited the pioneer tea companies of Iran namely M/s Golchin and M/s Golistan, in order to gather the first hand knowledge about the Iranian tea industry and its consumption trends.

The Chairman Tea Board of India led a high power tea delegation comprising 19 members to Tehran and Isfahan, Iran from 3rd to 7th March, 2013. The Indian delegation held meetings with the Indian Ambassador to Iran Mr.D.P.Srivastava, Mr.Hamid Reza Movassaghi, Chairman, Iran Tea Association and H.E.Dr. Ale Eshagh, President, Tehran Chamber of Commerce, H.E. Koushestani, Director General, Evaluation and Determination office in Iran Customs Administration, H.E.M.H.Baghenayat, Director General of International Cooperation and Public relations Department of Iran Customs Administration, Mr.Bahram Hajikarimlou, MD, Golchin Talaye-e-Tehran Co, Mr.Hussein Eivazi Dariyani, MD,

Moasseseh Chai-e Albalu, Mr.Gerami, CEO, Golestan Co, President, Isfahan Chambers of Commerce and urged upon the Iranian Government to keep tea high up in the priority categorization and simplify the procedures for GMP certification and it's renewal. The delegates also visited M/S Miad tea Factory in Isfahan in order to gather the firsthand knowledge about the Iranian tea industry. An MOU was signed between Indian Tea Association and Iranian tea Association on 5-3-13 with an object of Iran importing upto 30 m.kgs of Indian tea in 2 years. The outcome of the visit is that the Iranian industry members could find new opportunities of import of Indian tea and the Government of Iran has agreed to smoothen the rupee- rial arrangement and the customs evaluation mechanism.

Market overview

Indian teas accounted for 28% of total exports to West Asia and North Africa (WANA) countries. These countries especially UAE, Iran, Iraq, Egypt and Saudi Arabia have high per capita consumption and continue to import tea as a commodity in bulk form and exhibit good potential for future growth.

UAE (Dubai), Iran, Iraq, Saudi Arabia, Egypt, Syria and Libya are the prominent markets in the WANA Region (with a combined import market of 308 m. kg. or 84% of total market size in the region). Out of these countries, Iraq and Egypt have the highest per capita consumption (PCC) of 1.21 and 1.14 kg per annum respectively, whereas Iran has a high PCC of 0.97 kg per annum.

Middle East market is very competitive in terms of price and quality. Here tea is drunk largely without milk and the appearance and colour of tea is the first yardstick of choice. Being a major tea consuming area, African teas are finding their way into the market due to their price competitiveness and quality. It has however, been noticed that in some countries like Iran, Syria, Saudi Arabia, which have preferences for orthodox teas, there is a growing demand for CTC teas in recent times.

Type of teas imported by WANA countries: -

- (a) Middle East: Largely orthodox but now CTC is also gaining acceptance in countries like Saudi Arabia and Iran. In UAE, domestically CTC is popular due to the large expatriate population from India and Pakistan.
- (b) Egypt: CTC Dust and Broken



(c) Libya & Syria: Orthodox and Green Tea

United Arab Emirates (UAE)

UAE continues to play a key role in the international tea trade due to its unique geographic location and provision of excellent logistic and storage services, particularly through the Dubai Tea Trading Centre (DTTC) in Jebel Ali Free Zone under Dubai Multi-commodities Centre (DMCC). DTTC, being one of the most important international tea re-export hubs, offers world-class facilities for storage, blending, tasting and packaging for the Tea traders, who consider Dubai as the gateway to WANA market. Its market size is around 64 m. kg, out of which around 28% are re-exported.

The UAE provides value-addition to the industry through several blending centres, the most important of which is the DTTC. DTTC imports tea from 35 Asian and African countries and stores tea for the 13 tea-producing countries of Kenya, India, Sri Lanka, Indonesia, Malawi, Rwanda, Tanzania, Zimbabwe, Ethiopia, Vietnam, Nepal, China, and Iran. The UAE's tea re-exports account for approximately 72% of the global tea re-exports. Around 87 percent of the geographic distribution of UAE re-exports was directed at three countries: Iraq (45%), Iran (25%) and Russia (17%).

While the UAE domestic market for tea is not very large due to the small population, the market as a hub for tea re-exports is very large. This market is largely a CTC market preferring mainly the Assam CTCs among Indian teas. However, while in packet tea, pure Assam CTCs are available, the tea bag market comprises largely blends of Indian and Kenyan teas or pure Sri Lankan tea.

Arab Republic of Egypt

The Arab Republic of Egypt with a population of 78 million has a market size of 97 m. kg and per capita consumption of 1.14 kg p.a. The Government imports around 20-25 m. kg for public distribution and the private players import the balance quantity. The General Authority for Supply Commodity (GASC) is the body responsible for deciding the quantity of tea required by the Govt. and the same is procured through two public sector organizations viz. M/s El Nasr Export & Import Co. and M/s Misr Export & Import Co. These companies import about 2 m. kg each month.

The market demand is primarily for CTC Dust and

Fannings. Tea is the most preferred beverage with 95% being consumed as CTC. Generally teas are imported in bulk form and then blended & packed for domestic consumption. Small proportion of packet teas is also imported. "Tea Bags" is a small and slowly growing segment. Kenya still holds the overwhelming majority with 84% of import share.

Iran

Iran is a tea producing country with annual tea production of about 15 million kg. Annual tea consumption is nearly 81 million kgs (primarily Orthodox tea) with a per capita consumption of 0.97 kg p.a. approximately. Iran re-exports around 4% its production to CIS countries, UAE, Afghanistan etc. As Iranian tea is of poor quality, it is blended with imported tea to make it suitable for consumption in the domestic market.

Consumption wise, the mix is 90% Orthodox and 10% CTC. Tea bag market is also growing with absorption of high-quality CTC tea.

Saudi Arabia

The tea culture remains very strong in Saudi Arabia, which is an integral part of its family and social life. Although coffee shows faster volume growth, tea remains the preferred one in the hot beverage section. The import of black tea (estimated size of 15 million kg with a moderate per capita consumption of 0.54 kg) remained healthy with four countries collectively accounting for 69% share viz. India (15%), Sri Lanka (29%), Kenya (13%) and Vietnam (12%).

The consumers mainly prefer orthodox tea, although there is a steady market for CTC dust.

Pakistan and **Afghanistan** are the other two important markets for export of Indian tea (primarily CTC tea) with market sizes and per capita consumption of 131 m. kg & 0.74 kg p.a. and 44 m. kg & 1.97 kg p.a. respectively.

During the year under report, Pakistan accounted for 10% of the total export volume of 216 m. kg from India.

Other events

International Tea Producers' Forum meeting held in Colombo on 21st -22nd January, 2013

A 15 member Indian tea delegation headed by Dr



(Mrs) D Purandeswari, Minister of State for Commerce & Industry, Government of India participated in a Ministerial level meeting held on 21st January, 2013 at Colombo, Sri Lanka for establishing the International Tea Producer's Forum. Other countries which participated in the meeting included Indonesia, Kenya, Malawi, Rwanda, Sri Lanka, Iran & China. The draft Constitution of the International Tea Producers' Forum was discussed and the members resolved to adopt it subject to ratification of their respective Governments. Dr Purandeswari stated that lives of millions of tea workers are at stake and through joint efforts of all

tea producing nations, the tea industry would become sustainable in all aspects and living standards of the tea workers can be further improved. She also stressed on the aspect of tea research and that it should dwell more on the health benefits of black tea. The meeting was attended by Additional Secretary (Plantations), MOC & I, Chairman, Tea Board of India, Director (Plantations) MOC & I and representatives from Indian tea industry from both North and South India. It was also decided that the International Tea Producers' Forum will be headquartered at Colombo Sri Lanka as a transitional arrangement.

Annexure – A

MAJOR COUNTRY-WISE EXPORTS

Name of the Country	2012-13					2011-12					% Change in 2012-13 over 2011-12		
	Qty (MT)	Value (US\$)	Value (INR)	WT (MT)	WT (MT)	Qty (MT)	Value (US\$)	Value (INR)	WT (MT)	WT (MT)	Qty (%)	Value (%)	WT (%)
United Kingdom	49.84	778.74	129.13	549.49	3.84	42.87	334.85	113.87	139.27	3.73	3.7	34.9	38.4
Russia	11.74	249.89	40.89	579.88	8.79	17.88	796.18	489.89	549.81	8.81	10.0	56.8	8.8
Japan	2.52	38.89	6.31	189.55	2.74	1.84	21.87	8.37	119.89	1.33	11.0	11.0	11.0
China	1.13	17.14	2.81	179.34	3.39	3.86	39.59	4.31	199.81	4.39	40.1	44.4	44.4
United States of America	84.29	1389.89	224.15	999.99	8.14	188.89	818.74	849.74	1389.89	18.99	1.7	18.7	19.2
Germany	19.21	247.84	40.84	581.11	3.33	21.83	339.89	489.89	139.89	3.37	16.4	18.8	4.9
France	8.68	74.87	11.88	389.84	4.99	4.83	84.88	17.74	219.88	4.88	10.5	14.9	15.1
Italy	7.97	211.74	34.84	389.55	8.89	7.38	139.55	18.31	239.84	8.31	11.8	11.1	11.1
India	2.17	78.89	12.89	391.79	8.84	1.79	74.89	11.79	399.81	8.84	14.8	19.1	17.9
U.S.A.	8.89	74.89	11.89	389.89	4.79	8.89	74.89	11.89	139.89	8.89	10.1	1.8	11.8
U.S.A.	11.74	249.89	40.89	579.88	4.89	13.74	249.89	489.89	389.89	1.49	16.1	16.1	16.1
Canada	1.84	37.81	6.81	181.84	4.81	1.84	34.84	4.84	389.81	4.84	10.1	11.1	11.1
U.S.A.	27.74	389.89	63.81	881.89	4.17	18.81	241.89	47.81	189.81	3.77	19.1	21.1	17.7
Iran	14.74	189.77	31.89	389.19	3.81	11.89	189.89	48.19	139.84	4.19	44.1	74.4	18.1
Iran	18.89	1.89	8.89	181.11	4.81	-	-	-	-	-	-	-	-
U.S.A.	2.87	83.81	11.89	249.18	4.89	3.87	81.89	89.89	147.41	3.89	10.1	11.8	11.8
U.S.A.	18.84	187.81	31.81	111.11	8.84	4.87	189.81	17.81	189.81	1.81	11.1	11.1	11.1
Turkey	9.38	8.81	1.31	179.87	3.31	8.38	4.38	9.37	139.89	1.89	189.1	189.1	189.1
U.S.A.	19.74	8.81	1.31	179.87	3.31	8.38	4.38	9.37	139.89	1.89	11.1	11.1	11.1
U.S.A.	18.89	189.89	1.89	189.89	1.89	18.89	189.89	1.89	189.89	1.89	1.7	19.1	17.8
Sri Lanka	1.34	27.31	4.31	141.11	3.31	3.89	81.14	11.31	139.89	3.89	10.1	14.1	14.7
U.S.A.	8.84	189.11	1.81	111.11	8.84	8.84	84.89	4.11	179.87	1.77	10.1	11.1	11.1
Japan	1.89	189.89	21.81	389.89	3.87	2.81	389.89	24.89	189.89	3.89	19.1	19.1	19.1
U.S.A.	19.84	181.84	37.84	189.17	1.81	18.17	179.17	17.17	47.89	1.47	10.1	14.1	14.1
U.S.A.	8.84	139.77	21.77	181.89	8.84	8.84	181.89	21.89	189.89	8.89	1.8	19.7	19.1
U.S.A.	39.81	389.79	63.11	881.77	3.89	39.44	389.19	48.19	137.84	3.47	10.4	13.1	4.9
Total	814.79	1889.79	319.79	889.14	8.89	18.79	1889.79	189.14	1389.89	8.89	16.1	17.1	16.1



LICENSING

7.1 Introduction

The Licensing Branch is a vital wing of the Board for implementation of various statutory and regulatory orders issued by the Government of India from time to time. In addition, Licensing Branch provides necessary clarification and guidance to the Tea Industry and trade in relation to fiscal policies and different legislation concerning tea. The tea related issues under different Bi-lateral and Regional/ Multilateral Agreement and its implementation on Indian Tea Industry are being examined by the Board time to time in order to formulate policy decision by the Government of India. The different statutory activities performed by the branch during the year 2012-2013 are enumerated below:-

7.2 Exporter's Licence:-

In accordance with the provisions of the Tea (Distribution & Export) Control Order, 2005 any person desiring to carry on trading in tea as an exporter needs an Exporter's Licence. The period of validity of Exporter's Licence has been made effective for 3 (three) years from the date of its issue and every business licence once renewed shall also remain valid for a further period of three years from the date of its renewal unless the business licence is suspended or cancelled during the validity period. Every licensee being an exporter, desiring to convert his business licence into a Permanent Business Licence, shall make an application, in duplicate, to the Licensing Authority in Form B before 3 (three) months of the expiry of the validity of the business licence. The Licensing Authority shall on receipt of such application convert the Licence into Permanent Licence if:

- The business licensee is an exporter,
- Such licensee has not violated any of the provisions of the Tea Act, 1953 or Tea Rules, 1954 or Tea Board Bye-laws 1955 or any other rules made under the Act and
- The volume of export of tea by the exporter holding the valid business licence during the last three years was not less than 1,00,000 kgs annually.

Such permanent license is granted in Form G. A fee of Rs.2500/- (Rupees two thousand five hundred only) is to be paid by the applicant for conversion of Temporary Exporter's Licence to Permanent licence.

Table-1. The Status of Temporary Exporters' Licenses during 2011-12 & 2012-13:

Sl No.	Exporters' Licenses	2011-12		2012-13	
		Issuance of License (Number)	Amount collected (Rs)	Issuance of License (Number)	Amount collected (Rs)
1.	Valid Fresh License (Temporary)	101	101000/-	91	91000/-
2.	Renewal of License (Temporary)	60	60000/-	70	70000/-



During the period from 01.04.2012 to 31.03.2013, 1(one) number of Exporter licence was converted to Permanent licence compared to 1 (one) Permanent licence issued during 2011-2012.

Tea Board has Cancelled 157 Exporter Licenses defaulting permanent exporter's licence (in respect of non-performance and/or non-submission of returns).

7.3 Distributor Licence:-

Under the Tea (Distribution & Export) Control Order, 2005 Govt. of India has introduced Tea Distributors' Licence with effect from 01.04.2005. It is issued to all the tea exporters who hold valid exporter's licence for importing tea for re-export or internal sale. Fees for distributor's Licence is Rs.2500/-(Rupees two thousand five hundred only). Number of Distributor Licence issued during the year 2012-2013 is 7 and the fees collected against the licenses amounting to Rs.17500/-(Rupees seventeen thousand five hundred only) compare to issue of 8 Distributors' licence during the year 2011-2012 amounting to Rs.20000/-(Rupees twenty thousand only).

7.4 Tea Waste Licence:-

The granting of Tea Waste Licence and renewal thereof are considered in accordance with the provisions of the Tea Waste (Control) Order, 1959. The main objectives of the Tea Waste (Control) Order, 1959 are to check any misuse of tea waste as also to regulate disposal of tea waste for certain gainful purposes. Accordingly, licenses are granted only to bonafide persons including buyers and sellers of the tea waste after proper investigation and

scrutiny of the application. Under this Order, no person shall purchase, hold in stock, sell or offer for sale any tea waste except under and in accordance with the terms and conditions of a licence granted by Tea Board in this regard. Tea Waste is generally used by the caffeine and instant tea manufacturers.

For caffeine manufacturers, tea waste is used in denatured form, while for instant tea manufacturers tea waste is used in un-denatured form. Un-denatured tea waste is also being used by the manufacturers of Bio-nutrient and Bio-fertilizer. Tea Waste Licence remains valid up to 31st December of the year of issue, unless suspended or cancelled earlier and is renewable every year. During the year 2012-2013 total amount of Rs.8000/- was collected against issuance of 80 fresh tea waste licences and 997 licenses renewed for which amount collected was Rs.49850/- as against 93 fresh tea waste licence (amount collected Rs.9300/-) and 742 renewed (amount collected Rs.37100/-) during the year 2011-2012.

In accordance with the amendment made on 31.08.2001, Tea Board Zonal office located in Coonoor and Guwahati (presently shifted in Jorhat) are also issuing Tea Waste Licenses and renewing Tea Waste Licence on the basis of receipt of applications by the respective office after observing norms. As per the amendment effected from 05.03.2002, there should be a minimum volume of tea waste and made tea at the ratio of 2:100 kgs when processed out of the tea leaves, buds and tender stems of plant *Camellia sinensis* (L) O Kuntze in a factory.

Table-2. Position of issuance/renewal of Tea Waste License during the year 2012-2013 is indicated below:

Region	Fresh License issued @ Rs. 100/-		License renewed @ Rs. 50/-		Total
	Number	Amount (Rs.)	Number	Amount (Rs.)	Amount (Rs.)
North India	62	6200/-	735	36750/-	42950/-
South India	18	1800/-	262	13100/-	14900/-
All India	80	8000/-	997	49850/-	57850/-

7.5 Registration– Cum- Membership Certificate (RCMC):-

Every registered exporter of bulk tea, packet tea, tea bags and instant tea is required to be registered with Tea Board for obtaining Registration-cum Membership

Certificate under the Export Import Policy of the Government of India with a view to availing import/export entitlement benefits. The issue of such Registration cum Membership Certificate to the registered exporters is done



free of charge. The number of such registered exporters who have obtained Registration-cum-Membership-Certificate from the Tea Board during the period from 01.04.2012 to 31.03.2013 was 25. The total number of renewal of RCMC made during the aforesaid period was 61.

7.6 Tea (Marketing) Control Order:-

In accordance with the provisions of the Tea (Marketing) Control Order, 1984, no person shall carry on the activities of manufacturing tea except under valid registration granted by Tea Board in respect of tea manufacturing unit owned or controlled by him.

Under the provision of the Tea (Marketing) Control Order, 1984, stakeholders like manufacturers, auction organizers and brokers were required to obtain registration/licence from the Tea Board before manufacturing tea and/or participating / conducting auctions. But the major stakeholder namely buyers who were one of the important players in the primary marketing channel were not within the purview of registration under the said Order. Therefore, there was no statutory provision for obtaining any information on purchase of tea from the buyers who are buying tea from auctions or directly from the gardens. In order to establish transparency in the total transaction (tea auction and direct purchase) at the primary level, it has been felt necessary to get the buyers registered with the Tea Board.

There was no provision in the TMCO 1984 in relation to quality adherence for tea as well as sharing of sale proceeds between the manufacturers and the tea leaf suppliers. So, aiming at above benefits, promulgation of TMCO 2003 in supersession of TMCO 1984 was made on 1st January, 2003 containing the following main features:

- a) Registration of buyers and manufacturers of bulk tea with existing provision for registration of manufacturers of loose tea and licensing of brokers and auction organizers.
- b) Cancellation/suspension of registration of buyers with existing provision for cancellation of registration of manufacturers;
- c) Adherence to quality standards of tea as laid down under PFA Act 1954/FSSAI by manufacturers / buyers

and brokers.

- d) Fixation of price sharing formula for sharing of sale proceeds between the manufacturers and the tea leaf suppliers based on sale proceeds of made tea.
- e) Provision for sale of made tea outside public auctions by registered manufacturers to registered buyers (including consignee or commission agent) except sale through own retail outlet or brokers directly to consumers.
- f) Provision for drawing of sample from suspected tea to ensure its conformity to the PFA standard.

Clause 13 of TMCO enables Licensing Authority to issue direction to auction organizers / brokers for improving efficiency of the public auction system. The Tea Board following discussions at the level of Secretary, Ministry of Commerce and Industries, Government of India appointed consultant to undertake a study on primary marketing of tea to suggest the following:

- a) Need to preserve the auction system as the main vehicle for primary marketing of tea;
- b) Need for auction reform and implementation priorities,
- c) Creating variety in auction (including promoting electronic auction).
- d) Post reforms issues.

Based on the recommendations of the consultant, Tea Board has issued directives on 06.01.2003 to all the public tea auction organizers under the provisions of clause 13 of Tea (Marketing) Control Order, 2003 for implementation of following auction rules to improve the efficiency of the auction system.

- a) Catalogue closing time,
- b) Introduction of ex-estate sale,
- c) Rate of advancement of bidding,
- d) Reprinting of bids,
- e) Prompt Date,
- f) Drawing of sample quantity per lot,
- g) Reprinting of unsold lots as well as sample quantity for reprinted lots,
- h) Division of lots,
- i) Proxy bidding,



- j) Withdrawal of lots,
- k) Sale of unsold lots,
- l) Payment of warehouse charges.

The directive issued by the Tea Board on-(a) catalogue closing time, (b) Introduction of ex-estate sale, c) Rate of advancement of bidding, d) Reprinting of bids, (e) Prompt Date, (f) Drawing of sample quantity per lot, (g) Reprinting of unsold lots as well as sample quantity for reprinted lots are for reduction in transaction time and cost and for enhancing the speed of auction.

The norms for (h) Division of lots, (i) Proxy bidding are aimed at ensuring competition in the auction system and also to encourage participation of maximum under of sellers and buyers particularly small and medium sellers and buyers.

Norms relating to (j) withdrawal of lots is aimed at to encourage buyers participation in the auction, as it will prevent seller to withdraw their lots from the auction after cataloguing. Withdrawal of lots acts as a disadvantage to the buyers to buy their required tea from the auction as it permitted seller to withdraw the lots before sale.

Norms relating to (k) sale of unsold lots was acting as a deterrent to the market price discovery as it aimed at one to one sale and was not open for competition from buyer members.

Norms relating to (l) payment of warehouse rent is aimed at to ensuring the receipt of warehouse charges payable to warehouse owner by the manufacturer (seller) with the service of the brokers attached to auction. It is no way adversely affecting the buyers, as the buyers payments as per auction sale to seller shall be paid by the brokers deducting the warehouse charges. The system was prevailing 4/5 years ago and re-introduction of the same system will benefit the warehouse owners without affecting the buyers' interest.

Subsequently Govt. of India has amended the Tea (Marketing) Control Order 2003 vide notification no. S.O. 247(E) dated 28.02.2003 and no. S.O. 430(E) dated 10.4.2003 for the following purposes:

1. To register manufacturer and buyer within 90 days from 01.01.2003 instead of sixty days stipulated earlier.

2. To reduce the licence fee / registration fee by 50%.
3. To change the periodicity for submission of returns by buyers from monthly to quarterly. Government of India has further amended the Tea (Marketing) Control Order 2003 vide notification no. S.O. 270(E) dated 27.02.2004 specifying the procedure relating to search and seizure and modifying the para 30 Of TMCO towards fixation of price sharing formula and its compliance.

7.7 Registration of Tea Manufacturers Unit:-

While under the provision of TMCO 1984 there was no registration fee to be paid by the intending applicant, TMCO 2003 stipulates a provision of submission of registration fee (@ 2,500/-) by the tea manufacturing units for the purpose of obtaining registration from Tea Board. During the year under review, Tea Board granted 20 such registrations in favour of tea manufacturing units. The total amount collected during the period from 01.04.2012 to 31.03.2013 from registration of tea manufacturing unit is Rs.50000/-(Rupees fifty thousand only).

7.8 Registration of Auction Organiser/ Auction Brokers:-

Clause 9 of the TMCO 2003 stipulates that no organizer of tea auction shall carry on the business of organizing, holding or conducting public tea auction under its control /auspicious except under a licence obtained from the Tea Board. Such license is renewable every year and is valid up to 31st December each year. During the year under review, Tea Board renewed licence in respect of 06 (six) Auction Organizers and issued no fresh licence in favour of new auction organizer. The total amount collected during the period under review was Rs.3000/-(Rupees three thousand only) for renewal (@ Rs.500/-) per Auction Organizer.

Clause 10 of the TMCO 2003 stipulates that no person shall carry on the business of a broker of any public tea auction except under a license obtained from the Tea Board. Such license is also valid up to 31st December of each year and is renewable each year. During the year 2012-2013, Tea Board renewed licence in favour of 20 brokers and no fresh licence was issued in favour broker. Total amount collected during the period for renewal purpose was Rs. 10000/-(Rupees ten thousand only).



7.9 Status of E – Auction including implementation of Pan India Auction:-

Electronic auction for tea, for the first time, has been introduced only in India. Sale of teas through auctions are continued to be held through manual "outcry" system in other tea producing countries.

• **Benefit of e-auction for tea are:**

- Broad basing the participation of buyers since it is a web-based auction.
- E-auction provides facility for participation of large number of bidders/buyers against the limited number in manual auction system due to limitation of space in any auction hall.
- E-auction helps in ensuring Fair Price since E-auction provides facility to the buyer/bidder to buy required quantity at desired level of price in view of the quality

of the commodity, overall Demand-Supply status of the said commodity and the level of quantum requirement of buyer for such commodity against the quantum available for buying at any time

- Improvement in dissemination of auction sale information.
- Reduction in transaction time and cost for pre-auction, auction process and post-auction activities.
- Planning tool in the hands of buyers and other stakeholders as bid history and its analysis is easily available.

100% live E-Auction for CTC leaf teas started since 8th April, 2010 at Kolkata Tea Auction Centre in addition to 100% live E-Auction for Dust category of teas since 17th June, 2009.

Table-3. Live e-auction started as mentioned below:

Auction	Status of live e-auction
Kolkata	100% live e-auction for Orthodox Leaf tea since 20 th /21 st July 2011 , for CTC Leaf since 3 rd April 2010, Kangra Tea since May,201 2 and for All Dust tea since 17 th June 2009 **
Guwahati	100% live e-auction for CTC Leaf & Orthodox Leaf tea since 5 th January 201 0 and for All Dust tea since 20 th May 2009
Siliguri	Fully electronic auction for both Leaf and Dust teas since 8 th October 201 0
Jalpaiguri	Fully electronic auction for both Leaf and Dust teas since 9 th May 2012
Cochin	Fully electronic auction for both Leaf and Dust teas since 14 th July 2009
Coonoor	Fully electronic auction for both Leaf and Dust teas since 7 th May 2009
Coimbatore	Fully electronic auction for both Leaf and Dust teas since 8 th May 2009
	**Darjeeling leaf is being sold manually



Table-4. Sales of tea through E-Auction

Auction Centre	2012-2013 (April to March)		2011-2012 (April to March)	
	Qty (Kg)	Price (Rs/kg)	Qty (Kg)	Price (Rs/kg)
Kolkata Leaf	103996593.29	153.49	107907080.18	125.55
Kolkata Dust	37498939.28	150.62	41944804.31	118.19
Total Kolkata	141495532.57	152.73	149851884.49	123.49
Guwahati Leaf	85431633.66	135.76	85683596.70	109.01
Guwahati Dust	36266906.23	140.16	39696837.46	106.67
Total Guwahati	121698539.89	137.07	125380434.16	108.27
Siliguri Leaf	80943229.40	125.59	81141247.81	105.26
Siliguri Dust	12516622.95	121.53	13111786.48	94.55
Total Siliguri	93459852.35	125.04	94253034.29	103.77
Coichin Leaf	8984343.00	108.19	9227524.30	78.66
Cochin Dust	48264992.30	100.51	46866858.90	82.09
Total Cochin	57249335.30	101.72	56094383.20	81.52
Coonoor Leaf	41084443.30	88.62	38242125.10	62.62
Coonoor Dust	16121132.25	90.79	16421421.04	65.62
Total Coonoor	57205575.55	89.23	54663546.14	63.52
Coimbatore Leaf	7425508.00	87.71	6343101.80	61.64
Coimbatore Dust	11305031.40	92.40	11151559.20	67.27
Total Coimbatore	18730539.40	90.54	17494661.00	65.23
Jalpaiguri Leaf	1756576.90	110.35	-	-
Jalpaiguri Dust	112936.50	104.88	-	-
Total Jalpaiguri	1869513.40	110.02	-	-
Grand Total	491708888.46	127.73	497737943.28	102.56

Pan India Auction:-

Tea Board is presently moving towards Pan India Auction. To bring all the electronic auctions to a common online auction platform so that all tea auctions can happen through this platform. Such a common online auction platform has the potential to transcend geographical barriers completely and ensure a common market place for primary marketing of tea/ tea auctions in India.

The Prologue:-

- 1 Has the potential to transcend geographical barriers and ensure a common market place for primary marketing of tea in India.
- 1 Section 13(1)(c) of Tea (Marketing) Control Order (2003) mentions that the licensing authority may issue directions to bring about uniformity in the procedure of public tea auctions held in various parts of the country.



BENEFITS:-

- 1 Pan India e-auction would facilitate participation for any registered buyer/seller from anywhere in the country.
- 1 Increase participation of bidders from other centres across India providing a competitive bidding environment.
- 1 Buyers would be able to participate in the auction process of various types of teas through one window.

7.10 Registration of Buyers:-

Clause 4 (1) of TMCO 2003 stipulates that no buyer (with a place of business in tea in India) shall carry on the activity of buying tea from any public tea auction licensed by the Tea Board or directly from the manufacturer of tea except under a valid registration obtained from Tea Board.

This registration certificate once granted by the Tea Board remains valid unless cancelled. During the period under review, 130 buyers obtained registration from the Tea Board. The total amount collected was Rs.325000/- (Rupees three lakh twenty five thousand only).

7.11 Registration of Manufacturers of tea with Added Flavour:-

The sales of flavoured tea in the domestic market remain banned for a long time. Following a directive from the Supreme Court in the case of Niligiris Tea Emporium vs. Union of India & Others, the Government of India examined the matter relating to sale of flavoured tea in the domestic market in consultation with the experts of Central Committee for Food Standards for allowing additional flavour in tea for domestic market.

Consequently, Government of India, Ministry of Health and Family Welfare, issued notification no. GSR 847(E) dated 7th December, 1994 amending the PFA Rules 1955. As per the provisions of these amendments, the condition for sale of flavoured tea has been notified as follows:

- i) Flavoured tea shall be sold or offered for sale only by those manufacturers who are registered with Tea Board; Registration No. shall be mentioned on the label.
- ii) It shall be sold only in packed condition with label declaration, viz. I) FLAVOURED TEA common name of

permitted flavour/ percentage/Registration No. Initially only one flavour viz Vanillin flavour up to maximum extent of 8.5% by weight has been allowed for sale of flavoured tea in the domestic market.

Subsequently, Government of India vide notification no. GSR698 (E) dated 26/10/1995 allowed few more flavours in addition to Vanillin flavour and their respective percentage in flavoured tea which are as follows.

Table-5.Flavours allowed in tea:

Flavour	% by weight (Max)
Vanillin	8.5
Cardamom	2.8
Ginger	1.0
Bergamot	2.0
Lemon	1.6
Cinnamon	2.0
Mixture of above flavour with each other	The level of individual shall not exceed the quantity indicated above

Ministry of Health and Family Welfare, Government of India amended further the PFA Rules by notification No. GSR 694(E) dated 11/10/1999 which has been effective from 11/ 4/2000. The said notification was aimed allowing all natural flavours and natural flavouring substances singly or in combination. The definition of 'Natural flavour and Natural Flavouring Substance' is indicated in sub-rule (A) or rule 63 of PFA Rule. The other condition which has been stipulated in the said notification is that 'Flavoured Tea manufacturers shall register themselves with the Tea Board before marketing Flavour Tea'.

In addition to the above condition laid down in notification dated 11.10.1999. Directorate General of Health Services, Govt. of India vide letter No. P-1501/5/97PH-(Food) dated 18/2/2000 stipulates the following conditions:

- a) Methodology for estimation of flavours in tea shall be supplied by the manufacturer to Tea Board.
- b) The methodology supplied by manufacturer will be tried in Central Food Laboratories for Verification.
- c) The manufacturers will be registered thereafter only.



The amendment dated 11.10.1999, in fact, sought to enlarge the scope for use of flavours in tea by linking it to an existing and unaltered definition as mentioned in rule 63 of PFA Rules which was applicable to all food items including tea. While the definition as mentioned in rule 63 of PFA Rules may lead to confusion of using flavours of animal origin in any food item, it is not possible for use of flavour of animal origin in flavoured tea because of the condition of registration by Tea Board and Tea Board's reservation of allowing such flavour.

However, to avoid any such confusion Ministry of health and Family Welfare, Govt. of India further amended the PFA Rule by issuing notification No. GSR 770(E) dated 4/10/2000. It aims at using only those "Natural flavours and Natural Flavouring Substances" which are obtained

exclusively by physical process from materials of plant origin in their natural state or after processing for human consumption.

During the year 2012-2013, 35 manufacturers of flavoured tea registered with Tea Board and total fees collected for this purpose was Rs. 201000/- (Rupees two lakh & one thousand only).

7.12 Extension /Replacement Planting Permit:-

Permit for Extension and Replacement planting of tea are issued to the existing tea estate by the Licensing Branch. Permit for planting tea to new comer are also issued. Such permits are issued within the framework of the Tea Act and Tea Rules.

Table-6. The Position of Permits issued during 2012-2013:

Office-wise	Extension Permit		Replacement Permit	
	Number	Area in Hect.	Number	Area in Hect.
North India	3	32.21	40	1 045.22
South India	Nil	Nil	02	30.00
Total All India	3	32.21	42	1 075.22

Permission for planting tea:-

Licensing Branch is granting permission for planting tea in favour of tea estates as New Comer along with recording of the change of ownership of the tea estates.

Table-7. The position of granting permission for planting tea during the year 2012-2013

A. Registration of Tea Garden in All India	Total	
	No	Area in Ha
a) In Non-Traditional tea growing areas (upto 10.12 hac)	162	340.17
b) In non traditional tea growing areas (above 10.12 hac)	0	0
c) In other than non traditional tea growing areas (upto 10.12 hac)	635	997.101
d) In other than non traditional tea growing areas (above 10.12 hac)	6	188.943

A. Change of ownership			Total	
Region	Number	Amount (Rs.)	Number	Amount (Rs.)
North India	08	40000/-	11	7 0000/-
South India	03	30000/-		



7.13 Tea Warehouse License:-

Licensing Branch looks after the issuance of Tea Warehouse Licence under the Tea Warehouses (Licensing) Order, 1989.

Table-8. Position of issuance/renewal of Tea Warehouse License during the year 2012-2013

Region	Fresh License issued @ Rs. 1,000/-		License renewed @ Rs. 200/-		Total
	Number	Amount (Rs.)	Number	Amount (Rs.)	Amount (Rs.)
North India	38	38000/-	73	14600/-	52600/-
South India	10	10000/-	48	9600/-	19600/-
Total	48	48000/-	121	24200/-	72200/-

7.14 Enlistment of tea testing laboratory:-

During the year 2012-2013 total amount of Rs.20000/- (Rupees twenty thousand only) was collected against issuance of 01 fresh enlistment of tea testing laboratory and renewal of 13 cases were issued amount collected was Rs.130000/- (Rupees one lakh & thirty thousand only).

7.15 Tea Council:-

Tea Board under the ambit of The Tea (Distribution & Export) Control Order, 2005 and The Tea (Marketing) Control Order, 2003 initiates various measures to ensure and enforce that good quality teas are exported to various countries. India being one of the principal producers of tea has been facing competition in the export market for tea. In order to retain the edge over other countries so far as export of tea is concerned, Tea Board has been enforcing The Tea (Distribution & Export) Control Order, 2005 and The Tea (Marketing) Control Order, 2003 to ensure the

quality of tea as per prescribed national and international standards. Tea Council, an institutionalized mechanism involving all the stakeholders with a mandate to check quality aspects of export and import processes, was conceptualized by Tea Board. However, to ensure further the export of good quality of tea from Indian soil as well as import of quality tea from outside the country Tea Board developed two independent advisory bodies viz. Tea Council for North India and Tea Council for South India which will monitors the export and import of tea and advise Tea Board on the issues faced.

Tea Council for North India is headed by Chairman, Tea Board whereas Tea Council for South India is head by Executive Director, Tea Board, Coonoor. Both the Councils have members from the tea industry fraternity which include producers, exporters and broker members.

The system is operational since 1st June, 2013.



STATISTICS

Introduction :

Primary functions of Statistics Branch of Tea Board is to collect, collate and dissemination of statistical information relating to all aspects of tea industry and trade covering area under cultivation, production, productivity, types of tea produced in the country, primary market prices, export and destination of exports, taxes and levies on tea, workers employed in tea plantations etc. Such information forms a crucial input for the policy matters of the Board, the Government and the Industry.

The matters relating to Central Excise, State Sales Tax, Central Sales Tax, Export Incentives, Advance License under Export-Import Policy, Foreign Direct Investment, etc; are also being dealt with by the Statistics Branch.

Publication :

The important publication of the Statistics Branch is the, "Tea Statistics" which provides a wide array of data base on the entire gamut of tea industry, trade and International tea situation.

Information on weekly auction prices, monthly production and export data are uploaded in the website of the Board - www.teaboard.gov.in.

Monitoring of Tea Prices :

The Statistics Branch has been monitoring and providing required information on auction prices to Ministry of Commerce, Ministry of Consumer Affairs, Food & Public Distribution in connection with the construction of Wholesale Price Indices (WPI) of Plantation Crops and Index

of Industrial Production (IIP) respectively. The retail price of tea at different cities/towns is also being monitored by the Statistics Branch.

Taxes & Duties:

Excise Duty : 10% ad-valorem on Instant Tea falling under heading 2101.20

Export Duty : Nil

Import Duty : Nil on teas imported by Export Oriented Units (EOU) and Special Economic Zone (SEZ) units for the purpose of re-export. However, teas imported for domestic markets would attract basic import duty of 100% plus 10% surcharge plus special additional duty of 4% on basic duty and surcharge (w. e. f. 1st March, 2002). Concessionary rate of 7.5% basic duty plus other normal surcharges apply to imports from Sri Lanka up to a volume of 15 M Kgs per calendar year.

Tea Cess, : Cess is levied on all teas produced in India under Section 25(1) of the Tea Act, 1953. The rate of Cess levied on Darjeeling teas was 20 paise and on all other teas at 50 paise.

STATUS OF TEA INDUSTRY AND TRADE DURING THE YEAR 2012-13

Area as on 31-12-2012 & Production in 2012-13

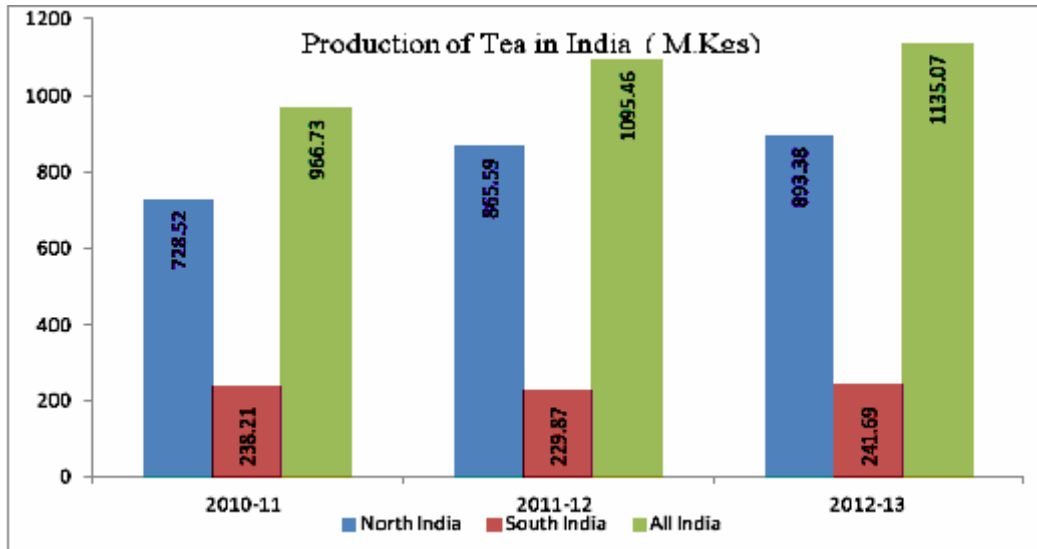
State Name	Area under tea (in Th. Hect)	Production 2012-13 (M.Kgs)
Assam	270.92	535.57
Cachar	33.48	52.57
Assam	304.40	588.14
Darjeeling	17.82	10.09
Dooars	72.92	160.16
Terai	49.70	117.07
West Bengal	140.44	287.32
Other NI States (includes Tripura, Uttarakhand, Bihar, Manipur, Sikkim, Arunachal Pradesh, Himachal Pradesh, Nagaland, Meghalaya, Mizoram)	12.29	17.92
Total North India	457.13	893.38
Tamil Nadu	69.62	171.93
Kerala	35.01	63.76
Karnataka	2.22	6.00
Total South India	106.85	241.69
All India	563.98	1135.07



PRODUCTION OF TEA IN INDIA DURING LAST THREE FINANCIAL YEARS

(in M.Kgs)

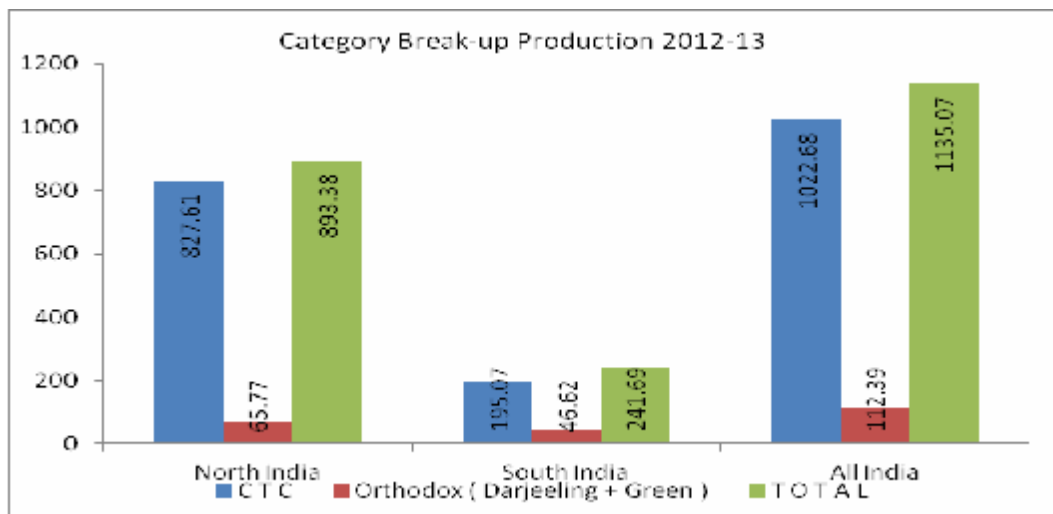
Year	North India	South India	All India
2010-11	728.52	238.21	966.73
2011-12	865.59	229.87	1095.46
2012-13	893.38	241.69	1135.07



CATEGORY WISE PRODUCTION OF TEA IN INDIA DURING 2012-13

(in M Kgs)

Category	North India	South India	All India
CTC	827.61	195.07	1022.68
Orthodox (Darjeeling + Green)	65.77	46.62	112.39
TOTAL	893.38	241.69	1135.07



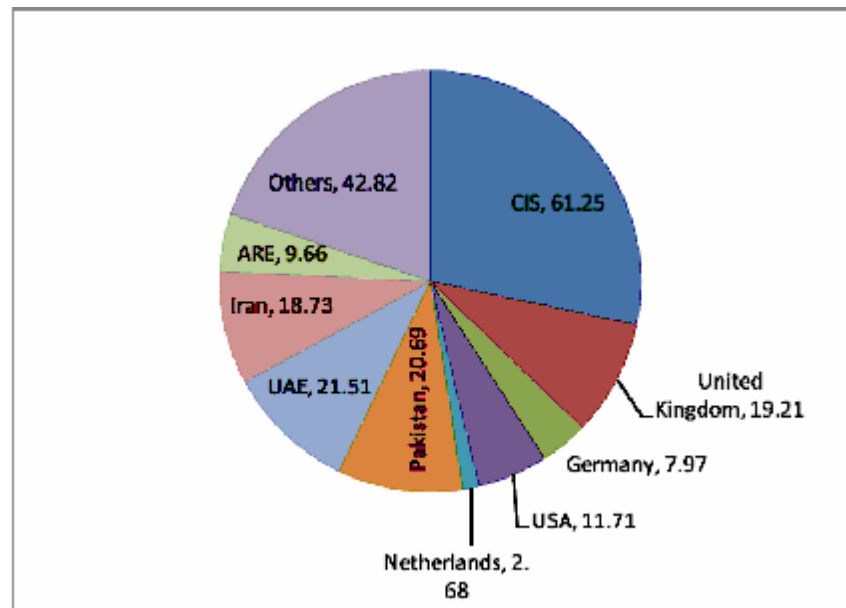


EXPORTS OF TEA FROM INDIA

Qty in M.Kgs., Value in Rs Crs, U.Price in Rs /Kg

YEAR	North India			South India			All India		
	Qty	Value	U. P.	Qty	Value	U. P.	Qty	Value	U. P.
2010-11	115.02	2045.21	177.81	98.77	950.58	96.24	213.79	2995.79	140.13
2011-12	118.74	2337.39	196.85	95.61	967.43	101.19	214.35	3304.82	154.18
2012-13	131.45	2907.34	221.17	84.78	1098.59	129.58	216.23	4005.93	185.26

EXPORTS TO MAJOR COUNTRIES DURING 2012-13

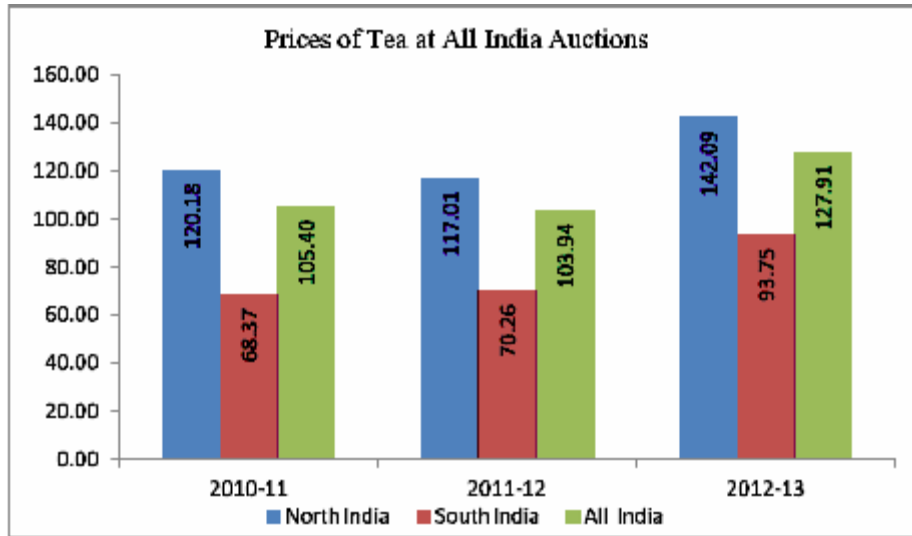


IMPORT OF TEA INTO INDIA :

YEAR	Quantity (M.Kgs.)	CIF Value (Rs Crores)	Unit Price (Rs /Kg)
2010-11	19.26	186.82	97.02
2011-12	19.21	186.04	96.85
2012-13	21.90	282.56	129.02

TEA PRICE AT AUCTION:

Year	North India		South India		All India	
	Qty. (M.Kgs)	Avg. Price (Rs /Kg)	Qty. (M.Kgs)	Avg. Price (Rs /Kg)	Qty. (M.Kgs)	Avg. Price (Rs /Kg)
2010-11	330.47	120.18	150.11	68.37	526.58	105.40
2011-12	390.34	117.01	151.49	70.26	541.83	103.94
2012-13	362.09	142.09	150.27	93.75	512.36	127.91



WORKERS ON THE ROLLS OF THE TEA ESTATES

State	Permanent workers			Temporary workers			Total(Permanent + Temporary)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
North India	310936	332868	643804	156087	226465	382552	467023	559333	1026356
South India	30819	44795	75614	7444	13005	20449	38263	57800	96063
All India	341755	377663	719418	163531	239470	403001	505286	617133	1122419

PRODUCTION SHARE OF MAJOR PRODUCING COUNTRIES IN 2012 (Qty in M.Kgs)

Country	2012	% Share in total production
China	1789.75	38.70
India	1126.33	24.36
Kenya	369.56	7.99
Sri Lanka	328.40	7.10
Vietnam	190.00	4.11
Turkey	147.00	3.18
Indonesia	137.25	2.97
Bangladesh	62.16	1.34
Malawi	42.49	0.92
Uganda	57.94	1.25
Tanzania	32.28	0.70
Others	341.47	7.38
Total	4624.63	100.00

EXPORTS SHARE BY MAJOR PRODUCING COUNTRIES IN 2012 (Qty in M.Kgs)

Country	2012	% Share in total Exports
Kenya	430.21	24.22
China	321.79	18.11
Sri Lanka	306.04	17.23
India	208.26	11.72
Vietnam	150.00	8.44
Argentina	76.84	4.33
Indonesia	70.07	3.94
Uganda	52.27	2.94
Malawi	41.83	2.35
Tanzania	27.78	1.56
Zimbabwe	8.00	0.45
Bangladesh	1.51	0.08
Others	81.91	4.61
Total	1776.51	100.00

(Source : ITC Annual Bulletin 2013)



World Auction Price of Tea sold:

Year	International price (US\$/Kg)					
	India	Bangladesh	Sri Lanka	Indonesia	Kenya	Limbe
2010	2.29	2.61	3.28	1.82	2.54	1.58
2011	2.23	2.14	3.25	1.61	2.72	1.61
2012	2.28	2.40	3.07	1.97	2.88	1.70

World Demand and Supply of Tea

Year	World Production	Apparent Global Consumption	(+) or (-)
2010	4200	4053	147
2011	4453	4285	168
2012	4625	4440	185

(Source : ITC Annual Bulletin, 2013)



LABOUR WELFARE

Introduction:

The Welfare Branch of the Board implements the Human Resource Development Scheme for the benefit of tea plantation workers and their dependants. The support extended through the scheme is supplemental in nature and cover such areas not specifically addressed by the Plantation Labor Act and the rules framed there under. The activities supported fall under three broad heads e.g. **(1) Health (2) Education and (3) Training.**

9.1 HEALTH

Under this head financial assistance is provided for the following:

1. For procuring medical equipments/accessories by hospitals located in tea gardens and also general hospitals, clinics in areas contiguous to the tea gardens.
2. Purchase of Ambulance for transportation of patients from tea gardens to Hospitals especially in non-traditional tea areas,
3. Treatment of plantation workers and their dependants against critical diseases like cancer, cardio-vascular diseases, kidney ailments etc.
4. Construction of UNICEF Type latrines in selected tea gardens in Assam
5. Capital grant to the institutions that are running rehabilitation and therapy center for the physically challenged persons amongst tea garden population.

6. Assistance for disabled persons for purchasing wooden crutch, calipers shoes, artificial limb(wooden), hearing aids, wheel chairs and tri-cycle with hand pedalling system etc. Maximum pay is limited to Rs.2500/- per person.

The particulars of assistance rendered during the year 2012-13 are as under:

	No. of Units/ Beneficiaries	Rs./Cr.)
i) UNICEF Model toilets	1600 Units	0.96
ii) Construction of Hospital/ Medical Clinic	11 Units	0.44
iii) Ambulance	3 nos.	0.10
iv) Supply of Drinking water Purifier to the plantation workers in Sonitpur district of Assam	42090 House holds.	5.11
v) Medical Equipment	1 no.	0.08
vi) Assistance to disabled persons.	1834 nos.	0.34
Total		7.03

The details of rehabilitation and therapy center which have been provided with grants are as under:

1. **S.B. Dey Sanatorium** Kurseong, Darjeeling: 5 beds, have been reserved for treatment of tea plantation workers and their dependants suffering from TB. The beds have been allotted to Tea Producers' Associations in North Bengal who share 1/3rd of maintenance charges. The balance 2/3rd share is being borne by the Board.
2. **Ramalingam T.B.Sanatorium** Perundurai, Tamil Nadu: 17 beds have been reserved in the Ramalingam T.B. Sanatorium, for the benefit of tea garden workers and their dependants suffering from TB. The hospital stoppage charges are being revised from time to time. The charges applicable w.e.f. 1.4.2011 are @ Rs. 92/- per patient per bed plus Rs. 25/- as one time admission fee.
3. **Kalimpong Sub-divisional Hospital** : Three beds have been reserved in the leprosy wing for treatment of leprosy patients of tea garden workers and their dependants in the adjoining tea estates.
4. **Lion K.K. Saharia Hospital, Dibrugarh, Assam:** A sum



of Rs. 8.00 lakhs was released during the year as Capital Grant for purchase of medical equipments for treatment facilities to the patients tea plantation workers and their dependants of the tea estate including patients from nearby tea estate.

5. Sheikalmudi Garden Hospital, Murugalli Estate Valparai, Tamilnadu : A sum of Rs. 2,13,735/- was released during the year towards purchase of medical equipment.

6. Lions Eye Hospital, Jorhat: A sum of Rs. 1,54,613/- being the 2nd installment of grant was released during the year towards construction of hospital building.

9.1 EDUCATION:

The wards of tea garden workers are given educational stipend for pursuing studies from primary level in schools, colleges and higher studies at universities and also in professional institutions. Actual tuition fees subject to a ceiling of Rs. 20,000/- per annum and 2/3rd of hostel charges subject to a ceiling of Rs. 20,000/- per annum are paid. The stipend is limited to two Children per family provided the family income does not exceed Rs. 10,000/- per month.

Students securing a minimum of 75 – 70% of the marks in class X and XII are given with Prize Money @ Rs.2000/- and Rs. 2500/- respectively, provided they pursue higher studies and the annual income of the family does not exceed Rs. 1,20,000/-

Students are also provided grant @ Rs. 1000/- per annum towards Books and Uniforms.

9.2 Scouting and Guiding:

The purpose of this scheme is to inculcate a sense of discipline, self-reliance, self-respect, freedom from fear and development of scouting and guiding activities amongst the tea plantation workers. The financial assistance includes (i) salary and conveyance allowance for district Scouts/Guides Organizers in tea plantation area, (ii) charges for holding various training camps; (iii) uniform matching grant for the tea garden scouts/guides/cubs and bulbs and (iv) financial assistance for holding rallies, rally-cum-camps, camporee, jamboree etc. During the year under review the Board has disbursed a sum of Rs.0.19 Cr. for scouting and guiding activities. 4774 participants were trained during the year.

9.3 Sports:

Financial assistance is provided to tea garden workers and their wards excelling in District level /State level/National level sports.

The particulars of assistance rendered during the year 2012-13 are as under:

	No. of students/ persons	Rs Cr.
i) Educational Stipend	4512 students	3.50
ii) Nehru Award	475 students	0.09
iii) Book and Uniform grant	6035 students	0.60
iv) Tea Board Scholarship	198 students	0.02
v) Assistance to Scouts and Guides	4774 persons	0.19
vi) Sports activity	27 persons	0.01
vii) Capital grant of XI plan period pending cases	5 units	0.68
Total		5.09

9.5 Construction of School/College/Hostel Building

The following institutions were provided with financial assistance during the year, towards the pending claims against the Capital grant sanctioned during XI plan period. From XII plan onwards the grant towards the captioned activities has been discontinued.

- 1. Simkuna Sai Jr. High School, Ghoom, Darjeeling:**
A sum of RS.1,92,025 was released being the 3rd/final installment of grant towards constructions of class room.
- 2. Borhat B.P.B. Memorial College, P.O. Borhat, Assam:**
A sum of Rs.1,86,375/- lakhs being the 3rd installment of grant towards constructions of office cum class room.
- 3. Samaguri Junior College, Samaguri, Assam :** A sum of Rs. 6.00 lakhs being the 1st installment of grant towards construction of college building.
- 4. Sree Bangur High School, Dibrugarh, Assam :** A sum of Rs. 1,80,075/- being the 2nd installment of grant towards construction of school building.
- 5. JDSG College (Jogananda Deva Satradhika Goswami College), Bokakhat, Assam :** A sum of Rs. 4,37,500/- being the 1st installment of grant towards construction of class room.



6. **Nakachari Jr. College, Nakachari, Jorhat, ASSAM:** A sum of Rs. 6,30,000/- being the 1st and 2nd installment of capital grant towards construction of college building.
7. **Phillobari High School, Tinsukia, Assam :** A sum of Rs. 2,22,057/- being the 2nd installment of grant towards construction of Science Laboratory.
8. **Coombergram High School, Cachar, Assam :** A sum of Rs. 2,10,000/- being the 2nd installment of grant towards School Building.
9. **Tyagbir Hem Baruah College, Jamgurihat, Sonitpur:** A sum of Rs. 2,00,000/- being the 3rd installment of capital grant towards College Building.
10. **Siksha Sangh High School, Lebong Darjeeling, West Bengal:** A sum of Rs. 3.00 lakhs being the 2nd installment of grant towards School Building.
11. **Judhabir Hr. Secondary School, Darjeeling :** A sum of Rs. 2,99,250/- being the 2nd installment of the grant towards School Building
12. **Rangachakua H.S. School, Sonitpur, Assam :** A sum of Rs. 3,00,000/- being the 3rd installment of grant towards School Building.
13. **Sonari Commerce College, Sonari, Sivsagar, Assam:** A sum of Rs. 5,50,033/- being the 1st installment of grant towards College Building.
14. **Kalikhola M.E. School, Udalguri, Assam:** A sum of Rs. 5,62,275/- lakhs being the 1st installment (50%) of the capital grant towards School Building.
15. **DAV Public School, Palampur :** A sum of Rs. 3,00,000/- being the 2nd installment of capital grant towards School Building.
16. **Rabindranath H.S. School, Darjeeling, W.B. :** A sum of Rs. 2,86,852/- being the 2nd installment of the grant towards School Building.
17. **Dolonguri H.S. School, Sonitpur, Assam :** A sum of Rs. 1,17,235 being the 3rd installment of the grant towards School Building.
18. **St. Antony's Hr. Secondary School, Coonoor:** A sum of Rs. 6,00,000/- being the 1st installment of the grant towards School Building.
19. **Ghoom Girls' H.S. SCHOOL, Ghoom, Darjeeling:** A sum of Rs. 6,00,000/- being the 2nd and 3rd installment of the grant towards School Building.

9.6 Admission in Jalpaiguri Polytechnic Institution:

Three seats have been reserved in the Jalpaiguri Polytechnic Institute, Jalpaiguri, W.B. for the wards of tea garden employees for admission during each academic year in diploma courses. During the period under review, three (3) wards of tea garden employees were selected against these reserved seats on merit basis.

9.7 Training:

During the year, approval was accorded for vocational Training courses on , viz. **Mobile & CD/DVD repairing, Fabrication, Bag making, plumbing, masonry, electrical/ TV repair, carpentry, construction of two pit latrines. Training in health, hygiene, AIDS, drugs, alcoholism etc.** 9638 wards of tea garden workers attended the courses.

Several awareness campaigns have been organized for creating awareness amongst the workers as to the various welfare measures of the Board available for them as well for their children. 693 persons attended the campaigns.

Number of Meetings/Seminars were organized during the year for the benefit of tea garden managers in collaboration with IIPM,ITA,TAI,DTA, Agricultural University and TRA. 588 persons participated.

The particulars of expenditure incurred towards training during the year 2012-13 are as under:

	No. of Beneficiaries	(Rs./Cr.)
i) Short term training for workers in new skills.	9638 persons	0.20
ii) Organizing campaigns in creating awareness among the workers.	693 persons	0.39
iii) Meetings/Seminars .	588 persons	0.04
Total		0.63

Summary of Expenditure incurred during A/c Year 2012-13

Activity	(Rs./Cr.)
1. Health	7.03
2. Education	5.09
3. Training	0.63
4. Miscellaneous expenditure	1.56
TOTAL	14.31



HINDI CELL

10.1 Introduction

With the enforcement of the constitution on 26 January, 1950, Hindi became the Official Language of the Union of India according to Article 343(1) of the constitution of India. Government of India was entrusted with the duty to promote the propagation and development of the Official Language Hindi, so that it may serve as a medium of expression of all the elements of the composite culture of India. It was natural to make continuous efforts for the use of Hindi Language. Right from its inception, Hindi Cell of the Board has been looking after the implementation of constitutional provision pertaining to Official Language Act 1963 and rules 1976 made there under.

10.2 Compliance of Sec.3 (3) of O.L .ACT 1963:

All relevant documents etc as mentioned in sec.3 (3) of O.L. Act 1963, were issued bilingually, i.e. in Hindi & English simultaneously during the year 2012-2013.

10.3 Purchase of Hindi Books:

In order to create a favourable atmosphere for implementation of Official Language and to provide reference literature, a Hindi Library is being maintained by the Hindi Cell. During the year books worth Rs. 35,000/- (Rupees thirty five thousand) only were bought for the Head Office as well as its Regional Offices. Among these reference materials and Glossaries/Dictionaries are included.

10.4 Correspondence in Hindi:

All letters received in Hindi were invariably replied to in Hindi itself during the year under review. Vigorous efforts were made for achievement of Programme and target laid therein.

10.5 Reports in Hindi:

Various reports like Annual Administrative Report, Annual Accounts, and Annual Audit Report of the Board were prepared in Hindi for submission to the parliament. Apart from this, Quarterly Progress Report and Annual Assessment Report regarding progressive use of Hindi, were prepared in Hindi and sent regularly to Ministry of Commerce, New Delhi as well as regional Implementation Office, Ministry of Home Affairs, Deptt. of OL, Kolkata.

10.6 Organising Hindi Workshop

During each quarter of the year the officers/ employees who have got working knowledge or proficiency in Hindi were nominated for attending Hindi workshop. Faculties from different Government offices conducted the classes. This resulted in a favourable orientation and inclination amongst personnel towards functional Hindi.

10.7 Hindi Training :

With a view to achieve the prescribed target for imparting training to the untrained staff of the Board, some of the employees were nominated for PRAVEEN & PRAGYA course.

10.8 Organising Hindi Week

With a view to create awareness regarding official Language and accelerate its use in Official work, Hindi week was organized in the month of March, 2013. During the course of the week, several competitions were held and there was active participation whole heartedly from amongst all. Similar programmes were organized in regional offices of the Board in India.

10.9 Compliance of Annual programme for 2012-13.

In pursuance of official Language Resolution, 1967 Department of official Language issues programme every year to speed up propagation and development of official Language Hindi and also to accelerate its progressive use for official purpose. The Annual programme of the year



2012-13 is a continuation of this, whereby considerable progress has been made in the use of Hindi in the Official transactions. The prescribed target has been achieved to some extent. However English continues to be in use in the Board.

10.10 Meeting of OLIC of the Board :

The meetings of Official Language Implementation Committee (OLIC) were held in each quarter wherein useful decisions were taken.

10.11. Provision for Bilingual Computer:

During the year bilingual software were made available to all the computers of the Board's office.

10.12 Incentive Scheme For Use of Hindi in Official Work :

Tea Board promoted and propagated the incentive scheme in Head Office as well as regional offices in India in order to accelerate the use of Hindi the official and the employees were benefited by these Schemes. 18 employees participated and few employees were awarded cash prize.

10.13 Quarterly Progress Report :

All regional/Sub-regional offices controlled by Tea Board, Head office, submitted quarterly progress reports regarding progressive use of Hindi in the prescribed proforma. All reports were reviewed and actions were taken to remove the deficiencies.

10.14 Inspection of Regional Offices :

During the year 2012-13 some of the departments of Tea Board's Head Office and its Regional office, Delhi were inspected.

10.15 Special Achievements:

Hindi version of Board's website has been prepared during the year. Tea Board Head Office received certificate of excellence for effective implementation of Official Language provisions by TOWN OFFICIAL LANGUAGE IMPLEMENTATION COMMITTEE, Kolkata.



SUPPLY

Tea Board continues to render assistance to the Tea Industry in the matter of procurement, movement and distribution of various inputs viz., chemical fertilizer and other inputs.

I. Fertilizer:

Fertilizer for the Tea Industry is allocated by the Ministry

of Agriculture, Govt. of India under the Essential Commodities Act through state governments on the basis of the requirements indicated by the Board. Allocation of Fertilizer to Tea Gardens is done on half-yearly basis - one for Kharif Season (i.e. from April to September) and the other for Rabi Season (i.e. from October to March).

As per the information available with the Board the controlled fertilizer (i.e. Urea) which is used in Tea Gardens as one of the important fertilizers was supplied to Tea gardens of West Bengal and North East by the manufacturers viz. (1) Indian Farmers Fertilizer Co-operative Limited (IFFCO), (2) Brahmaputra Valley Fertilizer Corporation Limited.(BVFCL) and (3) Nagarjuna Fertilizers and Chemicals Limited (NFCL), are given below.

According to the information received from the suppliers, quantity of Urea supplied by each of them to Tea Gardens of Assam and other States (i.e. under N.E. Zone) and West Bengal (i.e. under East Zone) during the period from April, 2012 to March, 2013 is given below in a tabular form:-

FERTILIZER Name of the manufacturer/s supplier	QUANTITY OF UREA SUPPLIED DURING THE YEAR 2012-13							
	Assam		West Bengal		Tripura		Total	
	Fertilizer	Nutrient	Fertilizer	Nutrient	Fertilizer	Nutrient	Fertilizer	Nutrient
BVFCL	51,366.3	23628.5	5056.2	2326.0	539.3	248.0	56,961.8	26,202.5
NFCL	-	-	6830.0	3142.0	-	-	6,830.0	3,142.0
TOTAL	51,366.3	23628.5	11,886.2	5468.0	539.3	248.0	63,791.8	29,344.5

2. Rock Phosphate

Another important Fertilizer (i.e. Rock Phosphate) which is commonly known as Mussorie Phos and Purulia Phos is also used in Tea Gardens. Mussorie Phos is usually supplied by M/s Pyrites Phosphate & Chemical Ltd.(PPCL) whereas Purulia Phos by West Bengal Mineral Development & Trading Corporation Ltd.(WBMDTCL).

During the period from April 2012 to March 2013, Mussorie Phos was reportedly not supplied by PPCL. However, Purulia Phos as supplied by WBMDTCL for Tea Gardens of West Bengal under East Zone and Assam under N.E. Zone is given below:-

ASSAM		WEST BENGAL		TOTAL	
Fertilizer	Nutrient	Fertilizer	Nutrient	Fertilizer	Nutrient
-	-	710	155	710	155

Besides the controlled fertilizer, Supply Branch is also looking after problems of short supply of de-controlled fertilizers viz. MOP, DAP, SSP, Complexes etc. which are used in the Tea gardens in Assam and other states under North Eastern Zone and West Bengal under East Zone.

3. Any Other activity:

Supply Branch, holds meetings / seminars on the application / distribution of fertilizers among the tea growers, matters like untimely supply of fertilizers etc. are taken up arise time to time in tea gardens.



HUMAN RESOURCE DEVELOPMENT

Human Resource Development cell of Tea Board Head Office in Kolkata and other department arranges various types of training programmes, workshop, seminar etc. from time to time for the employees, officers and different stakeholders of Tea Industry.

During the Year 2012-13 under noted activities were undertaken by Tea Board relating to HRD:

1. 22 no. of officials of Tea Board, H.O. were provided training on statistical methods by the Indian Statistical Institute (ISI), Kolkata during the month of November, 2012 with an involvement of Rs.1.91 lakhs.
2. 32 no. of officials of Tea Board, H.O. were given Motivational Training by M/s X Factor, Kolkata with an involvement of Rs. 1.22 lakhs in between September-December, 2012.
3. Seven (07) awareness programmes on the food safety regulations for maintaining quality & food safety standards in tea were organized by Tea Board from May to November, 2012 at Kolkata, Jorhat, Golaghat, Siliguri, Binnaguri, Dibrugarh and Silchar, where manufactures, BLFs, traders, auctioneers participated.
4. Two (02) Workshops for STGs of Darjeeling were organised by DTR&DC on 15 June, 2012 and 15 December, 2012. The workshops were aimed to disseminate technical knowhow to STGs on various aspects of tea cultivation. More than 100 STGs from Darjeeling participated in these workshops.
5. 02 (two) officials from two departments of Tea Board, H.O. were attended in Training Programme provided on NPS (New Pension Scheme) of Board, pertaining to administrative and financial matters etc. in the month of December, 2012, conducted by NSDL.
6. For the benefit of Board's officers and employees, a Free Health Check up Camp for Cardiac & Diabetic disease organized in Board's auditorium on 12.01.2013. The Health check up was conducted by Peerless Hospital, Kolkata.



VIGILANCE

The Deputy Chairman of Tea Board acts as the Chief Vigilance Officer of the Board who is appointed by the Central Vigilance Commission. The overall activities of the Vigilance Cell are being done under the supervision of Chief Vigilance Officer. The total strength of vigilance Cell is two apart from Deputy Chairman. The main function of the vigilance Cell are to implement the directives of the Government/Central Vigilance Commission, all of which are done on a regular basis. The Vigilance Cell also attends to various queries and submits monthly and quarterly report to the Government. As per the advice of Chief Vigilance Officer the directives of CVC in respect of tender and preventive vigilance are being followed in the Board in every respect. The Law

Officer is also working as Vigilance Officer who is responsible for maintaining liaison work. This Cell is also functioning on overall Vigilance Surveillance activities of the Board. Another important activity of vigilance cell is the observance of Vigilance Awareness Week every year as per directive of the Central Vigilance Commission during which all the employees of Tea Board are administered oath in the form of message of efficiency and transparency in the activities of Tea Board and highlighting the basic mission of the awareness. During the year the Vigilance Cell receive no Complaint and there is no such Vigilance case pending with this cell as on date.



LEGAL CELL

Tea Board's Legal Cell is working under the Law Officer. He is being assisted by other staff members. The Legal Cell of Tea Board is attending to all legal matters of the Board as and when referred to by the officers of Tea Board in Head office/Regional Office. The Cell is also maintaining liaison with the Board's Solicitors/Law Firms viz. M/s Fox & Mandal, Rajesh Khaitan & Co., K&S Partners and other legal consultants on behalf of the Board. The Cell is looking after all matters relating to Intellectual Property Rights including administration of various logo

marks/word marks registered by the Board under different statutes in India and abroad. This cell is also responsible for performing the job relating to the disposal of applications and appeal made under the Right to Information Act, 2005 and sending monthly as well as yearly return to the Ministry. The number of cases pending as on 01.04.2012 was 44. During the year under review, five new cases arose and five cases were disposed of out of which four went against the Board and as on 31.03.2013 the total number pending cases were 44.



List of the Members for the Period from 01.04.2012 to 31.03.2013

1. Shri MGVK Bhanu, IAS, Chairman,
Tea Board
2. The Principal Secretary,
Commerce & Industries Department,
Govt. of Assam,
Dispur, Guwahati - 6
3. The Secretary (Investment promotion),
Industries Department, Govt. of Kerala,
Secretariat, Thiruvananthapuram,
Kerala-695001
4. The Commissioner and Secretary,
Department of Industries & Commerce,
Govt. of Tripura,
Agartala-799001
5. The Principal Secretary,
Micro, Medium & Small Industries Department,
Govt. of Tamil Nadu,
Chennai-600009
6. The Principal Secretary,
Commerce & Industries Department,
Govt. of West Bengal, 4, Camac Street,
Kolkata-700017.
7. The Principal Secretary,
Department of Agriculture,
Govt. of Himachal Pradesh,
Simla-171002, Himachal Pradesh.
8. Shri P. Viswanathan,
Hon'ble Member of Parliament, Lok Sabha,
F-9, Varshal Block, Vasundhara, Residential Enclave,
Andalpuram, Maurai-625 003,
Tamil Nadu.
9. Shri Rajen Gohain,
Member of Parliament, Lok Sabha.
185, South Avenue,
New Delhi – 110 001.
10. Shri Tarini Kanta Roy,
Hon'ble member of Parliament, Rajya Sabha,
198, North Avenue,
New Delhi – 100 001
11. Shri Dinesh Kr. Sarmah, Vice Chairman,
Tea Board & President,
All Assam Small Tea Growers Association,
Lachit Nagar, P.O.Rupai Siding-786153,
Dist.-Tinsukia, Assam.
12. The Chairman,
Indian Tea Association,
"Royal Exchange", 6, N.S. Road,
Kolkata – 700 001.
13. Sri G. J Ancheril, President,
United Planters' Association of South India,
"Glenview", Coonoor – 643 101,
Nilgiris, Tamil Nadu
14. Shri J. L. Butail,
Kangra Valley Small Tea Planters' Association,
Kangra Valley Tea Estate, Gopalpur,
Dist: Kangra, Pin – 176 059,
Himachal Pradesh.
15. Shri Akshay Kumar Rajkhowa,
4A, Aditi Apartment, Maniknagar,
By-Lane 2(Right), Guwahati – 781 005,
Assam.
16. Shri P.V. Balachandran,
President: Dist. Congress Committee,
P.O. Narikundu, Ambalavayal-673 593,
Wynaad, Kerala.
17. Shri Rajinder Singh Thakur,
P.O. Khalet, Teh.: Palampur,
Distt.- Kangra, Pin – 176 061,
Himachal Pradesh.



18. Shri Shankar Malakar,
President, Darjeeling District Congress Committee,
Babupara, Siliguri, Dist – Darjeeling,
Pin- 734 001, West Bengal.
19. Shri Koshy Baby,
Gudalur Bazaar, Nilgiris – Distt.,
Pin – 643 212, Tamil Nadu.
20. Shri A.K. Mony,
Ex-MLA, Top Station Road,
Munnar, P.O. Idukki,
Pin – 685 612, Kerala.
21. Shri Aloke Chakraborty,
Secretary, INTUC, West Bengal Branch,
"Putul Ghar" Durgapuri, Siliguri, P.O. Pradhan Nagar,
Pin – 734 001, West Bengal.
22. Shri D. P. Roy,
Member, West Bengal Legislative Assembly,
Jalpaiguri – 785 101,
West Bengal.
23. Shri Samir Roy,
Station Road, Jalpaiguri-735101,
West Bengal.
24. Dr. S. Ramu, Ph.D.,
Doddacombu Tea Factory Pvt. Ltd,
Snowdon Tea Factory, No.9, Highfield Cottage,
Coonoor-643 101,
Nilgiris, Tamil Nadu.
25. Dr. Ajit Kumar Agarwala,
Agarwala House, 2nd Milestone,
Sevok Road, Siliguri-734 001
West Bengal
26. Shri M. Chandrakant, MD,
Golcha Tea Plantation Pvt. Ltd., S.No.169,
The Island, Flat-E/216, Opp: Wakad Petrol Pump,
Wakad, PUNE-411057
27. Shri Hiranya Bora,
House No.36, Tarun Nagar, Bye-Lane-4,
Guwahati, Assam-781 005
28. Shri Anshuman Kanoria,
10, Princep Street,
Kolkata-700 072.
29. Smt. Barnali Dey Mohinta,
C/o.Smt.Gita Dey, Dey Lodge, Nazrul Sarani,
Ashrampara, Siliguri, PIN-734 401 .
30. Ms. Chitra Ramesh,
801, A Block, RNS Shanti Nivas Apartment,
Tumkur Road, Yeswanthpur,
Bengaluru-560 022.
31. Shri Sanjiv Sarin,
Regional President-South Asia,
Tata Global Beverages Ltd. 62, III Cross,
II Phase, Industrial Suburb,
Yeswantpur, Bengaluru- 560 024,
Karnataka



Special Invitees of the Board

1. Representative to the Govt. of India,
Ministry of Commerce & Industry,
Deptt. of Commerce, "Udyog Bhawan"
New Delhi-110 107.
2. The Chairman & Managing Director,
North Eastern Development Finance Corporation
Ltd. (NEDFI),
"NEDFI House", G. S. Road, Dispur,
Guwahati-781 006, Assam.
3. The President,
Tea Association of India,
6, N.S. Road, Kolkata – 700 001.
4. Shri Bijoy Gopal Chakraborty, President,
Confederation of Indian Small Tea Growers'
Association [CISTA],
20, College Para, P.O. & Dist. Jalpaiguri,
PIN-735101, W.B.
5. The Chairman,
United Planters' Associations of Southern India
(UPASI – Tea Committee),
"Glenview", Coonoor – 643 101, Nilgiris,
Tamil Nadu.
6. The Chairman,
Darjeeling Tea Associations (DTA),
6, N. S. Road, Kolkata- 700 001
7. Shri D. P. Maheswari, Chairman,
Tea Research Association (TRA),
113, Park Street, 9th Floor,
Kolkata – 700 016.
8. Sri Bidyananda Barkakoty,
Joint Forum of ATPA, NETA & BCP,
A.T.Road, Tarajan, Jorhat
PIN-785 001, Assam.
9. The Chairman,
Federation of All India Tea Traders' Association
(FAITTA),
Girnar Complex, Kureshi Nagar, Kurai East,
Mumbai – 400 070,
10. The Director(Enforcement) to the Govt. of India,
Food Safety And Standard Authority of India (FSSAI),
Ministry of Health & Family Welfare,
'FDA Bhawan', Kotla Road,
New Delhi-110 002.

(Board Meetings were held during 2012-13 i.e.
on 22-6-2012, 25-9-2012, 01-12-2012 and 31-3-2013)



Composition of the Standing Committees for the year 2012–2013 (upto 31st March, 2013)

I Executive Committee

1. Chairman, Tea Board
(Ex-Officio Chairman of the Committee).
2. Shri Dinesh Kumar Sarmah, Vice-Chairman,
Tea Board & President, All Assam Small Tea Growers
Association,
Lachit Nagar, P.O.Rupai Siding-786153,
Tinsukia, Asaam,
3. Shri Rajen Gohain,
Member of Parliament, Lok Sabha,
185, South Avenue, New Delhi -110 011.
4. Shri J.L. Butail,
Chairman, Kangra Tea Planters Association,
Kangra Valley Tea Estate, Gopalpur, Dist.- Kangra,
Pin – 176 059, H. P.
5. Shri D. P. Roy,
Member, West Bengal Legislative Assembly,
Natunpara, Jalpaiguri – 785 101, West Bengal.
6. The Chairman,
Indian Tea Association,
"Royal Exchange", 6, N.S. Road,
Kolkata – 700 001
7. Shri Shankar Malakar,
President, Darjeeling District Congress Committee,
Member AICC, Babupara, Siliguri, PIN-734 001,
West Bengal.
8. Shri Koshy Baby,
11/157 Puthumana, Calicut Road
Gudalur Bazar P.O., PIN-643 212
Nilgiri District, Tamil Nadu
9. Shri Anshuman Kanoria,
10, Princep Street, Kolkata – 700 072.

**(Executive Committee Meetings were held during
2012-13 i.e. on 22-6-2012, 25-9-2012, 01-12-
2012 and 31-3-2013)**

II. Labour Welfare Committee

1. Chairman, Tea Board
(Ex-Officio Chairman of the Committee).
2. Shri Dinesh Kumar Sarmah, Vice Chairman-Tea Board
& President, All Assam Small Tea Growers Association,
Lachit Nagar, P.O.Rupai Siding-786153,
Tinsukia, Asaam,
3. Shri Tarini Kanta Roy
Member of Parliament,(Rajya Sabha),
198, North Avenue, New Delhi-110 001,
4. Shri Rajinder Singh Thakur,
Khalet Tea Estate, P.O.Khalet,
Teh.:Palampur, Distt.Kangra,
PIN-176 061, Himachal Pradesh.
5. Shri A.K. Mony,
Ex-MLA, Top Station Road,
Munnar, P.O. Idukki, Pin – 685 612, Kerala.
6. Shri Alope Chakraborty,
Secretary, INTUC, West Bengal Branch,
"Putul Ghar" Durgapuri, Siliguri,
P.O. Pradhan Nagar, Pin – 734 001, West Bengal.
7. Dr. S. Ramu, Ph.D.,
Doddacombu Tea Factory Pvt. Ltd,
Snowdon Tea Factory, No.9, Highfield Cottage,
Coonoor-643 101, Nilgiris, Tamil Nadu.
8. Smt. Barnali Dey Mohinta,
C/o. Smt. Gita Dey, Dey's Lodge,
Nazrul Sarani, Ashrampara, Siliguri,
District-Darjeeling, West Bengal-734401
9. Shri Akshay Kumar Rajkhowa,
4-F, Aditi Apartment, Manik Nagar,
By-Lane 2 right, Guwahati – 781 005, Assam.

**(LWC Committee Meetings were held during
2012-13 i.e. on 22-6-2012, 25-9-2012, 01-12-
2012 and 31-3-2013)**



III. Development Committee

1. Chairman, Tea Board
(Ex-Officio Chairman of the Committee).
2. Chairman,
Indian Tea Association,
"Royal Exchange", 6, N.S. Road,
Kolkata – 700 001.
3. Sri G. J Ancheril,
President, United Planters' Association of Southern
India [UPASI],
'Glensview', Coonoor-643101,
Nilgiris, Tamil Nadu.
4. Dr. Ajit Kumar Agarwala,
Agarwala House, IInd Milestone,
Sevoke Road, Siliguri,
West Bengal.
5. Shri Samir Roy,
Station Road, Jalpaiguri – 735 101,
West Bengal.
6. Dr. S. Ramu, Ph.D,
Doddacombu Tea Factory Pvt.Ltd.,
Snowdon Tea Factory,
Coonoor, Nilgiris, Tamil Nadu.
7. Shri Hiranya Bora,
House No.36 Tarun Nagar,
Bye-Lane 4, Guwahati,
Assam-781 005

(Development Committee Meetings were held during 2012-13 i.e. on 22-6-2012, 25-9-2012, 01-12-2012 and 31-3-2013)

IV. Tea Promotion Committee

1. Chairman, Tea Board
(Ex-Officio Chairman of the Committee).
2. Shri P. Vishwanathan
Member of Parliament (Lok Sabha),
F-9, Varsha Block, Vasundhara Residential Enclave,
Andalpuram,
Madurai-625 003, Tamil Nadu.
3. Shri Sanjiv Sarin
Regional President-South Asia,
Tata Global Beverages Ltd.,
62, III Cross, II Phase, Industrial Suburb,
Yeswantpur, Bengaluru- 560 024
Karnataka.
4. Shri P.V. Balachandran
President, District Congress Committee
Kalpatta North P.O., PIN-673 122
Wayanad, Kerala.
5. Shri M. Chandrakant
Managing Director, Golcha Tea Plantation Pvt.Ltd.,
S.No.169, The Island, Flat-E/216, Opp: Wakad
Petrol Pump,
Wakad, PUNE-411 057
6. Ms. Chitra Ramesh
801, 'A' Block, RNS Shanthi Nivas Apartment,
Tumkur Road, Yeswanthpur,
Bengaluru-560 022
7. Shri Anshuman Kanoria
10 Princep Street,
Kolkata – 700 072

(Tea Promotion Committee Meetings were held during 2012-13 i.e. on 22-6-2012, 25-9-2012, 01-12-2012 and 31-3-2013)



V. Licensing Committee for North India (07 members)

1. Chairman, Tea Board
(Ex-Officio Chairman of the Committee).
2. Shri Rajen Gohain,
Member of Parliament (Lok Sabha),
185, South Avenue,
New Delhi - 110 011.
3. Shri Hiranya Bora,
House No.36 Tarun Nagar,
Bye-Lane 4, Guwahati,
Assam-781 005
4. Shri A.K.Rajkhowa,
4-F, Aditi Apartment, Manik Nagar,
By-Lane 2 right, Guwahati – 781 005,
Assam.
5. Shri D.P.Roy,
Member, West Bengal Legislative Assembly,
Natunpara, Jalpaiguri – 785 101,
West Bengal.
6. Smt. Barnali Dey Mohinta,
C/o. Smt. Gita Dey, Dey's Lodge,
Nazrul Sarani, Ashrampara, Siliguri,
District-Darjeeling, West Bengal-734401.
7. Shri J.L.Butail,
Chairman, Kangra Tea Planters Association,
Kangra Valley Tea Estate, Gopalpur, Dist.- Kangra,
PIN – 176 059, H. P.

(No Meetings were held during 2012-13, since the Licensing Committee for North India, as were defunct, has again constituted on 25-9-2012)

VI. Licensing Committee for South India (04 members)

1. Dr. S. Ramu, Ph.D.,
Doddacombu Tea Factory Pvt. Ltd.,
Snowdon Tea Factory, No.9, Highfield Cottage,
Coonoor-643101, Nilgiris, Tamil Nadu
2. Shri Koshi Baby,
11/157 Puthumana, Calicut Road
Gudalur Bazar P.O. 643 212
Nilgiri District, Tamil Nadu
3. Shri P.V.Balachandran,
President, District Congress Committee
Kalpatta North P.O., PIN-673 122
Wayanad, Kerala.
4. Shri M.Chandrakant
Managing Director, Golcha Tea Plantation Pvt.Ltd.,
S.No.169, The Island, Flat-E/216,
Opp: Wakad Petrol Pump,
Wakad, PUNE-41 1057

(Chairman of the Committee is to be elected subsequently).

[No Meetings were held during 2012-13, since the Licensing Committee for North India, as were defunct, has again constituted on 25-9-2012]



Addresses of Tea Board Offices in India and Abroad:

OFFICES IN INDIA

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14, BTM Sarani,
Kolkata - 700 001.
Tel. : 033-22351331/Fax:033-22215715
E-mail : secy@teaboard.gov.in /
secytboard@gmail.com
Website : www.teaboard.gov.in

NEW DELHI

Tea Board
13/2 Jam Nagar House, Sajahan Road,
New Delhi - 110 011
Tel. & Fax : 011-23074179
Tel : 011- 23070322
Mob. : 09811100236,
E-mail : asitkala50@indiatimes.com /
asitkala50@gmail.com

COONOR

Executive Director, Tea Board,
"Shelwood", Coonoor Club Road,
Post Box No. 6, Coonoor - 643 101,
Dist.-Nilgiris, Tamil Nadu (South India).
Tel. : 0423-2230316
Fax : 0423-2232332
E-mail : teaboardcoonoor@rediffmail.com

KOCHI

Joint Controller of Licensing
Tea Board
Indira Gandhi Road, Willingdon Island,
Kochi - 682 003, Kerala.
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E-mail : jcls@teaboard.gov.in

KOTTAYAM

Assistant Director of Tea Development,
Tea Board, College Road,
Kottayam - 686 001, Kerala.
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Fax: 0481-2301223
E-mail : teaboard.kottayam@gmail.com

CHENNAI

In-Charge, Tea Room,

Tea Board
Chennai Secretariat, Shop No.3,
4th St. George,
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TEL : 044-25672754

GUWAHATI

Executive Director,
North Eastern Zonal Office
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Beltola-Basistha Road,
Dispur, Guwahati-781006
Tel: 0361-2234253
Fax: 0361-2234251
E-mail : teaboardghy@hotmail.com

JORHAT

Dy. Director of Tea Development (Plantation),
Tea Board, Tea Research Association Complex,
Cinnamara, Jorhat-785001,
Assam
Tel: 0376-2360066/Fax : 2360068
E-mail : teaboardjorhat@gmail.com

DIBRUGARH

Dy. Director of Tea Development (Plantation),
Tea Board, West Chowkidingee
T.R. Phukan Road, Dibrugarh – 786 001
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E-mail: teaboarddibrugarh@gmail.com

**TEZPUR**

Asst. Director of Tea Development
Tea Board,
Mission Charali, Opp. Trade & Industry Building,
P.O. Dekargaon, Tezpur-784 501,
Dist. Sonitpur, Assam.
Tel : 03712-255664
E-mail : teaboardtezpur@yahoo.com

SILCHAR

Asst. Director of Tea Development,
Tea Board
Club Road, Silchar - 788 001,
Dist. : Cachar, Assam.
Tel. : 03842-232518
E-mail : silchar_tboard@rediffmail.com

AGARTALA

Assistant Director of Tea Development,
Akhaura Road, Fire Brigade, Chowmuhani
Agartala - 799 001, Tripura (West)
Tel. : 0381-2314639/0381-2324182

SILIGURI

Dy. Director of Tea Development (Plantation),
Sahid Bhagat Singh Commercial Complex, (3rd floor),
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Siliguri, West Bengal
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teaboardsiliguri@gmail.com

JALPAIGURI

Assistant Director of Tea Development,
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Hakimpara,
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West Bengal
Tel: 03561 225146
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PALAMPUR

Deputy Director of Tea Development,
Tea Board, Mission Road,
Palampur - 176 061, Kangra,
Himachal Pradesh.
Tel : 01894-230524
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E-mail : gaganteaboard@gmail.com

DARJEELING (DTR & D.C.)

Project Director,
Tea Board,
Acharya Bhanu Path,
Kurseong - 734 203, Darjeeling.
Tel.: 0354-2330287
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E-mail: tea2darjeeling@yahoo.co.in

MUMBAI

Superintendent
Tea Board, Resham Bhavan,
78, Veer Nariman Road,
Mumbai - 400 020.
Telefax.: 022-22041699
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E-mail : mumtea@gmail.com

GUDALUR

Tea Board, Regional Office,
In front of Co-operative Bank,
Mysore Road, Gudalur-643 212,
The Nilgiris, Tamil Nadu.
Tel : 04262-262316
Email : teaboardgudalur@gmail.com

KUMILY

Tea Board, Regional Office,
High Range Plaza,
2nd Floor, K.K. Road, Kumily,
Idukki District, Kerala-685 509
Tel: 04869-222628
Email: teaboard.kumily@gmail.com

**ITANAGAR**

Tea Board, Regional Office,
Private Residence, 2nd Floor,
Near Kingcup School,
V.I.P Road, Itanagar, P.O. : Itanagar,
Arunachal Pradesh-791 111
E.mail ID : sanjibrajbongshi@gmail.com

SMALL TEA GROWERS' DEVELOPMENT DIRECTORATE,**Dibrugarh**

"VIJAY BHAWAN"
Amolapatty, P.O. : Dibrugarh,
Dist. : Dibrugarh, Assam, PIN CODE NO. 786 001
TEL : (0373) 2324982/2328941
FAX : (0373) 2325506

COIMBATORE

Welfare Liaison Officer (South)
Tea Board, R.O.
Tea Trade Centre Complex
12/278, Mettupalayam Road
G N Hills , P. O., Coimbatore – 641029
Tel. 04222908494
Email : teaboardcoimbatore@gmail.com

TIRUMALA

Tea Nook, Near C.R.O.(G) Office,
(opposite to Railway Reservation Counter),
Tirumala– 517 504, Andhra Pradesh

OFFICES ABROAD**UNITED KINGDOM**

Mr.Mangat Ram Sharma, IAS,
Director of Tea Promotion
Tea Board of India, India House, Aldwych,
London - WC2B 4NA.
Tel. : 0044207-2402394
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Mobile : 00447788420995
Residence : 4, Carrick Gate,
Esher, Surrey KT10 9 NE, U.K.:
E-mail : teabordlon@aol.com

DUBAI

Sri Manish Sharma, I.P.S.,
Director of Tea Promotion, Tea Board of India
P.O. Box No. 2415, Flat No. 5, Al Abbas Buildings,
Bank Street, Bur Dubai, Dubai UAE.
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Fax : 00 9714 3522615
Mobile : 00 971567449828
E-mail : teaboard@emirates.net.ae

MOSCOW

Director of Tea Promotion
Tea Board of India, C/o Embassy of India,
4, Vorontsovo Polye, Russian Federation,
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