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**60<sup>TH</sup> ANNUAL REPORT 2013-14**



## CHAPTER-1

### ORGANISATIONAL SET-UP & FUNCTIONS

#### **Constitution of the Board**

The Tea Board of India was established on 1<sup>st</sup> April 1954 as per the provisions of Section 4 of the Tea Act 1953. The Board is charged with the overall development of the tea industry in India and it is functioning under the administrative control of the Central Government in the Ministry of Commerce and Industries.

#### **Organisation of the Board:**

The composition of the Board comprises 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 members of the Board for the period 2011-14 is annexed (Annexure-1).

#### **Members of Tea Board**

- 3 members of Parliament
- 8 members representing owner of tea estates
- 6 members representing Govt. of principal tea growing states
- 2 members representing exporters and internal traders of tea
- 5 members representing workers employed in tea gardens
- 2 members representing manufacturers of tea
- 2 members representing consumers
- 2 members representing other interest

#### **Standing Committees of the Board**

The Board is guided by the following standing committees:

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

The composition of the Standing Committees and the area of responsibility are briefly as under:

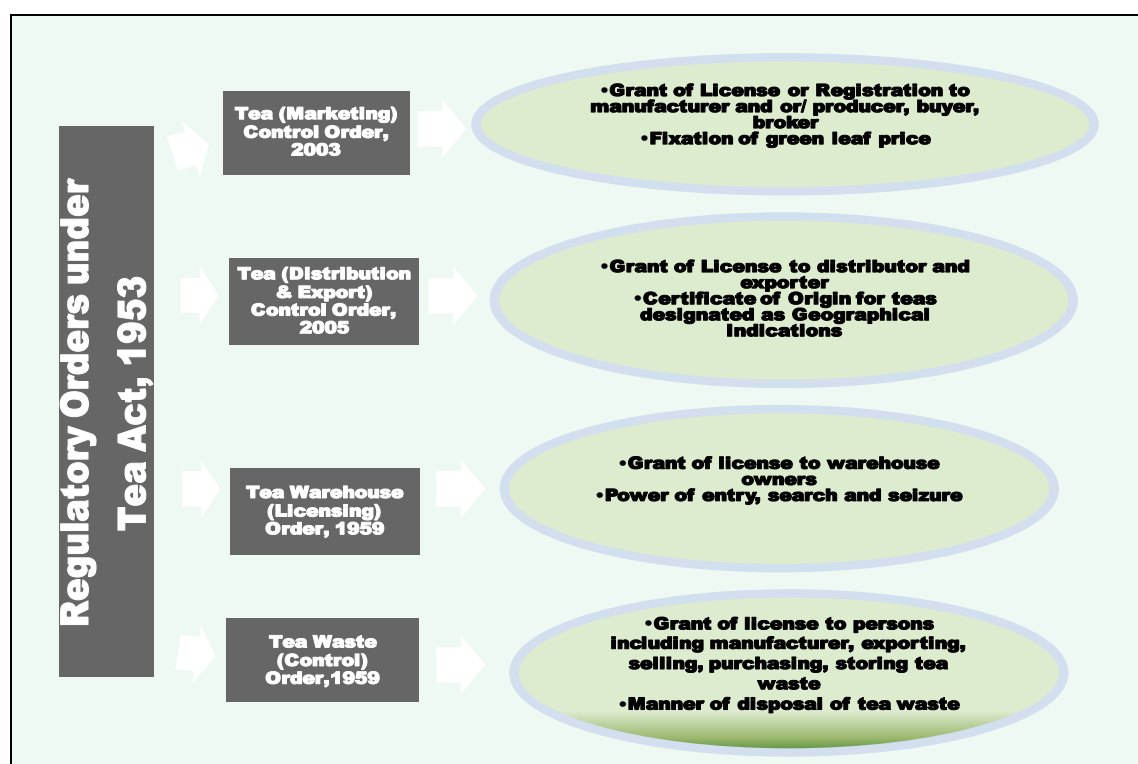
**Executive Committee (EC):** The EC comprises of nine members including Chairman and it deals with the administrative matters of the Board.

**Export Promotion Committee(EPC) :** The EPC comprises of seven members including Chairman and its role is to advise and guide the Board on tea export promotion and implementation of various promotional schemes of the Board.

**Labour Welfare Committee(LWC):** The LWC comprises of 9 members including Chairman and its role is to advice Board on implementation of various welfare schemes of the Board for the benefit of the plantation workers and their wards.

**Development Committee(DC):** The DC comprises of 7 members including Chairman and its role is to advice the Board on issues relating to improvement in tea production and productivity and implementation of various developmental schemes of the Board.

**Licensing Committees(LC):** There are two LCs one each for North and South India. The LC for North India comprises of 7 members including Chairman and South India comprises of 4 members. The main role of the LCs is to advice the Board on the regulatory measures and implementation of the various provisions of the control orders issued under the Tea Act viz: Tea Distribution and Export Control order; Tea Marketing Control Order, Tea Warehouse Control Order and Tea Waste Control Order.



**Election of Vice Chairman :**

During the year under report Shri Koshy Baby, Board Member was elected to serve as the Vice Chairman of the Board

### **Functions of Tea Board:**

The functions of the Tea Board span across a wide spectrum as defined under Section 10 of the Tea Act and briefly include:

1. Increasing production and productivity of tea plantations
2. Improving quality of tea
3. Promoting co-operative efforts among small tea growers
4. Supporting Tea Research and Development
5. Undertaking promotion campaigns for increasing exports and domestic consumption
6. Regulatory functions - Registration of tea gardens, factories, primary buyers and issue of licenses for tea brokers, auction organizers, exporters and tea waste dealers
7. Welfare measures for plantations workers/wards in the area of health, hygiene, training and education.
8. Collection and dissemination of tea statistics
9. 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. Plan Funds are used for implementation of various developmental, promotional and welfare schemes of the Board.

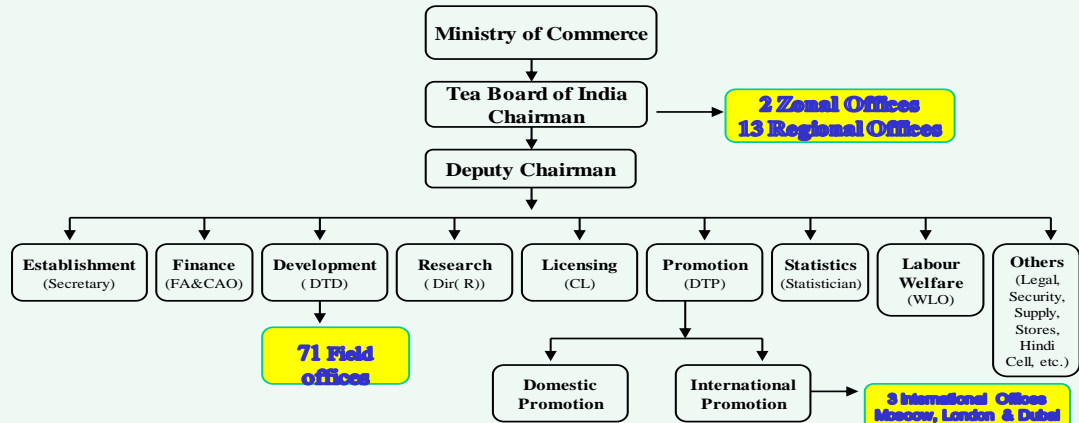
### **Tea Cess:**

Under Section 25(1) of the Tea Act, 1953 tea cess is levied on all teas produced in India at the rate of 50 paise per kg., except Darjeeling teas for which only 20 paise per kg is levied. The Cess is collected by the Central Excise Department and credited to the Consolidated Fund of India after deducting the collection charges.

### **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 in HO and two Executive directors stationed in the Zonal offices of the Board located at Jorhat (Assam) and Coonoor (Tamil Nadu).

## ADMINISTRATIVE SET OF TEA BOARD



### Offices within India:

The Regional/Sub-Regional Offices which are under the direct control of HO and of Executive Directors are located at the following places:

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

**Small Grower Development Directorate:** In order to meet the developmental needs of the small sector which accounts for more than 31% of national tea production, separate directorate has been set up during the year under report. Under this directorate 71 sub regional offices have been opened in all the areas where small growers are concentrated to maintain a closer interface with the growers and provide developmental and extension services to the growers towards improving productivity and quality of tea produced from the small sector.



### **Overseas offices:**

Three overseas offices headed by Directors of Tea Promotion (DTP) are functioning from London, Dubai and Moscow and undertake tea export promotional activities and liaise with importers of Indian tea of the respective regions as well as Indian Exporters. During the year under report the Board reviewed the usefulness or otherwise of the overseas offices and decided that all the three foreign offices may be wound up after the completion of the current tenure of the present incumbents and transfer the posts of three DTPs to Head Office

**Darjeeling Tea Research and Development Centre:** The Board has its own Tea Research Centre at Kurseong (Darjeeling) for addressing location specific R&D needs of the hilly region of Darjeeling.

### **Functional activities of the Head Office:**

a) **The Secretariat** headed by Secretary looks after Establishment / administrative work and co-ordinates with various departments.

b) **The Finance wing** headed by Financial Advisor and Chief Accounts Officer is responsible for the maintenance of accounts, release of funds under the developmental schemes to tea gardens and conducting internal/external audit.

c) **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.

d) **The Promotion Directorate** headed by Director of Tea Promotion looks after the work relating to Marketing and Promotion of tea in India and abroad.

e) **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 at Kurseong headed by Project Director.

f) **The Licensing Department** headed by Controller of Licensing is responsible for permission and registration of tea estates and manufacturing factories and issue of licenses, to tea exporters, buyers, brokers, auction organizers, tea warehouses and monitoring the movement of "Tea Waste".

g) **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.

h) **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 dissemination of information to Government, trade and industry.

i) **Hindi Cell** headed by Deputy Director is responsible for the implementation of the provisions of Official Languages Act and various related measures.

**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.

**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 centers 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-TRE, 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 program 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 specialized 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. 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. USA/Canada and Germany.

The activities of the overseas offices include participation in international fairs and exhibitions, particularly food and beverage events, Field sampling at specialty stores /super markets, Media publicity, Buyer-seller meets, providing promotional support to Indian exporters/foreign importers of value-added teas in their promotional and marketing efforts, P.R. activities to establish closer link between importer and exporter, and Exchange of tea delegations between India and importing countries. Besides its regular marketing logo, Tea Board has successfully launched distinct tea logos to popularize the teas from various regions of the country:



#### Man-Power of Tea Board

The total man-power of the Board as on 31.03.2014 was 633 (including foreign offices of the Board). 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 31.03.2014**

Sl. No.		Group A	Group B	Group C	(Safai Karmachari)	Total
1	Head Office	17	71	193	07	288
2	Regional/Sub Regional Offices	59	114	166	02	341
3	Officers on deputation to Tea Board	4	1	-	-	5
4	Staff member on deputation to other organization	-	-	-	-	-
	Total	80	186	359	09	634

#### Number of India-based Official in Board's Offices abroad (as on 31.03.2014)

	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	13	04	17	34
Group B	37	07	32	76
Group C	51	21	23	95
(Safai Karmachari)	07	--	--	07
<b>TOTAL</b>	<b>108</b>	<b>32</b>	<b>72</b>	<b>212</b>

During the year under report recruitment was made to fill up the following positions:

GROUP A	17
GROUP B	27
GROUP C	19
<b>TOTAL</b>	<b>63</b>

**Changes in Man power of the Board during the year under review:**

**1. New appointments**

1. Shri Siddharth, IAS, Chairman, taken charge of the post of Chairman, Tea Board with effect from 26<sup>th</sup> December, 2013.
2. Shri S Soundararajan joined as Director of Tea Development with effect from 13<sup>th</sup> November, 2013
3. Shri Amiya Kr. Das, joined as Financial Adviser & Chief Accounts Officer with effect from 13<sup>th</sup> November, 2013.
4. Ms. Seema Tiwary joined as Accounts Officer w.e.f 1/4/2013

**The following joined as Factory Advisory officers under Small Grower Development Directorate w.e.f 28/10/2013**

1. Shri Hem Chandra Agarwal;
2. Shri Kishore Jyoti Takoe;
3. Shri Prakash Roy;
4. Shri Utpal Saikia;
5. Shri Dhruvajyoti Gohain;
6. Shri Prashanta Bora;
7. Shri M Sanjay Sarkar;
8. Shri Sachin Vyankatarao Sonwansi;
9. Shri Subir Paul w.e.f 20/1/ 2014

**The following joined as Assistant Director of Tea Development under Small Grower Development Directorate**

1. Shri B Pagalavan w.e.f 29/11/2013
2. Shri Arup Jyoti Das w.e.f 29/11/2013
3. Shri C K Ramesh w.e.f 2/12/2013
4. Shri Anjan Gogoi w.e.f 2/12/2013
5. Shri M. Ramesh w.e.f 2/12/2013
6. Shri Anjan Gogoi w.e.f 2/12/2013
7. Shri Arup Baruah w.e.f 4/12/2013

8. Ms. Amrita Chakraborty w.e.f 5/12/2013
9. Ms Sharbari Chowdhury Gohain w.e.f 5/12/2013
10. Shri Munsir Nasir Imam w.e.f 6/12/2013
11. Shri Diganta Barman w.e.f 6/12/2013
12. Shri Nipan Sarmah w.e.f 6/12/2013
13. Shri Georgy Samuel w.e.f 12/12/2013
14. Shri Abhishek Sharma w.e.f 19/12/2013

2. **Promotions:** The following Assistant Directors of Tea Development were promoted to the post of Deputy Director of Tea Development

1. Shri Chandra Sekhar Mitra, w.e.f. 22/4/2013
2. Shri Dipankar Mukherjee, w.e.f. 22/4/2013
3. Shri C S Hariprakash, w.e.f. 22/5/2013
4. Shri Falguni Bandopadhyay, w.e.f. 22/5/2013
5. Shri Kamal Ch. Baishya, w.e.f. 7/10/2013

3. **Additional responsibilities :** Shri A Rajan, Statistician, was given additional charge of the post of Secretary, Tea Board on ad-hoc basis with effect from 5<sup>th</sup> May, 2013.

4. **Resignations and relinquishments**

1. Shri Rakesh Saini, Executive Director, Jorhat relinquished w.e.f 31/5/2013.
2. Shri Rajeev Roy, Financial Adviser and Chief Accounts Officer, on completion of his tenure relinquished w.e.f. 13/9/2013
3. Shri Dhritiman Saha, Factory Advisory Officer resigned w.e.f 13/12/2013
4. Shri M G V K Bhanu, IAS, Chairman, relinquished w.e.f 26/12/2013

5. **Retirements**

1. Smt Rupali Datta, DTP superannuated w.e.f. 31/8/2013.
  2. Shri K K Bhattacharya, DDTD superannuated w.e.f. 31/12/2013.
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## CHAPTER-2

### Broad over view of the Global and Indian Tea Scenarios:

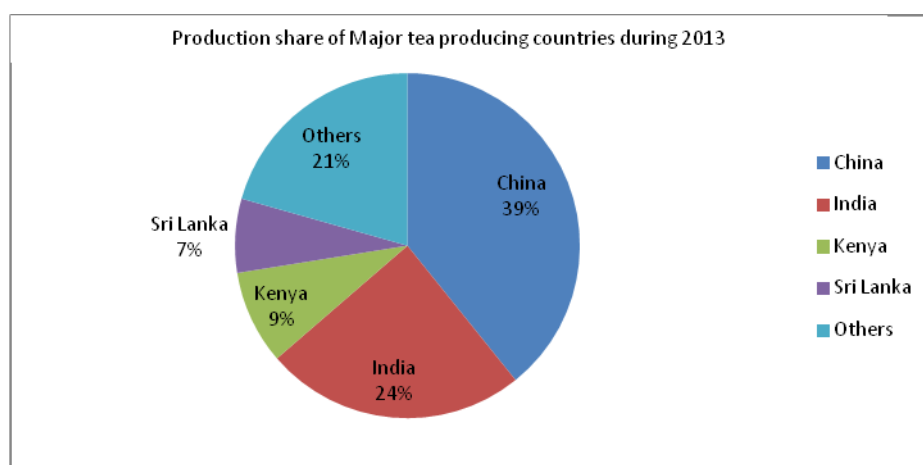
#### Global Tea Scenario

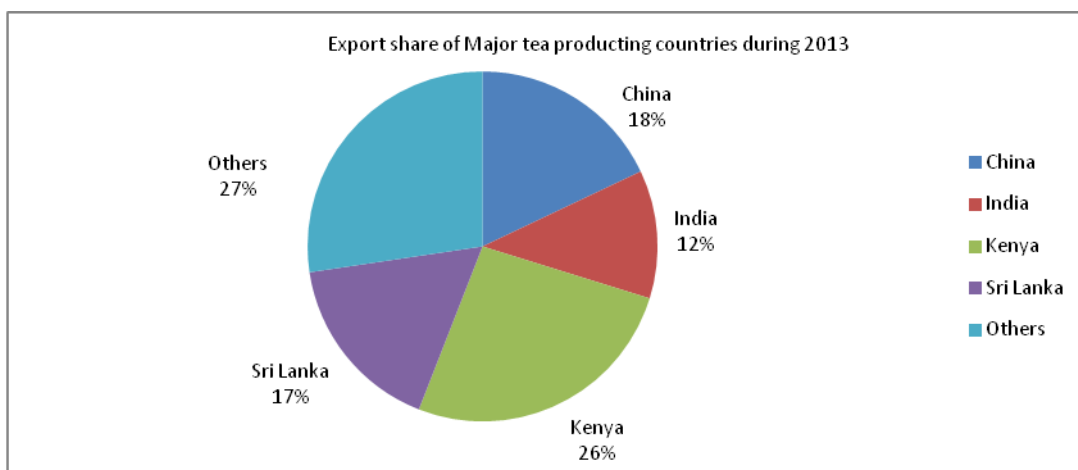
More than 30 countries spread over all the continents except North America with wide range of agro-climatic conditions between 42'N (Georgia) and 35'S latitude (Argentina) grow tea. The estimated global production and consumption during 2013 was 4907 million kg and around 4574 million kg respectively. Total exports from the producing countries during 2013 added upto 1863 million kg. **Major tea producing and exporting countries are China, India, Kenya, and Sri Lanka and they account for 79% and 73% of world production and exports respectively. (Table-1)**

Table-1.

#### Production and Export share of major producing and exporting countries

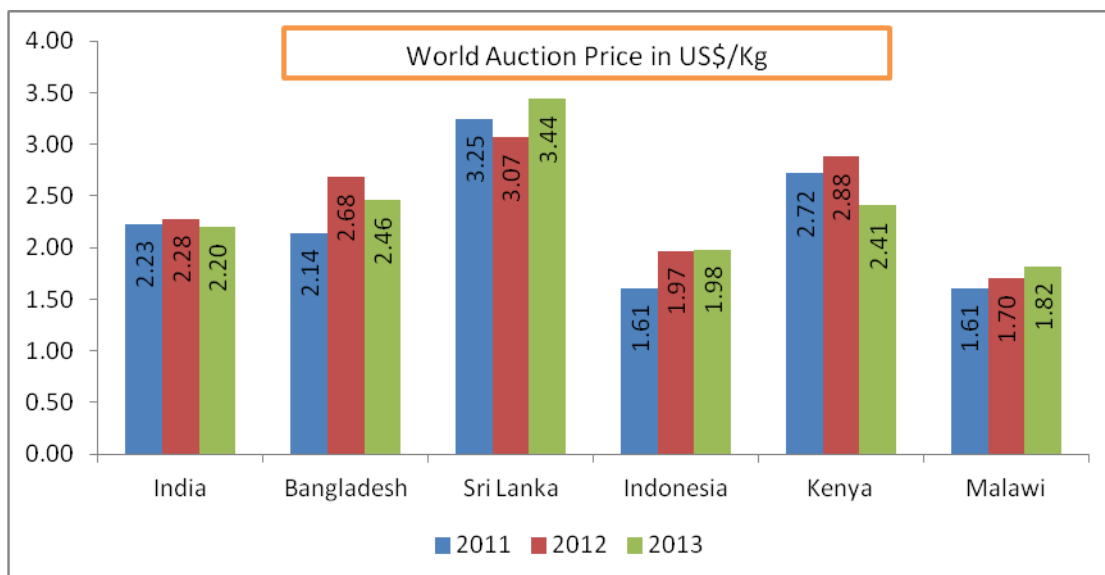
Country	2013			
	Production		Export	
	Million Kg	%share	Million Kg	%share
China	1924	39	332	18
India	1200	24	219	12
Kenya	432	9	494	26
Sri Lanka	340	7	309	17
Others	1011	21	509	27
<b>World Total</b>	<b>4907</b>	<b>100</b>	<b>1863</b>	<b>100</b>





**TABLE-2 : WORLD AUCTION PRICE OF TEA**

Year	World Auction price (US\$/Kg)					
	India	Bangladesh	Sri Lanka	Indonesia	Kenya	Limbe
2011	2.23	2.14	3.25	1.61	2.72	1.61
2012	2.28	2.68	3.07	1.97	2.88	1.70
2013	2.20	2.46	3.44	1.98	2.41	1.82



The average per head consumption of tea varies widely from country to country. The consumption is around 2 kg in Afghanistan, United Kingdom and Ireland. The consumption is around 1 kg in China, Iran, Iraq, 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 accounts for 20% of the global consumption. Almost 80% of the total production is consumed within the country. 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 most of their production.

## The Global Tea situation in 2013

**Production:** As compared with total production during 2012, the Global production in 2013 increased by 299 M.Kgs comprising 226 million kgs of black tea (mostly from India, Kenya and Sri Lanka) and 73 million kgs (mostly from China)(Tables 3&4).

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

	2012	2013	Increase over 2012
Green Tea	1486	1559	73
Black Tea	3122	3348	226
<b>Total</b>	<b>4608</b>	<b>4907</b>	<b>299</b>

**Table-4:Tea production in major black tea producing countries ( MKGs)**

Country	2012	2013	> over 2012
India	1126	1200	74
Sri Lanka	328	340	12
Kenya	370	432	62

Source; ITC Annual Bulletin of Statistics 2014

**Exports :** Total global exports in 2013 increased by around 5% - 87 million Kgs over 2012 (Table-5). Kenya, China, Sri Lanka and India retained their leading position in the same order.

**Table-5: Exports of major producing countries( Million Kgs.)**

Country	2012	2013	Increase over 2012	
			Volume	%
Kenya *	430	494	64	15%
China	322	332	10	3%
Sri Lanka	306	309	3	1%
India	208	219	11	5%
Others	510	509	-1	0%
Total world Exports	1776	1863	87	5%

Source; ITC Annual Bulletin of Statistics 2014)

\* Kenya's export include the neighboring African countries produce

## **Tea Prices:**

The international tea prices remained stable during 2013 and were higher than the levels of 2012 except at Mombasa auction centre (Table-6). In India, prices were up both in North Indian as well also South Indian auctions.

**Table-6** Tea prices during 2013 in respective currencies per kg

Auction Center		2012	2013	>/< over 2012
<b>India</b>				
North India				
Kolkata	Rs	149.55	157.65	8.10
Guwahati	Rs	131.01	132.55	1.54
Siliguri	Rs	120.17	122.01	1.84
South India				
Kochi	Rs	96.08	113.51	17.43
Coimbatore	Rs	83.73	94.99	11.26
Coonoor	Rs	82.31	89.37	7.06
<b>Bangladesh</b>				
Chittagong	Taka	219.40	191.74	-27.66
<b>Sri Lanka</b>				
Colombo	Sl.Rs	391.47	444.14	52.67
<b>Indonesia</b>				
Jakarta	US \$ c	196.53	198.01	1.48
<b>Kenya</b>				
Mombasa	US \$ c	288.00	241.00	-47.00
Limbe	US \$ c	170.26	181.55	11.29

(Source; ITC Annual Bulletin of Statistics 2014 except Indian auction)

### Indian Tea Scenario

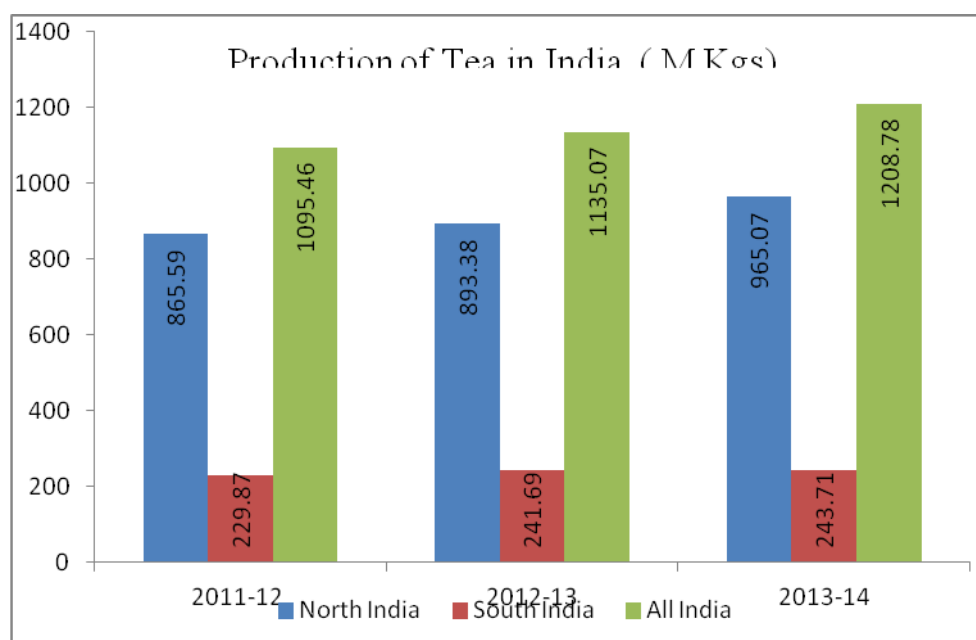
**In India tea is cultivated in 16 states of which Assam, West Bengal, Tamil Nadu and Kerala are the major tea growing states.** They account for 98% of the total production. Other traditional states where tea is grown are Tripura, Himachal Pradesh, Uttarakhand, Bihar and Karnataka. The non-traditional 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 like Darjeeling, Assam, Nilgiris and Kangra which are famous for their delicate flavor, 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 2013-14, overall tea production increased by 73.71 m.kg over 2012-13 because of better climatic conditions that prevailed in major tea growing areas in North India. (Table-7).

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

Calendar Year	North India	South India	All India	Financial Year	North India	South India	All India
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
2013	958.62	241.79	1200.41	2013-14	965.07	243.71	1208.78

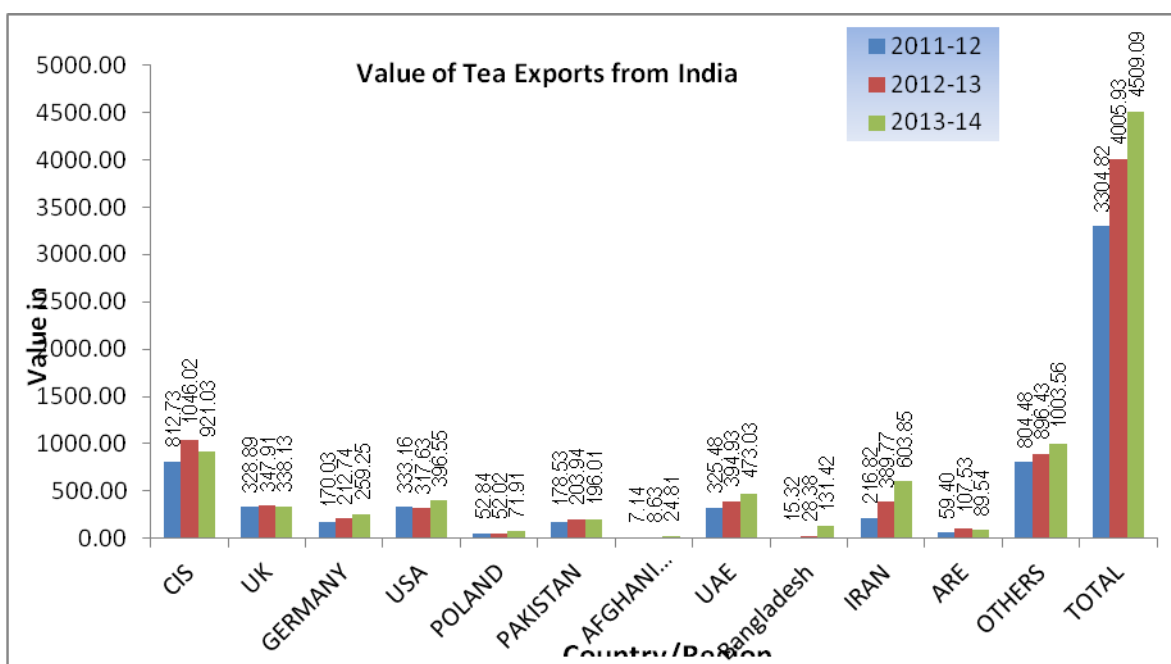
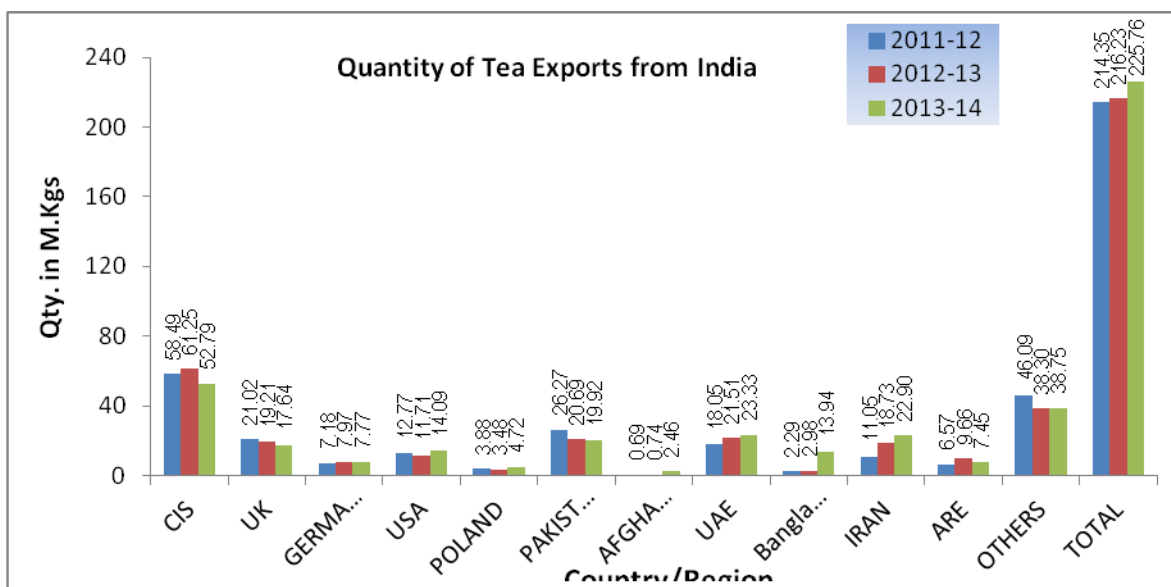


**Exports:** Tea exports from India during both calendar and financial year were up by 10.80 M.Kgs., and 9.53 M.Kgs., respectively with increase in price realization compared to previous year. (Table-8)

**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.
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
2013	219.06	4355.23	198.81	2013-14	225.76	4509.09	199.73



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)
2011-12	190.25	2576.48	135.43
2012-13	190.63	3126.29	164.00
2013-14	199.54	3534.36	177.13

**Table-10: Packet Tea Export**

Year	Quantity (M.Kgs.)	Value(Rs Crs.)	Unit Price (Rs /Kg)
2011-12	12.07	307.82	255.03
2012-13	11.09	309.18	278.79
2013-14	12.36	351.39	284.30

**Table-11: Tea Bags Exports**

Year	Quantity (M.Kgs.)	Value(Rs Crs.)	Unit Price (Rs /Kg)
2011-12	9.69	328.02	338.51
2012-13	12.12	455.94	376.19
2013-14	10.27	448.21	436.43

**Table-12: Instant Tea Exports**

Year	Quantity (M.Kgs.)	Value(Rs Crs.)	Unit Price (Rs /Kg)
2011-12	2.34	92.50	395.30
2012-13	2.39	114.52	479.16
2013-14	3.59	175.13	487.83

**Primary Marketing:**

The different modes through which the tea gardens sold their teas over the last three years and the average price fetched in public auctions are shown in Table-13 & 14.

During the year under report 44% of total tea produced in the country was sold through public auctions, 8% was directly exported through forward contract and the remaining 48% was sold through ex-garden private sale.

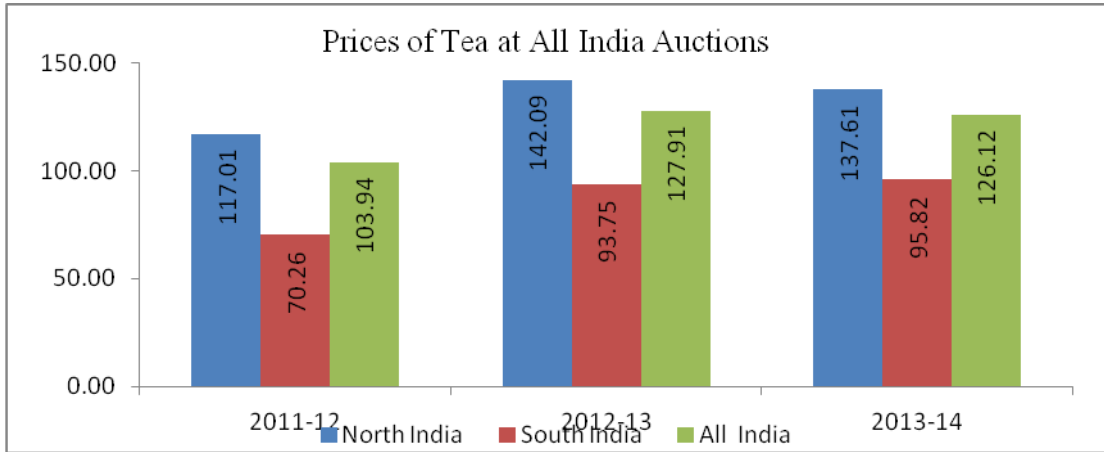
**Table-13: Mode of disposal of Tea produced India**

Year	Qty. of tea sold through Auction	Ex-garden export under forward contract	Ex-garden private sale
2011	542 (48.57)	90 (8.06)	484 (43.37)
2012	515 (45.74)	87 (7.73)	524 (46.54)
2013	532 (44.33)	90 (7.50)	578 (48.17)

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

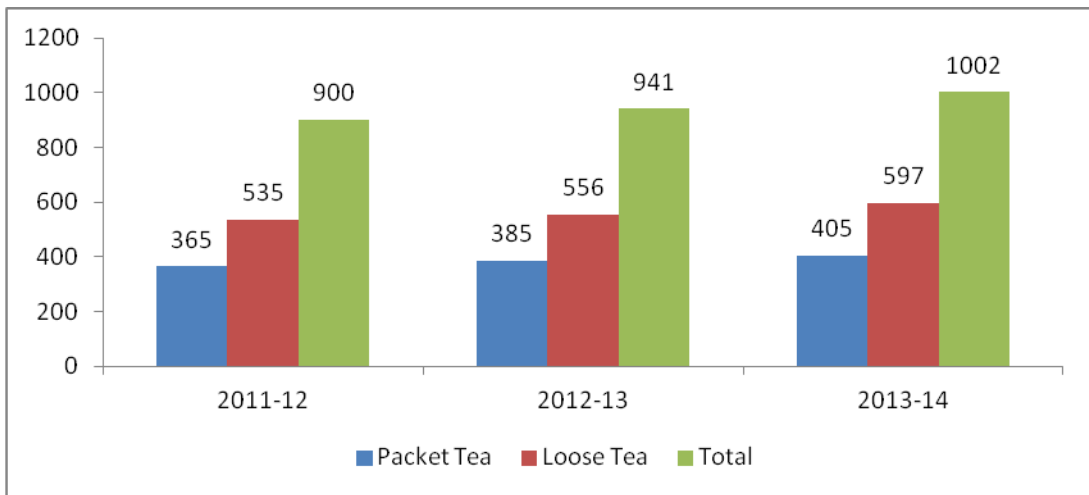
**Table-14: Average price Rs per kg of tea sold through Auctions**

Calendar Year	North India	South India	All India	Financial Year	North India	South India	All India
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
2013	139.95	98.75	128.46	2013-14	137.61	95.82	126.12



**Domestic Retention :**

The estimated domestic retention of tea for the year 2013-14 was around 1002 M.Kgs. as against 941 M.Kgs in 2012-13.



## CHAPTER - 3 : 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 provides 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 1<sup>st</sup> June 2011.

The other major sources of income of the Board are the Plan funds by way of grants, subsidy and loan released to it by the Government of India under Section 26 A of the said Act. Other minor sources of revenue include 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. 5321 lakh as per receipt budget of Department of Revenue, Ministry of Finance. During the year 2013-14 an amount of Rs. 3900 lakh (include opening balance) was released to Tea Board by the Government as non-plan contribution to the Tea Board.

**RESEARCH & DEVELOPMENT GRANTS:** During 2013-14, a sum of Rs. 1948.50 lakh was received from Government towards Research and Development Grants..

**RESEARCH (ASIDE):** During 2013-14 no amount was received under this head. However, there was an opening balance of Rs.50.00 lakh.

**SUBSIDY:** A sum of Rs. 10490.00 lakh was received from Government towards subsidy during 2013-14.

**SPECIAL PURPOSE TEA FUND-CAPITAL:** During 2013-14, no amount was received from Govt. towards SPTF Capital Contribution.

A. **Receipts** during the year 2013-14 under different heads of Non-Plan were as under:

**Rs. Lakhs**

<b>MONEY RECEIVED UNDER SECTION 26 OF TEA ACT</b>	3900.00
Fees realized on account of licenses/ TMCO,2003	24.64
Fees realized on account of HACCP	0.20
Miscellaneous Receipts including sale of liquid tea, sale of green leaves, sale of publications, interest on fixed deposit etc.	598.96
<b>INTEREST ON ADVANCE</b>	11.13
Registration fees realized on account of DCTM	3.57
<b>TOTAL</b>	<b>4538.50</b>

Non-Plan Expenditure during the year 2013-14 was as under:

**B. EXPENDITURE - (NON-PLAN)** (Rs. in lakh)

Administration including Library	2982.16
Tea Promotion in India	378.81
Tea Promotion outside India	96.97
Pension	1393.22
Advances to employees	-10.70
Employer's contribution to New Pension Scheme	64.89
<b>Works</b>	2.75
<b>TOTAL</b>	<b>4908.10</b>

**C. Expenditure - Research & Development Grants: Rs. lakhs**

Grant in aid to TRA	1151.04
Grant in aid to UPASI -TRF	145.90
Research Grant to TRA	15.70
Research Grant to UPASI -TRF	5.00
Grant to AAU	3.00
Grant to CSKHPKV	6.13
Grant to NBU	2.85
Grant to SU	2.87
Upgradation of DTR&DC	87.14
Workshop/Seminar/Training/meeting/convention etc.	19.36
Development Assistance	33.54
Study Tour	0.07
Award Scheme	10.54
Small Tea Growers expenses	595.74
Baseline Survey	2.29
Small Tea Growers Enumeration	7.18
Small Tea Growers Registration	6.00
Small Tea Growers Training	0.68
Small Tea Growers Field Workshop	1.03

Tea & Tourism	0.81
Training of DO/FAO	0.69
Travelling Expenses	2.47
Administrative expenses	0.11
Advance to CPWD & others	57.88
Evaluation & Monitoring	22.00
Other miscellaneous expenditure	34.06
<b>Total</b>	<b>2214.08</b>

**D. Expenditure - Subsidy Rs. Lakhs**

Plantation Subsidy Scheme	1241.44
Quality Up-gradation & Product Diversification Scheme	281.40
Human Resource Development Scheme	788.71
Orthodox Tea Production Subsidy Scheme	1838.16
Market Promotion Scheme	2082.32
Special Purpose Tea Fund	4247.11
<b>Scheduled Caste Sub Plan</b>	<b>346.29</b>
<b>TOTAL</b>	<b>10825.43</b>

**E. Research Scheme (Aside) Rs. Lakhs**

Expenditure	NIL
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**F. EXPENDITURE - LOAN SCHEME: Rs. Lakhs**

(Rs. in lakh)

Revolving corpus fund for loan scheme	NIL
Total	NIL

**TOTAL EXPENDITURE ON PLAN DURING 2013-14:( C + D + E + F ) =**  
**Rs. 13039.51 lakh**

## Chapter-4

### 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 four 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;
5. Dr. Ajit Kumar Agarwala, Siliguri, West Bengal;
6. Dr. S. Ramu, Coonoor, Tamil Nadu;
7. Shri Hiranya Bora, Guwahati, Assam

#### Dates and place of the meetings of the Development Committee

Date of Meeting	Place
24 <sup>th</sup> June , 2013	Valparai, Tamil Nadu
5 <sup>th</sup> October, 2013	Kolkata
23 <sup>rd</sup> December 2013	Tezpur, Assam
21 <sup>st</sup> March, 2014	Kolkata

#### Important recommendations made by the Development Committee:

1. Flexibility was allowed in the rate of Replanting in individual gardens owned by the same company provided that overall rate of replanting for the applicant tea company was not less than 2% per annum.
2. Delegation of power was given to the Zonal offices of the Board for the disbursement of subsidy under SPTF Scheme. Dy. Director of Tea Development, Tea Board, Siliguri was delegated sanctioning powers under the SPTF Scheme w.e.f. 01.04.2013 onwards.
3. The Board approved the proposal for implementation of the Plan Scheme w.e.f. FY 2013-14 onwards through its various field offices.

4. The Board ratified the action taken for availing services from UPASI-KVK during 2013-14 and accorded ex-post facto sanction for Rs. 50lakhs payable to UPASI-KVK.
5. The Board approved for issuance of smart cards to the small tea growers in South India and Assam.
6. The Board approved a proposal for setting up of Micro and Mini Tea factory by the small tea growers and self help groups of small growers and exempting from registration under TMCO and providing subsidy under Board's SGD Scheme during the XII plan period.
7. Delegation of power was given to the Zonal office of Siliguri and Palampur to relax late submission upto 30 days and advised for any other case beyond that stipulation should be referred to Head Office for consideration.
8. A circular was issued, stating that from 1<sup>st</sup> January, 2014, no factory should accept green leaf below 65% fine leaf.
9. It was discussed in the Board Meeting that an Advisory Committee will be formed for small growers under the chairmanship of Vice-Chairman, one representative from South India, President of CISTA, and one member from North Bengal, two from North East India and one representative from Tripura.
10. A high level enquiry committee was formed under the Chairmanship of Dy. Chairman to look into the pending claims of North Bengal who have not received subsidy under QUPD Scheme during XIth Plan Period. It was said that the Board will take suitable action after receiving the status report from the enquiry committee.
11. For the larger perspective of development of STGs special attention was given for disposing of their pending claims so that they can avail their legitimate benefit.
12. It was decided that State Government should join hands with Tea Board for successful achievement of training and awareness programme but without any financial assistance to the State Governments. State Governments were to provide the details of the growers who are attending training programme so as to avoid duplication of efforts and disbursement of benefits.
13. Based on the report submitted by the High powered Committee formed under the chairmanship of Dy. Chairman, Tea Board, it was decided that Pending cases of XI Plan cases under QUPDS of North Bengal will be processed at H.O. based on the condonation in line with the coordination made by Coonoor and Jorhat offices to maintain a balance between three offices. If the installation of machinery has been duly performed by the applicant, then minor deviations can be condoned on

a case to case basis However, if it was found that the applicant has made a fabricated claim with regard to installation of machinery, the said company would be straightway and summarily black listed from availing benefits from any scheme of the Board.

14. Tea Board is in the process of establishing an electronic platform which can keep a tab on the pending cases as well.

### Developmental Schemes

Since approval of the Government for the new schemes proposed for XII plan was not received, the following XI plan schemes were continued 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 including Orthodox Tea production subsidy scheme
4	Developmental Assistance to small Growers

### Physical and Financial achievements:

#### 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.:

The nature of Assistance extended:

- 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.

iii) For Small Grower Self Help Groups

	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 go-downs	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 under PDS during 2013-14.**

Activities	Target		Achievement	
	Physical (Ha/No)	Financial (₹ in Crore)	Physical (Ha/No)	Financial (₹ in Crore)
New Planting (Ha)	1000	12.00	758.59	6.14
Irrigation (Ha)	2000		7040.84	3.50
Transportation(No)	-		9	0.30
Self-Helf Group (No)	75		74	2.40
50% Subsidy for unemployed Youth(No)	-		56	0.06
Total				7938.43

**Table 2: State wise physical and financial achievement under PDS during 2013-14**

Plantation Development Scheme Physical and Financial 2013-14 (Amount Rs.In Lakhs)

State	Irrigation		New planting		Transport		SHG		50% subsidy		Total
	Area (Ha.)	Amt (Rs)	Area (Ha.)	Amt (Rs)	no	Amt (Rs)	no	Amt (Rs)	no	Amt (Rs)	Amt (Rs)
Assam	4650.03	235.07	618.29	508.71	0.00	0.00	36.00	168.16	0.00	0.00	911.94
Manipur	0.00	0.00	14.75	9.48	0.00	0.00	0.00	0.00	0.00	0.00	9.48
Meghalaya	0.00	0.00	0.00	0.00	0.00	0.00	3.00	15.10	0.00	0.00	15.10
Mizoram	0.00	0.00	18.47	7.06	0.00	0.00	0.00	0.00	0.00	0.00	7.06
Nagaland	0.00	0.00	0.00	0.00	0.00	0.00	2.00	10.06	0.00	0.00	10.06
Tripura	0.00	0.00	31.19	20.97	0.00	0.00	0.00	0.00	0.00	0.00	20.97
West Bengal	2277.23	104.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	104.94
Tamilnadu	113.58	10.27	43.26	32.23	7.00	27.49	33.00	47.01	56.00	6.49	123.49
Kerala	0.00	0.00	32.63	35.51	0.00	0.00	0.00	0.00	0.00	0.00	35.51
Karnataka	0.00	0.00	0.00	0.00	2.00	2.89	0.00	0.00	0.00	0.00	2.89
Grand Total	7040.84	350.28	758.59	613.96	9.00	30.38	74.00	240.33	56.00	6.49	1241.44

**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 under SPTF - 2013-14.**

Activities	Target		Achievement		
	Physical (Ha/No)	Financial (₹ in Crore)	Physical (Ha/No)	Financial (₹ in Crore)	
Replanting	7000	42.77	4527.77	34.84	
Replacement planting			562.47	5.08	
Rejuvenation pruning			1000	983.4	2.55
<b>Total</b>			<b>8000</b>		<b>6073.64</b>

**Table 4: State wise physical and financial achievement under SPTF -2013-14**

State	Physical ( in ha.)			Financial ( in lakhs)		
	Replanting	Replacement planting	Rejuvenation pruning	Replanting	Replacement planting	Rejuvenation pruning
Assam Valley	2206.29	204.04	23.04	1590.15	138.01	6.30
Cachar	398.81	235.79	212.69	265.01	218.28	46.63
West Bengal	1319.49	94.11	145.07	1081.77	138.99	34.55
Tripura	31.64	28.53	4.85	12.44	8.64	0.86
Tamil Nadu	279.46	0	440.59	240.90	0.00	111.67
Kerala	288.01	0	147.01	288.23	3.99	51.40
Karnataka	4.07	0	3.37	5.23	0.00	2.10
Others	0	0	6.78	0.00	0.00	1.98
Total	4527.77	562.47	983.4	3483.73	507.90	255.4753

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

The main objective of the scheme is to encourage tea producers to go in 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. Nature of financial assistance was as under:

Activity	Nature of Assistance
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 ₹25Lakhs per factory per annum.  For item 2 & 3 subsidy @ 40% subject to a ceiling of ₹25 Lakhs per factory per annum.
4. Value addition by way of creating additional infrastructure for cleaning, blending, colour sorting, packaging etc. 5. In case of machinery for orthodox tea in 100% CTC factories.	Subsidy @ 25% on the actual cost of machinery subject to a ceiling of ₹25Lakhs per factory per annum.  For item 5 Subsidy @ 40% subject to a ceiling of ₹25Lakhs per factory per annum.
6.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.

7.Setting up of new factories for production of green tea, orthodox tea and specialty teas etc (product diversification)	Subsidy @ 40%of the cost subject to a ceiling of ₹25Lakhs per factory per annum.
8.Incentive for orthodox tea production	Subsidy @ ₹3/- per kg of actual production of leaf grades and ₹2/- per kg for dust grades

- 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 ₹25lakhs per factory/ blending packaging unit.
- 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 5: Physical and Financial Achievements under QUPDS during 2013-14**

A.QUPDS  Activities	Target		Achievement	
	Physical (Million Kg/No)	Financial (₹ in Crore)	Physical (Million Kg/No)	Financial (₹ in Crore)
<b>Factory Modernisation</b>	18		18	1.79
<b>Value Addition</b>	10		3	0.36
<b>Certification</b>	25		5	0.03
<b>Administrative Charges etc for QUPDS</b>	NA		NA	0.63
<b>Sub-Total QUPDS</b>	NA		26	2.81
<b>B. Orthodox Tea Production Subsidy Scheme</b>			18.99	<b>Achievement</b>
<b>Coonoor</b>		11.57		3.48
<b>Jorhat/Guwahati</b>		44.86		10.72
<b>HO/Palampur</b>		1.75		2.92
<b>Siliguri</b>	100	2.98		0.90
<b>Administrative charge etc for Orthodox subsidy Scheme</b>	NA	NA	NA	0.35
<b>Sub-Total Orthodox</b>	100	NA	61.16	18.37
<b>Grand Total( A+B)</b>	<b>153</b>	<b>18.99</b>	<b>87.16</b>	<b>21.18</b>

#### 4. 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.

**Table 6: Development grant disbursed during 2013-14**

Sl. No.	Particulars	Amount released (₹ La.)
1.	Advisory Service-grant-in-aid provided to UPASI/ AAU	93.11
2.	Study tours , workshops & convention	188.93
3.	Strengthening of Zonal and Regional Offices of the Tea Board	265.12
4.	Other Development Activities/Meeting and Seminar	76.52
	<b>Total</b>	<b>623.52</b>

#### Statewise Details of Subsidy tour Workshops /Training & Tea Convention organized by Tea Board during 2013-14

State	Study Tour			Workshop /Training			Conventions		
	No.	No. of Beneficiaries	Amount (in Lakhs)	No.	No. of Beneficiaries	Amount (in Lakhs)	No	No. of Beneficiaries	Amount (in Lakhs)
ASSAM	22	360	70.79	87	6225	18.16	4	3150	19.59
ARUNACHAL	3	360	6.15	15	1370	3.74	0	0	0
MMIZORAM	1	12	3.15	0	0	0	0	0	0
MEGHALAY	0	0	0	0	0	0	1	243	2.57
TRIPURA	1	16	3.32	10	500	1.75	1	500	4.48
HIMACHAL PRADESH	0	0	0	60	1800	5.40	0	0	0
WEST BENGAL	5	68	11.81	76	5330	16.05	0	0	0
TAMIL NADU	2	40	11.2	19	3800	8.84	0	0	0
KERALA	1	16	1.08	154	4375	1.85	0	0	0
GRAND TOTAL	35	548	106.50	421	23400	55.79	6	3893	26.64

### 5. Scheduled Caste Sub-Plan Scheme:

During the year under report Tea Board received a sum of Rs.10cr. 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-7: 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
1.	Transport Vehicles- Trucks, Tractors, Trailers for haulage of green leaf from field to factory and carrying inputs to field.	One vehicle for every 5000kg 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/ha.	
3.	Input Storage Go-down	One input storage godown per SHG/ per grower for safekeeping of the field equipments and storage inputs.	One time grant @ ₹50,000/SHG.	
4.	Leaf Collection Shed	One leaf collection shed for every 5000kg 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 20Kg green leaf handled per day or one nylon bag for every 15kg 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	One time capital grant of ₹ 35000 for each pruning machine.	

		machine per grower.	
<b>B.</b>	<b>Purview of Quality Up-gradation and Product Diversification Scheme</b>		
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>i.e.</i> subsidy @₹ 25lakh for every 50 members of the group or 40% of the actual cost of factory setting, whichever is lesser.

**Table 8: Physical and financial achievement of SCSP Fund in 2013-14**

Disbursing Offices	Financial (₹ Cr.)
Jorhat	1.24
Coonoor	2.07
Siliguri/Palampur	0.11
Administrative charges etc	0.04
Total	3.46

**Table 9: State wise physical and financial achievement under SCSP during 2013-14**

State	No of beneficiary	Amount in ₹ lakh
Assam	765	107.74
Tripura	130	16.40
West Bengal	11	3.53
Himachal Pradesh	33	7.59
Tamilnadu	684	157.89
Kerala	197	53.13
Grand Total	1820	346.28

#### 5. Closed Tea Gardens:

DETAILS OF CLOSED TEA ESTATES (as on 31.03.2014)

Sl. No.	State	Name of Tea Estate	Date/Month of closure	Reason for closure	Workers affected
1	Kerala	Kottamala	December, 2013	poor yields, poor garden management, excessive reliance on bank debt with negligible fresh equity infusion,	220
2		Achencoil	February, 2010		47
3		Dheklapara	22.8.2002/11.3.2006		802
4		Bundapani	13.7.2013		1283
5		Redbank			1588

6	West Bengal	Surendranagar	19.12.2012/9.9.2013	ownership disputes, diversion of funds from tea gardens to other activities, labour unrest due to non-payment of statutory dues, recession in tea industry due to decline in tea prices	451
7		Dharanipur	013/ 19.10.2013		824
8		Indong	23.01.2014		1239
9		Raipur	10.10.2013		617
10		Raja	8.03.2014		750
11		Arian Tea Plantation	22.03.2014		150
12		Dalmore	31.03.2014		1222
13		Assam	Rani		March,2010

**Small Grower Development Directorate:** The small grower sector has emerged as an important sector contributing nearly one third of the country's production of made tea. Considering growing contribution of the small grower sector and to put increased attention for overall development of Small Growers, a separate Small Grower Development Directorate has been set up by Tea Board during April 2013 and becoming functional with the Headquarters at Dibrugarh, Assam and 71 sub-regional offices in all the important areas where small growers are concentrated.

**Details of Sub Regional Offices and Regional Offices under SGDD**

Regions / Sectors	SROs headed by Development Officers	SROs headed by Factory Advisory Officers	Offices headed by Assistant Directors of Tea Development (ADTDs)	Sector-wise Total
North Eastern	31	10	7	48
Uttarkhand	1	Nil	Nil	1
North Bengal-Bihar	13	4	2	19
South Indian Region	1	Nil	2	3
<b>Grand Total</b>				<b>71</b>

**Statewise breakup of offices under SGDD**

Sl. No.	State	Total
1	Assam	41
2	Tripura	3
3	Mizoram	1
4	Arunachal Pradesh	1
5	Meghalaya	2
6	West Bengal	17
7	Bihar	2
8	Uttarakhand	1
9	Tamil Nadu	2
10	Kerala	1

	<b>Grand total</b>	<b>71</b>
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The opening of field offices in all the important areas of small growers concentration helped in reaching out to the growers door steps and maintain closer interface with the growers and manufacturers and other stakeholders.

The main activities undertaken by the Small Grower Development Directorate during the year under review include the following :

- Enumeration and issue of smart cards to small growers.
- Capacity building through training programs on good agricultural practices (GAP) in the field and Good Manufacturing Practices in the factories to ensure quality tea production and thereby ensuring higher remunerative prices.
- Promotion of collective farming among growers and to build up their bargaining capacity in marketing their produce.
- Registration of small holdings and Bought Leaf Factories.
- Implementation of Quality norms, minimum Green Leaf price and Price sharing formula.
- Implementation of Tea Marketing Control Order(TMCO) and Tea Waste Control Order(TWCO)
- Implementation of the schemes under the Plan schemes for the small Tea sector.

### **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, study tours and workshops for small growers etc.

#### **Development grant disbursed during 2013-14**

Sl. No.	Particulars	Amount released (₹ La.)
1.	Advisory Service-grant-in-aid provided to UPASI/AAU	93.11
2.	Study tours , workshops & convention	188.93
3.	Strengthening of Zonal and Regional Offices of the Tea Board	265.12
4.	Other Development Activities/Meeting and Seminar	76.52
	<b>Total</b>	<b>623.52</b>

**Statewise Details of Study tour Workshops /Training & Tea Convention organized by Tea Board during 2013-14**

State	Study Tour			Workshop /Training			Conventions		
	No	No. of Beneficiaries	Amount (in Lakhs)	No.	No. of Beneficiaries	Amount (in Lakhs)	No.	No. of Beneficiaries	Amount (in Lakhs)
ASSAM	22	360	70.79	87	6225	18.16	4	3150	19.59
ARUNACHAL	3	360	6.15	15	1370	3.74	0	0	0
MMIZORAM	1	12	3.15	0	0	0	0	0	0
MEGHALAYA	0	0	0	0	0	0	1	243	2.57
TRIPURA	1	16	3.32	10	500	1.75	1	500	4.48
HIMACHAL PRADESH	0	0	0	60	1800	5.40	0	0	0
WEST BENGAL	5	68	11.81	76	5330	16.05	0	0	0
TAMIL NADU	2	40	11.2	19	3800	8.84	0	0	0
KERALA	1	16	1.08	154	4375	1.85	0	0	0
GRAND TOTAL	35	548	106.50	421	23400	55.79	6	3893	26.64



Inauguration of a Tea Factory in Nagaland -, November 2013



Inspection of an Orthodox Tea Factory at Borduria, Arunachal Pradesh.



Field orientation programme for growers of non-traditional areas held on 16<sup>th</sup> January 2014



Small Tea Growers' Convention held at Jorhat on 9<sup>th</sup> March 2014



Samuel Tea Factory at Biate, Mizoram renovated / revived with the active involvement of Tea Board. Photograph taken on 21<sup>st</sup> February 2014



Training cum workshop at Arunachal Pradesh under Small Growers Development Directorate funding for 2013-14



Workshop at Pulungdung SHG in Darjeeling sector supported through Small Growers' Development Directorate funded R&D initiatives for STGs—2013/14



A workshop conducted by Duliajan SRO under Small Growers' Development Directorate — 2013/14.

## Chapter:5 Tea Research

### **Introduction:**

Research Directorate is the nodal agency for coordinating with the tea research institutes - 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).

During the year under review, more emphasis was given on research on soil and water management, plant improvement, plant protection, mechanization, product diversification and climate change. In order to develop qualified manpower, financial support was extended to various universities for running course on tea science. Attention was paid to various regulatory aspects in order to comply with both the national and international regulatory standards.

**Grant-in-aid:** The R & D funds were utilized during the year under review for the following purposes:

Sl.No	Purpose	Rs.Crore
1	Grant-in-aid @ 49% of the budget to TRA & UPASI TRF (as per the agreement approved by the Govt)	13.17
2	Grant in aid ieto DTR&DC	0.75
3	Support to Universities for conducting Tea Husbandry and Management courses	0.15
4	Development Grant for Small Tea Growers towards organizing training, study tours, formation of collectives etc	6.00

### **Progress of ongoing research work in various disciplines of three Tea Research Institutes:**

#### **A. Agronomy and Soil Science/Farm Management:**

##### **DTR&DC**

- Studies conducted on the use of Jute Geo Textile revealed that it was comparatively better for soil conservation in Darjeeling when compared to other measures.
- Screening of plant materials for the high K content for the preparation of nutrient enriched vermicomposting.
- Studies on the availability of phosphorus after soil application of rock phosphate with citric acid by broadcasting revealed that soil available phosphorus had increased up to a depth of 6 inches due to addition of citric acid with rock phosphate.

- Multiplication of four varieties of earthworm was commercialized for vermicompost preparation.

#### **TRA**

- Studies on the impact of machine plucking on quality and growth of mature tea. Preliminary observation suggested no adverse impact of machine plucking on the crop. Representatives of Kawasaki co., Japan have visited TRA experimental farm along with their plucking machines for mechanical harvesting trial.
- Studies on agro-diversification in tea with inter-planting of some economic plants showed satisfactory growth of the crop.
- Growth of the plants (+ 1 year after planting), under alternate methods of rehabilitation, +1 year grass rehabilitated plot and +2 year grass rehabilitated plot, were determined at TRA by measuring collar diameter (girth). Grass rehabilitated plot showed non-significant increase in growth over alternate methods of rehabilitation. Grass rehabilitated plot resulted in higher organic carbon over alternate methods of rehabilitated plot.

#### **UPASI TRF**

- Backpack type fertilizer applicator was evaluated for its operational efficiency to apply N:K fertilizer by eye brow method in young tea. The applicator was useful to apply fertilizer only to 1320 plants in a day as against 4000 plants by manual method. Modification of the currently used hand operated shears is also being attempted.
- About 5000 cuttings of TRF-5 and 40,000 seedlings of shade tree, *Toona sinensis* have been propagated on commercial scale for distribution amongst the planters.
- Shelf life of plant growth promoting rhizobacteria (PGPRs) strains was studied on newly formulated liquid culture media [Rice Porridge (RP) and RP amended jack fruit seed (RPJS)]. Among the tested media, nitrogen fixing bacteria registered maximum growth on RP medium. PSB and KSB strains recorded higher growth on RPJS medium. The bio formulations were free from other microbial contaminants for duration of about six months.

### **B. Plant Protection**

#### **DTR&DC**

- A survey on the pest structure and use of bio-pesticides usage in Darjeeling tea plantations has been initiated and the work is in progress.

#### **TRA**

- An experiment on effect of potassium chloride and potassium sulphate on the efficacy of insecticides has been carried out in Dikom Tea Estate.

- A study has been initiated for evaluation and standardization of yellow sticky trap for monitoring tea thrips population in Kharikatia Tea Estate.
- A model plot with an area of 40 ha (approx.) was selected by TRA on experimental basis at Borsapori Tea Estate for demonstration of IPM on tea pest management.
- Work on pheromone of red slug caterpillar has been initiated. Two pheromone blends *viz.*, TMdos3 and TMdos4 received from the AHRF was tested against tea mosquito bug using Y-tube olfactometer and wind tunnel.
- Mass culture of microbials on commercial scale was continued and 900 L of *Trichoderma*, 100 L of *Metarrhizium* and 50 L of PGPR microbes have been supplied to the member tea estates. In addition, 1000 and 100 liters of *Trichoderma* and *Metarhizium* biocides were produced respectively.
- The aqueous, methanol, chloroform and petroleum ether extracts from the leaves of Vetiver and the flowers of *Gliricidia sepium* were assessed for their acaricidal property on red spider mite, *Oligonychus coffeae*. The methanol extracts of Vetiver and the flowers of *Gliricidia* showed 50% and 60% mortality, respectively.

#### **UPASI-TRF**

- Biosynthesis of silver nanoparticles for the pest management using locally available plants is in progress .
- The causal organism of new foliar disease pathogen (*Cylindrocladium spp.*) was also isolated from Vandiperiyar, Munnar and the Anamallais.
- Five Actinomycetes and bacteria were tested against red spider mite (RSM) under in vitro condition. Among the tested organisms, Actinomycetes (AAS7) showed 100% mortality followed by other strains AAS5 (92%), AAS6(82%), AAS2 (78%) and Bacillus sp. (90%) within 48 hrs of incubation compared to untreated control.
- A field experiment on the attraction of tea mosquito to sticky trap with different colours has been initiated.
- The usefulness of tea and coffee waste as a carrier material for establishing Plant Growth Promoting *Rhizobacteria* (PGPR) was studied. PGPR was compatible with the tested carrier materials. Viability of tested PGPR was supported by tea waste and coffee waste even after 120 days of incubation. Establishment of Arbuscular Mycorrhizae Fungi (AMF) was moderate in tea and coffee waste.

#### **C. Biochemistry and tea processing**

##### **DTR&DC**

- Manufacturing trials of the Oolong Tea project are continuing. 31 Oolong tea samples manufactured at DTRDC were evaluated

organoleptically and based on taster score 18 tea samples were screened for biochemical analysis.

- Data processing of ENV CORPUS system was initiated at DTR&DC, aroma index was calculated for 30 Darjeeling tea samples by ENV system.

## **TRA**

- It has been observed that by regulating the loss of moisture during withering, degradation of EGC and ECG can be restricted even at higher temperature during withering. Formation of galled theaflavins can be enhanced by regulating the degree of maceration during C.T.C. manufacture to improve briskness. Liquor quality of low caffeinated green tea was found to be better than conventional one .
- Review of trials conducted so far with the SEPTU Micronizer was done. The strategy for further modification and trials with the Micronizer has been drawn up. Trials with the SEPTU Micronizer on “Effect of discharge unit for Micronizer on granulation and grade %” was conducted at MTF, TRA. Trials were also conducted on the Variation in maceration techniques (Micronizer, CTC & Micronizer+CTC combination) to study the effect on granulation and grade % and effect of CTC roller settings in granulation and grade % under the TRA-Unilever Collaborative project. Studies also revealed the contribution of L-theanine to total amino acid is around 50% in Assam tea.
- Studies on vacuum packed orthodox tea samples for their quality profile revealed a reduction in the TF levels of whole leaf grade after 13<sup>th</sup> month. Even under vacuum condition build up of fungi and bacteria was observed.
- The study on the separation of physical and chemical withering to enhance the quality parameters was conducted. Separation of physical and chemical withering resulted in better quality as compared to the normal withering process. Comparative study on machine harvesting and hand plucking in various clones is under progress.
- A study was initiated to compare the polyphenol conversion during reconditioning (RC) and Non- reconditioning (NRC) processes. The effect of free residual chlorine in water on tea quality is not affected by free chlorine as it evolves out while boiling.

## **D.Biotechnology and plant physiology/plant improvement:**

### **DTR&DC**

- Integrated Tea Improvement programme were in progress. Morphological parameters of the nursery plants were recorded . Cuttings from the selected plants were collected from various Darjeeling gardens for raising nursery for conducting longtrials (LTTs).

- Physiological parameters like net photosynthetic rate, stomatal conductance, transpiration and photosynthetic photon flux density (PPFD) etc were analyzed at high elevation (above 5000 feet) in Sungma Tea Estate, Darjeeling. Higher value of net photosynthetic rate ( $7.999 \mu \text{ mol m}^{-2} \text{ s}^{-1}$ ) was observed in clone P312 and lowest in AV2 ( $4.403 \mu \text{ mol m}^{-2} \text{ s}^{-1}$ ). Higher value of Stomatal conductance ( $0.1031 \text{ mol m}^{-2} \text{ s}^{-1}$ ) was observed in clone TV1 and lowest in AV2 ( $0.0903 \text{ mol m}^{-2} \text{ s}^{-1}$ ). High net photosynthesis rate was observed in clone T 135 and low in clone Athrey and high Stomatal conductance was observed in clone AV2 and low in Athrey.

### TRA

- Cuttings and sleeved grown plants of TRA/Garden series clone, Dinjoye/16 (DJ/16) and *Dangri* were collected from Dinjoye and Thowra T.E., Dibrugarh respectively and incorporated into the germplasm bank of Tocklai. Twenty three (23) elite garden series clones were collected from Darjeeling Branch and Cachar Advisory Branch for conservation and evaluation at Tocklai condition. Selection program was organized by TRA in Lalacherra T.E., Kalinagar T.E., Karimganj; and Iringmara T.E. of Cachar, Assam and twenty four (24) nos. of seed jat plants from old seed jat sections were selected.
- TRA scientists standardized the methodology to study bacterial protein using 2-D gel electrophoresis. Grafting of a promising tissue culture derived clone (St 527/4) was done on TV23 (Stock plant) to establish a nucleus plot. Cuttings of three promising clones were sent to Cachar advisory centre from Tocklai for regional trial.
- In-situ conservation work and seed production of old jats in the Borbheta Experimental Tea Estate and Cinamara TE, TRA is being continued. Anthochyanin rich three tea germplasm were selected and raised at TRA. Propagation is continuing for the work on purple tea.

### UPASI

- Twelve new graft combinations were planted in the field to evaluate their graft compatibility. The new scion clones included in the study are UPASI-28, TRF-1 and TRF-2 and the new root stock clones are UPASI-9, UPASI-2, ATK-1 and TRI-2025.
- At UPASI-TRF, Scientists observed highly proliferated green coloured compact calli with shoot like protrusion when anther derived calli of TRI-2025 was cultured in half strength N-6 medium supplemented with  $2 \text{ mg L}^{-1}$  Zeatin +  $20 \text{ mg L}^{-1}$  Adenine sulphate. To initiate embryo formation in tea, anther derived calli obtained from TRI-2025 was cultured on the half strength B5 medium fortified with  $2 \text{ mg L}^{-1}$  2,4-D +  $1 \text{ mg L}^{-1}$  kinetin +  $0.25 \text{ mg L}^{-1}$  IAA +  $0.25 \text{ mg L}^{-1}$  NAA +  $0.25 \text{ mg L}^{-1}$  BAP.
- 828 controlled hybridizations were carried out at UPASI-TRF between the crosses TRI-2025 x SA-6, UPASI-10 x SA-6, SA-6 x TRI-2025, UPASI-10 x SMP-1 and TRI-2025 x SMP-1.

### 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 filing, nature identical flavor and fixation of standards of instant tea etc. Essential technical support provided in the form of circular/notice etc. to the tea producers, tea export and tea merchant associations.
- In association with CII- FACE 8 awareness programmes on Food Safety & Standards Regulations, 2011 were conducted across the country. The programme aimed to create awareness among the stake holders of tea industry about various regulations like MRL, iron filing, artificial coloring of tea, Nature Identical flavor and packaging of tea in order to maintain quality & food safety standards in tea.
- Research Directorate has also been engaged in providing technical knowhow to Small Tea Growers through workshops.
- Actively participated in various management council committees of tea research institutes and in technical/regulatory committees of different Govt. Department/ Regulatory Bodies.

### Participation in the Meetings and Seminars:

In order to ensure scientific excellence for the benefit of all stake holders of tea industry several meetings have been organized as mentioned here under –

- The 68th Tea Research Liaison Committee meeting for final evaluation of 11 Five Year Plan research projects held on 23-24 July, 2013 at Tea Board, Kolkata.
- The 69th Tea Research Liaison Committee (TRLIC) meeting was held on 20th March, 2014 at Tea Board Kolkata..
- Trustee meeting of UPASI-TRF held at Kochi.
- A meeting was organized at NBRRDC, TRA-Nagrakata, West Bengal to evaluate the progress of work of IIT, Kharagpur developed machines under Tea Board funded XI Plan project.
- 3rd “National Workshop on Plant Protection in Tea” was organized by DTR&DC at Siliguri, North Bengal
- A meeting was held in Tea Board, Kolkata on 12th December, 2013 to discuss on proposed **Pesticide Code** for tea industry in India.
- A Japanese delegation headed by Dr. Y. Hara visited Tea Board twice along with other officials from Japan to discuss on possible collaboration in various field of tea research including mechanization of tea cultivation, processing, quality, plant protection and health.

## Chapter-6

### 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 sustained to communicate about the niceties of single-origin Indian tea to the trade, consumers at large in the world. Focused attention was given to selected countries, where there is higher potential for increasing export. Indian exporters were also provided with all possible support to encourage exports and marketing of Indian brands abroad. Introduction of pure or predominantly Indian brands by foreign packers was also encouraged at various fora.

**Tea Promotion Committee:** Promotion policies are 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 & places as noted below and deliberated on various promotional initiatives:

<b>Date of Meeting</b>	<b>Place</b>
24th June, 2013	Valparai, Coimbatore, Tamil Nadu
5th October, 2013	Kolkata
23rd December, 2013	Tezpur, Assam
21st March, 2014	Kolkata

#### **Overview of Tea consumption in India and exports from India**

India produced 1209 million kg of tea during 2013-14 and registered a growth of 6.49% as compared to 2012-13. 911 million kg was consumed domestically, witnessing a growth of 2.25% p.a. There was healthy increase in volume of exports (4.41%) with higher unit price earning by Rs. 14.47 (7.81% growth). The total value of exports during 2013-14 was Rs. 4509.09 crores as compared to the previous year figure of Rs. 4005.93 crores (12.56% increase). The country wise export details for the year under report over the corresponding

period in the previous year are furnished in Annexure-1. In brief the comparative position is given below:

2013-14					2012-13				
Qty	Value In Million		Unit Price/Kg.		Qty	Value In Million		Unit Price/Kg.	
	INR	USD	INR	USD		INR	USD	INR	USD
226	45090	747	200	3.31	216	40060	736	185	3.40

QTY:Volume in million kg; UP=Unit price

During the year under report marked improvement in the export volumes took place in respect of Iran, U.A.E., U.S.A., Poland, Bangladesh, Netherlands, Japan and Saudi Arabia ranging in-between 2% (Saudi Arabia), 4% (Japan), to as high as 20% (U.S.A.), Netherlands (22%), WANA countries such as U.A.E. (8%) and Iran (22%). 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. At the same time, it was felt necessary to focus on other significant markets such as Poland, Japan and Australia.

#### **Overview of Promotional activities**

During 2013-14, 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 & Iran, market analysis and tracking of consumer behaviour, popularizing the usage of Board's logos in various promotional activities in order to enhance the equity of Indian Tea and its various single-origin teas.

India continued being a member of the Tea Councils of USA, Japan and Canada benefited from the generic tea promotion conducted by the Tea Councils.

The Board has organized a number of promotional activities such as participation in domestic trade fairs for propagating the health and wellness benefits of tea. Advertisements extolling the virtues of tea have also been released in important publications. As part of the domestic tea promotion, a proposal was initiated toward comprehensive engagement of the youth and house wives through a B-2-C campaign showing "Tea" as an upscale beverage.

One of the significant achievements during the year under report was the sustainability of the envisaged activities under the 5-5-5 Project in the identified countries of Iran, Russia, Kazakhstan and U.S.A. This project is aimed at positioning "Indian Tea" as an over-arching umbrella brand to connect with the trade and the consumers alike. This is expected to result in

prominent brand recall for “Indian Tea” over the medium to long term so as to translate into significant increase in market shares in the targeted markets. Keeping in view the increasing competition in the world market, a number of promotional activities centering around ‘Extensive promotion of India Tea through participation in events’, ‘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 U.S.A.

### **Promotion activities carried out under Market Promotion Scheme (MPS)**

#### **Domestic promotion**

- Generic tea promotion campaign which included participation in domestic fairs & exhibitions and insertion of advertisements in various print media. The list of domestic events Tea Board participated during the year under review is placed at Annexure - 2
- 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**

- 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. & Canada, Japan Tea Association, participation in fairs & exhibitions, trade facilitation through arranging Buyer-Seller Meets, dissemination of market information. The list of overseas events Tea Board participated during the year under review is placed at Annexure - 2
- Activities under Project 5-5-5 drawn up with regard to the five identified countries, where focused activities are being implemented with a specific objective of inducing brand recall for “India Tea”

#### **Production of publicity material**

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

#### **Incentive to exporters**

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

#### **Legal/Consultancy charges**

- 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 two years of the 12<sup>th</sup> 5-Year Plan Period were as under:**

(Rs. crores)

<b>Major head</b>	<b>2013-14</b>	<b>2012-13</b>
Domestic Promotion	0.86	1.49
Overseas Promotion	9.14	7.18
Trade Related Activities	0.38	0.76
Incentive to Exporters/Associations	5.94	0.11
Publicity Material	1.72	1.94
Legal / Consultancy	0.49	1.40
E-auction	1.21	3.86
Others	0.94	0.43
<b>Total</b>	<b>20.68</b>	<b>17.17</b>

**Activities under taken by Board's Headquarters**

1. Organising the Board's participation in Trade Fairs and Exhibitions not covered by the Overseas Offices as well as in the domestic market
2. Arranging visits of the Board's representatives, undertaking tea delegations to various countries to participate in International Meetings and Buyer-Seller Meets, organizing inbound trade delegations from important countries like Iran
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 has continued its objectives to protect and preserve its various tea names and logos as India's treasured geographical indications and icons of India's cultural and collective heritage. 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. The details have been delineated below:

### **1. Renewals of DARJEELING GI registration**

The Tea Board has renewed its registrations for the mark DARJEELING and DARJEELING (Logo) in India for a further period of 10 years.

### **2. Total oppositions filed by the Board in India**

Twenty Five oppositions were filed by the Tea Board during the period April 1, 2013 to March 14, 2014 to prevent attempted registrations and misuse of DARJEELING, ASSAM, NILGIRI tea names and logos as well as the INDIA TEA Logo.

### **3. Total oppositions filed by the Board outside India**

One opposition in Germany was filed by the Tea Board during the period April 1, 2013 to March 31, 2014. The opposition matter in Germany pertains to use of a mark TEEKANNE ROYAL ASSAM which comprises of the word ASSAM. This opposition is pending before the Community Trade Marks Office.

### **4. Total pending oppositions in India and number of cases disposed of**

Around three hundred and forty five oppositions are pending in India. In recognition of the Tea Board's rights and to settle the matter, 32 parties settled the matters and 74 oppositions were decided in favour of the Tea Board in recognition of its rights.

### **5. Total pending oppositions outside India and No. of cases disposed of**

Presently, there are seven opposition matters, six appeals, one lawsuit and one cancellation action pending outside India. Ten matters have been disposed of during this said period in favour of the Tea Board and the details are provided below:-

**China:** The Trade Marks Office, China issued orders in favour of Tea Board abandoning the applications for the marks DARJEERLING in class 29 and a logo similar to DARJEELING logo in class 29 filed by Uni-President China Holding Ltd. The Trade Marks Office also issued order in favour of Tea Board abandoning the application for the logo similar to Darjeeling logo in class-30 filed by Li Qiang.

**Turkey:** The High Committee of Turkish Patent Institute (TPI) rejected the appeal of the applicant and approved the first decision given by the Turkish Patent Office. The initial decision of the Turkish Patent Office directing the removal of Teas and ice teas which do not have Assam origin' from the specification of goods in class 30 under the above application was upheld.

**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.

**Germany:** A cease & desist notice was sent to a party attempting to register the mark SUNNY DARJEELING in Germany, for Tea and tea based products. Pursuant to the notice the party withdrew its application and the matter was successfully concluded.

**Australia:** A cease & desist notice was sent to a party attempting to register the mark THE ASSAM TEA PARTY for tea and tea based products. Pursuant to the notice the party withdrew its application and also signed an undertaking stating it shall not use or apply for registration any mark deceptively similar to ASSAM.

**Canada:** The Trade Marks Office, Canada issued order in favour of Tea Board abandoning the application for the mark DARRLING in class 30 filed by Newby Teas (UK) Limited.

**United Kingdom:** A cease & desist notice was sent to a party attempting to register the marks DARJ and DARJ device in classes 3, 30, 32, 43 and 44. Pursuant to the notice the party withdrew its applications and the matter was successfully concluded.

#### **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 130.156 million kg (black tea-> 84% and Green tea-> 16%) during 2013 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 tea consumption. The tea consumption pattern in the USA is mostly in the form of iced tea (95%). 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.

India, being a founding member of the **US Tea Council**, took part in all the deliberations with the key stakeholders of the US Tea Industry on different occasions.

##### **Canada**

Canada is a hot tea market having import volume of 16.47 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 1.69 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. Indian tea export has been mostly in the form of Instant Tea, Tea Bags & Packet teas.

### Japan

Japan produces 85 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 and the rest are other types. 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).

### USA

The promotional activities in USA were done through the following modes:

- Advertisement banner in the specialty food site
- Advertisement release in "Tea Magazine" for a year along with promotions on their social media platform
- Distribution of promotional kits to some tea rooms in USA

### **Tea Board's participation at 4<sup>th</sup> Annual North American Tea Conference - 24-26 September, 2013, Bermuda**

Tea Board sponsored the welcome evening reception on 24<sup>th</sup> September, which was attended by all the delegates at the conference comprising the top players of the US tea fraternity. It was a great platform to network with the International delegates from the tea circle and to reinforce the presence of Indian tea in the US market. At the "Gold Medal Tea Competition" it was an impressive show of Indian tea. M/s Bluegate beverages and M/s Goodricke won the 1<sup>st</sup> and 2<sup>nd</sup> place respectively. The Conference ended with an Indian tea tasting session conducted by Mr. K. Katyal, a reputed tea taster and the Chairman, M/s J. Thomas. It was an informative session where the taste buds of attendees were taken on a journey regarding various types of Indian teas.

## Japan

Seminars on Indian tea have been held every quarter with joint effort of Indian Embassy and Japan Tea Association.

Tea Board of India participated in Foodex, March 2014 along with a team of exporters and a buyer seller meet was also conducted.

## Australia

Tea Board participated at 'Fine Food Australia', Sydney through active help of the Indian Embassy in September 2013.

## China

It has been noted from recent trends in tea market in China that Instant tea market has raised considerably in the last few years both in terms of volume and value. It is now the biggest category way ahead of Green tea, which dominated the market in the past. Instant tea is particularly popular among young population. As a consequence black tea is getting imported for manufacturing ready-to-drink or instant tea for the younger population. India has registered a considerable export volume to China during 2013 (around 3.46 m. kg). Even though currently the world's largest producer of tea (mainly Green tea accounting for 70% of total production), China has started importing sizeable amount of black tea for domestic consumption (16 m. kg in 2013).

### **Tea Board's Participation in China (Xiamen) International Tea Fair during October 10-13, 2013**

The India Tea pavilion was located at the overseas section of the Xiamen International Convention Centre on an area of 72sqm with 6 participating Indian exporters. The location of the pavilion was chosen with an intention to give maximum visibility to the India Tea branding. As an additional publicity exercise information about Indian teas were displayed in the event catalogue and the event page in "WEBO" (equivalent of Facebook in China). The number of trade inquires at the pavilion was very encouraging. Maximum trade inquires were for by Assam followed by Darjeeling Tea. Nilgiri tea also received huge response from tea enthusiasts.

### **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**

The Tea Board London office looks after the promotion of India tea across the European region. It looks after the promotion and the Public Relations work pertaining to Indian tea in the region of UK, Ireland, Norway, Sweden, Denmark, Finland, 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 important countries under jurisdiction of London office**

<b>Sr. no.</b>	<b>Country</b>	<b>Market size (m. kg)</b>	<b>PCC (kg p.a.)</b>	<b>Growth rate (%)</b>
1	U.K.	138	1.92	-1.81
2	Germany	55	0.34	3.10
3	Poland	32	0.83	1.39
4	Netherlands	23	0.46	-4.11
5	France	19	0.23	1.54
6	Ireland	8	1.62	-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
	<b>Total</b>	<b>298</b>	<b>-</b>	<b>-0.51</b>

### **Activities of Tea Board London Office in 2013-14**

#### **Market conditions & Export Performance**

##### **United Kingdom**

UK is the largest tea consuming country within the Europe followed by Germany and Poland in terms of total consumption. It imported around 138 m. kg tea in 2013 valued at USD 423 million. With 7% share in world imports during 2013, UK is the second largest tea market in the world after Russia with a PCC of 1.92 kg p.a. Kenya, which accounted for 42% of imports into U.K, is our major competitor in UK. Indonesia, China, Malawi and Tanzania together account for another 36%. In value terms, these 5 countries along with India account for 80% of import of tea to the UK. Therefore there is the need to have sustained focus on the mature UK market.

##### **Germany**

With a total import of 55 m. kg during 2013, Germany is the second largest tea market in the EU region after U.K. and the third largest tea consumer in the European region. It is a quality-conscious premium market with second largest importer of tea in the Europe but third largest in tea consumption. Darjeeling tea enjoys high brand equity as well as high price realization in this market. Germany is well known for re-exports of tea to the other countries in the Europe. Germany consumes about 47% of imports and re-exports the remaining 53% after value addition to countries like USA, France, Poland, U.K. etc. Per capita consumption of tea in East Friesland is about 3 kg. This is substantially higher than the German average of 0.34 kg. Therefore this premium market also got adequate attention during the year 2013-14.

### **Poland**

With total import of 32 m. kg and per capita consumption of 0.83 kg during 2013, 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. As it is likely to become a major hub of exports to other parts of EU, the London office has increased its activities in this market.

India exported approximately 15.96 m. kg of tea to UK, 7.84 m. kg of tea to Germany and 4.30 m. kg to Poland in 2013.

Overall, Tea Board office, London organized and participated in Promotional programmes with an ultimate objective to enhance demand and increase our market share of Indian tea including participation in trade fairs and exhibitions, facilitation of buyer's meet with the Indian exporters, co-ordinating exchange visits of Tea Trade delegations between the countries and generic campaign in the local media. The occasions also gave opportunities to organize intensive meetings with all the stakeholders' viz. Local Chamber of Commerce representatives, major importers, distributors, blenders, packateers, and local suppliers etc to facilitate penetration of quality Indian tea in the local markets. The Office was also actively engaged in sourcing market intelligence on continuing basis for informed decision-making. Facilitation of extensive information dissemination regarding the market dynamics and other pertinent details to the Exporters and Importers were also undertaken with great zeal.

### **Major activities in 2013-14**

- (i) Promotion of Indian teas at the India Week, Belfast and GIBM dinner on 22nd and 23rd June, 2013
- (ii) Trade visit to Barcelona, Spain in July 2013
- (iii) Field visit to Taylors of Harrogate factory based in York and visit to Tea rooms in Edinburgh, Scotland

- (iv) Participation in Poznan International Fair held in Poznan from 23-26 September, 2013
- (v) Participation in ANUGA Trade Fair held in Cologne, Germany from 5-9<sup>th</sup> October, 2013
- (vi) Participation of Tea Board of India for promotion of Indian tea at Indian Adda set up in Davos on the occasion of World Economic Forum, 2014 from 22-26<sup>th</sup> January, 2014
- (vii) Participation in Biofach, World's largest Organic Trade fair held in Nuremberg, Germany from 12-15<sup>th</sup> February, 2014
- (viii) Participation in India tea promotion at the Business Gala and Congress event organized by leading Polish Magazine Businesswomen & Life in Warsaw on 28 and 29<sup>th</sup> March 2014

As a part of promotional strategy and prior Ministry approval, Tea Board participated in three major fairs and exhibitions held in Europe. With major focus in Poland, Tea Board of India participated in the **Poznan International Fair held in Poznan, Poland from 23-26<sup>th</sup> September, 2013** along with four exporters. This participation supported introduction of buyers with the exporters, educate consumers while positioning Indian Tea as the high quality tea for all with an opportunity to meet large number of people especially potential buyers who are interested to buy. These fairs also provide platform to the exporters to learn about the foreign markets and meet distributors and thus help them to develop their network around the World.

Tea Board of India participated in **Anuga trade fair held in Cologne from October 5-9, 2013** along with five major exporters from India, which is one of the leading and largest international trade fairs for food and beverages industry in Germany with ten specialized exhibitions covers all the departments of the food & beverages industry from retail trade and food service to catering. The trade fair proved to be very fruitful and the exporters received many enquiries for their products. The Tea Board stall location irrespective of the space area was appropriate as many Tea companies and Tea Boards including the Sri Lanka Tea Board were present in the same hall, which attracted many relevant buyers to our stall. While in Cologne for the Trade fair, DTP also visited Teekanne Tea Factory based in Dusseldorf on 9<sup>th</sup> October, 2013 held a meeting with Mr. Christoph Strohmeyer, member of Teekanne's board and Director of Product Development and Quality Assurance. They arranged for the DTP's visit to Teekanne's production site and their laboratory.

Tea Board of India, London office participated in the **Biofach fair held in Nuremberg from February 12-15, 2014** along with six leading exporters from India. Tea sampling was also provided by the participating exporters in the Tea Board Stall continuously for four days. All the exporters have mentioned in their feedback that Germany is a huge market for Organic teas and considering it as one of the major hubs for re-export of teas to other European countries, we need to maintain our presence in such organic shows which are visited by some of the biggest buyers, Policy makers, certification bodies and other trade functionaries. Apparently Darjeeling and Assam are the most

favoured teas amongst Germans followed by Green tea and other flavoured teas.

The Tea Board, London office participated in the **World Economic Forum (WEF) at Davos during January 22-25, 2014** for promotion of Indian tea. It is a high profile event with over 2,500 participants from close to 100 countries attending the event every year. Based on the directions of the Ministry of Commerce and Industry, India Brand Equity Foundation (IBEF) had taken an initiative to set up "India Adda". Assorted and exotic varieties of Indian teas were sampled throughout the entire duration of the prestigious event.

In an effort to explore the possibility of enhancing our direct tea exports to the leading brands in the UK, DTP, London also visited the Twining tea factory situated in Andover in April, 2013. Twining has a good market share across Europe especially in Scandinavian and other European countries like France. The brand holds third place in the UK in value terms and 4<sup>th</sup> in the volume terms recent survey report conducted in 2012. Such meetings with leading companies of the Tea in UK helped us establish good relations with an objective to aggressively promote India tea.

With an objective to enhance and educate consumers about India tea, London office also participated in the CFAB 54th International Spring Fair and Food Festival along with the Indian High Commission Ladies Association by putting a Tea Board stalls during May 2013 at Kensington & Chelsea Town Hall, London. The promotional activity was a good exercise that grabbed the attention of large international diaspora.

Tea Board of India also participated in the India Week and the 2013 Global India Business Meeting held at Belfast from 22 -29<sup>th</sup> June at venues across the city which with wide range of cultural, business and educational events to mark the event. Belfast City Council also organized a programme of events planned to highlight all aspects of Indian culture in Belfast during the week. Ireland has one of the highest tea per capita consumption rates in the world. The national average is four cups per person per day, with many people drinking six cups or more. A promotional exercise in Ireland, a country with one of the highest tea consumption is an effort towards popularizing and maintaining the brand of India tea amongst the consumers.

Poland has been the focus country for our promotional activities throughout the FY 2013-14 for Tea Board London office. Poland is one of the priority markets for Indian tea industry with exports of 4.30 m. kg in 2013 as compared to 3.43 m. kg in 2012.

Promotion of Indian tea was done with the help of the Embassy of India, Serbia in the following events:

1. Food and Drink Fair held from 16-17<sup>th</sup> November, 2013
2. Fair of Ethnic Foods & Drink held from 26-28<sup>th</sup> November, 2013

### 3. IWC Charity Bazaar on 1<sup>st</sup> December, 2013

Our Embassy at Serbia has taken proactive action for enhancing our promotional efforts and helped us in our initiative to promote Indian tea in the above fairs. The Embassy also organized for the tea tasting along with display of the teas in these fairs.

#### MOSCOW OFFICE

<b>Countries under the jurisdiction of Moscow Office</b>
The Tea Board London office looks after the promotion of India tea in the CIS countries such as 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 m. kg	PCC Kg/pa	Growth (in 2013 over 2007)
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 291 million kg and the above countries collectively account for 90% of the import market for tea in that region.

#### 1. Major Promotional events

a) “Forward to India’ - which is an India Tea contest in Face book was launched with the major objective of attracting the young generation through wide publicity in Social media. A Face book page on India tea <http://www.facebook.com/IndiskiChai> was launched and the page was promoted with posts & photographs and provisions for active discussion & debate on Indian Tea. Once sufficient number of followers were built up, audiences were advised to post photographs /videos on Indian Tea /Indian tea culture etc and the photos/videos and articles short listed based on the number of ‘likes’ first and then the entries were placed before an expert panel for selecting the best entry. Mr Timur Salikov from Ufa region of Russia emerged as the winner and the winner was sent on a sponsored tour to Tea growing areas in India on sponsored trip and his videos and photographs during his trip to tea growing areas were published as blogs and news paper articles.

#### b) Darjeeling Charity Auction

A charity auction of Darjeeling tea was jointly organized by Tea Board of India with the help of Rusteacoffee Association in Moscow at the 29<sup>th</sup> Floor of Moscow's renowned Hotel Swissotel. Celebrities and Businessmen participated in the auction, which evoked great response from the Tea industry in that country with the teas fetching prices as high as 45,000 ruble (USD 1384) per lot of 1.2 kg. The distinguished guests had a unique opportunity to taste and buy precious highland teas grown in the gardens of Darjeeling Himalayan region.

First flush high quality Darjeeling teas from 20 estates were the special features of the auction. The event attracted attention in print and visual media extensively.

## **2) Participation in Major trade events**

**a) United Coffee and Tea Industrial Show**

**b) World Food Moscow**

**c) Participation in CII India Show**

## **3. Mini Promotional events**

**a) Tea Promotional programs during major festivals and important celebrations**

**b) B-2-C Programme during the IWA summer bazaar**

**c) B-2-C event during International Women's Club Winter Bazar at Hotel Radisson**

## **4. Tea Promotional Events in Regions**

**a) Days of Asia In Vladivostok**

**b) India Tea promotional Programme at Tomsk**

**c) India tea promotional event at Krislovodsk and Rustov and Don**

**d) India Tea Promotional event during Food Show Christmas, Moscow**

**e) India Tea Promotional programme at Klyazma Resort, Moscow Region**

**f) Tea Promotional Event during Children's festival**

## **5. India Tea Seminars and Contests**

**a) India tea seminar at Vladivostok**

**b) India tea seminar and quiz competition in Tomsk University**

c) **Lecture and presentation of India Tea during Russian Hospitality Week**

d) **Presentation on India Tea during the visit of H.E. Mr. Salavat Talgatovich Sagitov, Deputy Prime Minister of the Government of the Republic of Bashkortostan**

## **6. Publicity through Social Media and website**

For viral publicity programs Tea board of India Moscow office launched two Facebook pages -one each in Kazakhstan and Russia. The Facebook pages have more than 17000 followers. During the year, posts, debate, tea contests on India tea are being carried out in the Face book pages. One website on India tea <http://indiiskiychai.kz> was launched in Kazakhstan with Russian, Kazakh and English language. Details on India tea, brand museum and information on important exporters and suppliers were provided in the website

## **7. Sponsorship programme**

Tea Board of India sponsored the first “International India Tea cup Badminton Championship” at Vladivostok State University in Vladivostok during March 2014

## **8. Visual and Print Media publicity**

Tea board of India published full page advertisement on India Tea in IBA Magazine’s Special Issue and also screened India Tea Movie in Russian at FAKEL Theatre as intermittent advertisements during commercial screening of the translated Indian Movies.

## **9. Registration of Assam Logo**

After successful negotiations by Tea Board of India, ORMI Trade’s factory viz. “Nevskiye Porogi” LLC received license for usage of “Assam” logo on its packs and the license agreement was registered at Rospatent. Thus ORIMI Trade became the first licensed user of “Assam” logo in Russia and CIS Region.

## **DUBAI OFFICE**

<b>Countries under the jurisdiction of Dubai Office</b>
The Tea Board London office looks after the promotion of India tea in 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

## **Market overview**

More than one third of Indian teas are exported to West Asia and North Africa (WANA) countries. These countries especially UAE, Iran, Egypt, Pakistan and Saudi Arabia have high per capita consumption and continue to import teas as a commodity in bulk from and exhibit good potential for future growth.

UAE (Dubai), Iran, Iraq, Saudi Arabia, Egypt, Pakistan, 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). Middle East market is very competitive in terms of price and quality. Here tea is drunk largely without milk and the appearance & the colour of tea is the first barometer for 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 traditionally show preferences for orthodox teas, there is a growing demand for CTC teas in recent times. In UAE, CTC variety is popular due to the large expatriate population from India and Pakistan.

#### **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 (28% of total import is re-exported), offers world-class facilities for storage, blending, tasting, and packaging for the Tea traders. Its market size is around 75 m.kg. 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. 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 100 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) was the body responsible for deciding the quantity of tea required by the Govt. and the same was procured through two public sector organization viz. M/s El Nasr Export & Import Co. and M/s Misr Export & Import Co.

Now, mostly the private companies are importing the tea. Recently the Egyptian Army has started importing tea directly from India for its uses. 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 87% of import share on average.

## **Iran**

Iran is a tea producing country with annual tea production of about 14 m. kg. Annual tea consumption is 88 m. kgs (primarily orthodox tea) with a per capita consumption of 1.07 kg p.a. Iran imported around 80 m. kg of orthodox tea in 2013. Iran re-exports around 5% its production to CIS countries, UAE, Afghanistan etc. As Iranian tea is of poor quality, it is blended with the 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. During 2013, Iran had imported 21.10 m. kg tea from India. Major supplier of tea to Iran is Sri Lanka (44%) followed by India (26%).

## **Saudi Arabia**

The tea culture remains very strong in Saudi Arabia, which is an integrant 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) 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 India tea (primarily CTC tea) with market sizes and per capita consumption of 127 m. kg & 0.72 kg p.a and 72 m. kg & 2.19 kg p.a. respectively.

During the year 2013, Pakistan had imported 17 million kg of Indian tea, mainly CTC variety, whereas Afghanistan imported around 2 m. kg from India.

## **Fairs & Exhibitions**

- a. India week in Cairo, Egypt**
- b. Iran Agro Fair in Tehran, Iran**
- c. India tea promotion in Cairo, Egypt**
- d. World of Tea, Tehran, Iran**
- e. India Tea Festival, Iran**
- f. Participation in the EMITT- 2014, Istanbul, Turkey**

- g. HACE-2014, Cairo, Egypt  
h. India Show, Lahore, Pakistan  
j. India tea Business delegation to Iran

Annexure – I

**MAJOR COUNTRY-WISE EXPORTS DURING 2013-14 AS COMPARED TO 2012-13**

Country Name	2013-14					2012-13					Growth				
	Qty (M.Kgs.)	Value (Cr.₹)	Value (Mill US\$)	UP (₹/Kg.)	UP (\$/Kg)	Qty (M.Kgs.)	Value (Cr.₹)	Value (Mill US\$)	UP (₹/Kg.)	UP (\$/Kg)	Qty (M.Kgs.)	Value (Cr.₹)	Value (Mill US\$)	UP (₹/Kg.)	UP (\$/Kg)
Russian Fed	38.62	639.91	105.93	165.69	2.74	45.91	759.56	139.53	165.45	3.04	-15.88	-15.75	-24.08	0.15	-9.87
Ukraine	2.21	35.66	5.90	161.36	2.67	2.42	36.04	6.62	148.93	2.74	-8.68	-1.05	-10.88	8.35	-2.55
Kazakhstan	10.26	207.69	34.38	202.43	3.35	11.73	229.09	42.09	195.30	3.59	-12.53	-9.34	-18.32	3.65	-6.69
Other CIS	1.70	37.77	6.25	222.18	3.68	1.19	21.33	3.92	179.24	3.29	42.86	77.07	59.44	23.96	11.85
<b>Total CIS</b>	<b>52.79</b>	<b>921.03</b>	<b>152.46</b>	<b>174.47</b>	<b>2.89</b>	<b>61.25</b>	<b>1046.02</b>	<b>192.16</b>	<b>170.78</b>	<b>3.14</b>	<b>-13.81</b>	<b>-11.95</b>	<b>-20.66</b>	<b>2.16</b>	<b>-7.96</b>
United Kingdom	17.64	338.13	55.98	191.68	3.17	19.21	347.91	63.91	181.11	3.33	-8.17	-2.81	-12.41	5.84	-4.80
Netherlands	3.26	98.21	16.26	301.26	4.99	2.68	72.27	13.28	269.66	4.95	21.64	35.89	22.44	11.72	0.81
Germany	7.77	259.25	42.92	333.66	5.52	7.97	212.74	39.08	266.93	4.90	-2.51	21.86	9.83	25.00	12.65
Ireland	2.21	94.44	15.63	427.33	7.07	2.17	78.40	14.40	361.29	6.64	1.84	20.46	8.54	18.28	6.48
Poland	4.72	71.91	11.90	152.35	2.52	3.48	52.02	9.56	149.48	2.75	35.63	38.24	24.48	1.92	-8.36
U.S.A	14.09	396.55	65.65	281.44	4.66	11.71	317.63	58.35	271.25	4.98	20.32	24.85	12.51	3.76	-6.43
Canada	1.24	31.33	5.19	252.66	4.18	1.04	27.21	5.00	261.63	4.81	19.23	15.14	3.80	-3.43	-13.10
U.A.E	23.33	473.03	78.31	202.76	3.36	21.51	394.93	72.55	183.60	3.37	8.46	19.78	7.94	10.44	-0.30
Iran	22.90	603.85	99.97	263.69	4.37	18.73	389.77	71.60	208.10	3.82	22.26	54.92	39.62	26.71	14.40
Saudi Arabia	2.63	58.00	9.60	220.53	3.65	2.57	63.01	11.58	245.18	4.50	2.33	-7.95	-17.10	-10.05	-18.89
Egypt (ARE)	7.45	89.54	14.82	120.19	1.99	9.66	107.53	19.75	111.31	2.04	-22.88	-16.73	-24.96	7.98	-2.45
Afghanistan	2.46	24.81	4.11	100.85	1.67	0.74	8.63	1.59	116.62	2.14	232.43	187.49	158.49	-13.52	-21.96
Bangladesh	13.94	131.42	21.76	94.28	1.56	2.98	28.38	5.21	95.23	1.75	367.79	363.07	317.66	-1.00	-10.80
China	4.14	88.45	14.64	213.65	3.54	4.47	74.84	13.75	167.43	3.08	-7.38	18.19	6.47	27.61	14.94
Singapore	0.34	10.73	1.78	315.59	5.22	0.35	10.35	1.90	295.71	5.43	-2.86	3.67	-6.32	6.72	-3.87
Sri Lanka	1.55	23.16	3.83	149.42	2.47	1.91	27.15	4.99	142.15	2.61	-18.85	-14.70	-23.25	5.11	-5.36
Kenya	2.69	25.19	4.17	93.64	1.55	2.66	30.12	5.53	113.23	2.08	1.13	-16.37	-24.59	-17.30	-25.48
Japan	3.61	155.26	25.70	430.08	7.12	3.46	140.69	25.85	406.62	7.47	4.34	10.36	-0.58	5.77	-4.69
Pakistan	19.92	196.01	32.45	98.40	1.63	20.69	203.94	37.46	98.57	1.81	-3.72	-3.89	-13.37	-0.17	-9.94
Australia	3.16	116.71	19.32	369.34	6.11	3.66	129.19	23.73	352.98	6.48	-13.66	-9.66	-18.58	4.63	-5.71
Other countries	13.92	302.08	50.01	217.01	3.59	13.33	243.20	44.67	182.45	3.35	4.43	24.21	11.95	18.94	7.16
<b>Total</b>	<b>225.76</b>	<b>4509.09</b>	<b>746.46</b>	<b>199.73</b>	<b>3.31</b>	<b>216.23</b>	<b>4005.93</b>	<b>735.90</b>	<b>185.26</b>	<b>3.40</b>	<b>4.41</b>	<b>12.56</b>	<b>1.43</b>	<b>7.81</b>	<b>-2.65</b>

**Annexure - II**

<b>Sl. No.</b>	<b>Event</b>	<b>Date</b>
1	Food Hospitality World 2013, Bengaluru,	12-14 June, 2013
2	Nainital Carnival, Halwidiwani, 2013	8-15 Aug, 2013
3	Trinity Group, 10 <sup>th</sup> Food & Beverage + India Hospitality Expo, GOA	19-21 Sept, 2013
4	Golden Jubilee Convention , Coonoor	21-22 Sept, 2013
5	17th. National Exhibition, Belur, Kolkata	21-25 Sept, 2013
6	5th. Himalayan Expo, Siliguri	25-30 Oct, 2013
7	India International Trade Fair, Pragati Maidan, New Delhi	14-27 Nov, 2013
8	KRISHI - 2013, International Agriculture Trade fair & Conference, NASIK	15-19 Nov, 2013
9	North East Business Summit, Dibrugarh	22-24 Nov, 2013
10	8 <sup>th</sup> Asom International Trade Fair , Guwahati	29 Nov-16 Dec, 2013
11	Konark International Dance Festival	1-5 Dec, 2013
12	2 <sup>nd</sup> Punjab International Trade Expo- 2013, Amritsar	5-9 Dec, 2013
13	Industrial India Trade Fair, Kolkata, Org- BNCC&I	27 Dec, 2013 to 5 Jan, 2014
14	Sundarban Mela-2014, Canning (Bandhu Mahal)	3-12 Jan, 2014
15	1st Assam International Agri-Horti Show 2014	8-12 Jan, 2014
16	Food Hospitality World 2014, Mumbai	23-25 Jan, 2014
17	Tea Sampling with Spices Board conference, Cochi	11-14 Feb, 2014
18	Shivratri Mela, Mandi	27 Feb-3rd Mar 2014
19	India International Tea & Cofee Expo, Milan Mela, Kolkata	14-16 March, 2014



Inaugural day of the India Show Almaty on 27<sup>th</sup> March 2014



Darjeeling tea charity auction organised at Moscow on 11<sup>th</sup> September 2013. Darjeeling tea from the Castleton estate won the highest bid of 45,000 ruble (USD 1384) per lot of 1.2 kg.



India Adda at World Economic Forum, Davos-Klosters, Switzerland, held from 22-25 January 2014



Tea Board of India's stall at Biofach, Nuremburg, Germany, held from February 12-15, 2014



India Tea Promotion at Businesswomen of the Year Awards function organised by Businesswomen & Life Magazine at Congress Center, Warsaw, on 28-29 March 2014



Tea Board of India's stall at Anuga Fair, Cologne, Germany, held from 5-9 October 2013



Tea Board of India's participation in Poznan International Fair held in Poznan, Poland, during 23-26 September 2013



Tea Board of India's stall at Gulfood held from 23-27 February 2014



Tea Board of India's stall at World of Tea, Tehran, held from 2-4 December 2013



Tea Board of India's stall at the HACE Exhibition held from 4-7 February 2014

## **Chapter-7 : 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. One of the key activities of the Branch also includes monitoring and regulation of the activities of stakeholders to ensure proper implementation of different directives of Central Government and Tea Board issued from time to time. In addition, Licensing Branch provides necessary clarification and guidance to the Tea Industry and trade in relation to different legislation concerning tea under The Tea Act and various Control Orders. The department is also responsible for formulating various regulatory policies, amendment of existing Control Orders, preparation of guidelines for issuance of licenses, monitoring of auction system, etc. which are significant to the tea trade. The different statutory activities performed by the branch during the year 2013-2014 are enumerated below:-

### **7.2 Regulatory Provisions**

In exercise of the powers conferred by Sub-Section (3) and (5) of Section 30 of the Tea Act, the following statutory provisions were notified by Central Government:-

1. The Tea (Marketing) Control Order, 2003
2. The Tea (Distribution & Export) Control Order, 2005
3. The Tea Waste (Control) Order, 1959
4. The Tea Warehouse (Licensing) Order, 1989

#### **7.2.1 The Tea (Marketing) Control Order, 2003:**

Under the provision of the Tea (Marketing) Control Order, 2003, stakeholders like manufacturers, buyers, auction organizers and brokers were required to obtain registration/licence from the Tea Board before manufacturing tea and/or participating / conducting auctions.

TMCO stipulates provisions in relation to 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.

TMCO also stipulates provisions for sale of made tea outside public auctions by registered manufacturers to registered buyers (including consignee or commission agent) or through his own retail outlets or branches directly to consumers or by way of direct exports.

#### **7.2.1(a) Registration of Tea Manufacturers Unit:-**

In accordance with the provisions of the Tea (Marketing) Control Order, 2003, 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. The registration fee for obtaining a manufacturer license is Rs.2500/-.

During the year under review, Tea Board granted 11 such registrations in favour of tea manufacturing units. The total amount collected during the period from 01.04.2013 to 31.03.2014 from registration of tea manufacturing unit is Rs.27500/- (Rupees twenty seven thousand five hundred only).

#### **7.2.1(b) 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, 194 buyers obtained registration from the Tea Board. The total amount collected was Rs.485000/- (Rupees four lakh eighty five thousand only).

#### **7.2.1(c) 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 08 (eight) Auction Organizers and issued no fresh licence in favour of new auction organizer. The total amount collected during the period under review was Rs.4000/- (Rupees four 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 31<sup>st</sup> December of each year and is renewable each year. During the year 2013-2014, Tea Board renewed licence in favour of 23 brokers and no fresh licence was issued in favour of broker. Total amount collected during the period for renewal purpose was Rs. 11500/- (Rupees eleven thousand five hundred only).

#### **7.2.2: The Tea (Distribution & Export) Control Order, 2005:-**

The Tea (Distribution and Export) Control Order, 2005, stipulating the provision for obtaining license as a tea exporter from Tea Board prior to export of tea from India, is in force in exercise of the powers conferred under sub section 3 and 5 of section 30 of the Tea Act 1953 (29 of 1953). The following are the salient features of the Order:-

- Issuance of Exporter and Distributor license for carrying out export of Indian Tea and distribution of imported in tea within the Country.
- Issuance of Certificate of Origin for teas designated as Geographical Identification.
- Issuance of Non preferential Certificate of Origin.
- Empanelment of Inspection Agencies

- Provisions for suspension/cancellation of various licenses
- Other regulatory provisions to be complied by the above stated licensees.

**7.2.2(a):- Exporter License:-**

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. A license fee of Rs.1000/- is required to be paid by the applicant for issuance/renewal of his license.

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 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:

- a) The business licensee is an exporter,
- b) 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
- c) 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. 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 Exporters' Licenses during 2012-13 & 2013-14:**

Sl No.	Exporters' Licenses	2012-13		2013-14	
		Issuance of License (Number)	Amount collected (Rs)	Issuance of License (Number)	Amount collected (Rs)
1.	Valid Fresh License (Temporary)	91	91000/-	197	197000/-
2.	Renewal of License (Temporary)	70	70000/-	38	38000/-
3.	Permanent License	1	2500/-	1	2500/-

Under the provision of The Tea (Distribution & Export) Control Order, 2005, every business licensee shall furnish the monthly returns to the Licensing Authority. Moreover, as per Clause 27(1)(e) of the said order, if the business

licensee fails to comply with the directives issued by the Licensing Authority, the business license shall be liable for suspension or cancellation.

Table 2 below indicates the number of business licenses cancelled during last financial year on account of non-submission of export returns/non performance.

**Table-2. Cancellation of Exporters' Licenses during 2012-13 & 2013-14:**

SI No.	Exporters' Licenses	2012-13	2013-14
1.	Temporary Licensee	Nil	88
2.	Permanent Licensee	157	150

**7.2.2(b): Distributor Licence:-**

Under the Tea (Distribution & Export) Control Order, 2005 Govt. of India has introduced Tea Distributors' Licence with effect from 01.04.2005. Under the provision of Clause 3 of the Order, no distributor shall carry on the business of distributing imported tea except under a valid business license obtained in accordance with the provision of this Order. Fees for distributor's Licence is Rs.2500/- (Rupees two thousand five hundred only). Number of Distributor Licence issued during the year 2013-2014 is 11 and the fees collected against the licenses amounting to Rs.27500/- (Rupees twenty seven thousand five hundred only) compare to issue of 7 Distributors' licence during the year 2012-2013 amounting to Rs.17500/- (Rupees seventeen thousand five hundred only).

**7.2.2(c) :Enlistment of tea testing laboratory:-**

Under the provision of The Tea (Distribution & Export) Control Order, 2005, Licensing Authority provides approval to Inspection Agencies to inspect tea along with its container or packs and other documents meant for export to ensure conformity with the provision of this Order. During the year 2013-2014 total amount of Rs.20000/- (Rupees twenty thousand only) was collected against issuance of 01 fresh enlistment of tea testing laboratory and renewal of 4 cases were issued.

**7.2.3 The Tea Waste (Control) Order, 1959:-**

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 License remains valid up to 31st December of the year of issue, unless suspended or cancelled earlier and is renewable every year. During the year 2013-2014 total amount of Rs.6300/- was collected against issuance of 63 fresh tea waste licenses and 893 licenses renewed for which amount collected was Rs.44650/- as against 80 fresh tea waste license ( amount collected Rs.8000/-) and 997 renewed (amount collected Rs.49850/-) during the year 2012-2013.

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 License 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-3. Position of issuance/renewal of Tea Waste License in 2013-2014 :**

Region	Fresh License issued @ Rs. 100/-		License renewed @ Rs. 50/-		Total
	Number	Amount (Rs.)	Number	Amount (Rs.)	Amount (Rs.)
North India	37	3700/-	638	31900/-	35600/-
South India	26	2600/-	255	12750/-	15350/-
All India	63	6300/-	893	44650/-	50950/-

**7.2.4: The Tea Warehouse (Licensing ) Order, 1989:-**

This order stipulates the provisions for obtaining license by a warehouse owner before commencement of the activities of storing, blending or packaging of teas.

**Table-4. Position of issuance/renewal of Tea Warehouse License during the year 2013-2014 is indicated below:**

Region	Fresh License issued @ Rs. 1,000/-		License renewed @ Rs. 200/-		Total
	Number	Amount (Rs.)	Number	Amount (Rs.)	Amount(Rs.)
North India	7	7000/-	52	10400/-	17400/-
South India	55	55000/-	64	12800/-	67800/-
Total	62	62000/-	116	23200/-	85200/-

### **7.3 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 01.04.2013 to 31.03.2014 was 27. The total number of renewal of RCMC made during the aforesaid period was 15.

### **7.4 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 Nilgiris 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:**

<b>Flavour</b>	<b>% by weight (Max)</b>
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 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 2013-2014, 19 manufacturers got registered for flavoured tea and total fees collected for this purpose was Rs. 109000/- (Rupees one lakh & nine thousand only).

### **7.5 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 2013-2014:**

Office-wise	Extension Permit		Replacement Permit	
	Number	Area in Hect.	Number	Area in Hect.
North India	1	2.00	11	226.22
South India	Nil	Nil	05	77.27
<b>Total All India</b>	<b>1</b>	<b>2.00</b>	<b>16</b>	<b>303.49</b>

**Permission for planting tea:-**

Licensing Branch is granting permission for planting tea in favour of tea estates as New Comer under Section 12 of Tea Act 1953.

**Table-7. The position of granting permission for planting tea during the year 2013-2014 is as follows:**

A. Registration of Tea Garden in All India	Total	
	No	Area in Ha
a) In Non-Traditional tea growing areas (< 10.12 hac)	1	8.09
b) In nontraditional tea growing areas (> 10.12 hac)	0	0
c) Other than nontraditional tea growing areas (< 10.12 hac)	0	0
d) Other than nontraditional tea growing areas (>10.12 hac)	0	0

**7.6 Recording of change of ownership:-**

Tea Board also records the change of ownership in respect of all licenses as and when the applications are filed.

**Table-8. The change of ownership recorded during the year 2013-2014**

Change of ownership			Total	
Region	Number	Amount in Rs.	Number	Amount in Rs.
North India	15	150000/-	17	170000/-
South India	02	20000/-		

**7.7 E - Auction Status:-**

Tea Auction is a way of marketing the produce to a wide range of buyers in a competitive manner for fair discovery of price. Public tea auctions has always played a key role as the main vehicle for primary marketing of tea in India for more than a century ever since the first tea auction centre set up in Calcutta in 1861. The stakeholders involved are Auction organizers, Producers of 'made tea' (sellers), Auctioneers/Brokers, Buyers and warehouses.

Prior to 1984, auction procedure and auction rules were formulated by the concerned auction organizers time to time. Tea Board intervened in the matter of auction rules only in 1986 for the first time on the basis of Ahuja Committee

Report required to be followed by tea auction organizers in view of representation from auction stakeholders.

The manual auction system had certain limitations like limited auction Hall Space, shorter time for 'Fair Price Discovery' due to Serial Bidding, no record of Bid History except the winning bid and the name of winning bidder, not possible to analyze the nature of competition for different Types/Category/Grade of tea separately for taking Policy Decision, reduction in the Quality of bidding due to Serial Bidding and visibility of other buyers' identification & their extent of participation during bidding time for any Lot etc. Therefore the need of converting the manual system to electronic mode was felt in order to remove the existing outcry in the system. A. F Ferguson had also recommended for such move to electronic mode in the study report submitted in the year 2002. Electronic auction for tea, for the first time, was finally introduced only in India in the year 2009. Sale of teas through auctions are continued to be held through manual "outcry" system in other tea producing countries.

**The followings are the benefits of the E-Auction system over the manual one:-**

- 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 it 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.

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

<b>Auction</b>	<b>Status of live e-auction</b>
Kolkata	100% live e-auction for Orthodox Leaf tea since 20th /21st July 2011, for CTC Leaf since 3rd April 2010, Kangra Tea since May,2012 and for All Dust tea since 17th June 2009 **
Guwahati	100% live e-auction for CTC Leaf & Orthodox Leaf tea since 5th January 2010 and for All Dust tea since 20th May 2009
Siliguri	Fully electronic auction for both Leaf and Dust teas since 8th October 2010

Jalpaiguri	Fully electronic auction for both Leaf and Dust teas since 9th May 2012
Cochin	Fully electronic auction for both Leaf and Dust teas since 14th July 2009
Coonor	Fully electronic auction for both Leaf and Dust teas since 7 <sup>th</sup> May 2009
Coimbatore	Fully electronic auction for both Leaf and Dust teas since 8th May 2009
	**Darjeeling leaf is being sold manually

**Table-4. The sales of tea through E-Auction during the financial year 2012-2013 vis-a-vis 2013-14 is as under :**

Auction Centre	April 2013 to March 2014		April 2012 to March 2013	
	Qty(Kg)	Price (Rs/kg)	Qty(Kg)	Price (Rs/kg)
Kolkata Leaf	107485312.18	151.16	103996593.29	153.49
Kolkata Dust	38952682.23	145.16	37498939.28	150.62
<b>Total Kolkata</b>	<b>146437994.41</b>	<b>148.16</b>	<b>141495532.57</b>	<b>152.73</b>
Guwahati Leaf	88437550.35	128.65	85431633.66	135.76
Guwahati Dust	39233592.45	132.75	36266906.23	140.16
<b>Total Guwahati</b>	<b>127671142.80</b>	<b>130.70</b>	<b>121698539.89</b>	<b>137.07</b>
Siliguri Leaf	93390531.29	120.03	80943229.40	125.59
Siliguri Dust	13982297.73	117.88	12516622.95	121.53
<b>Total Siliguri</b>	<b>107372829.02</b>	<b>118.95</b>	<b>93459852.35</b>	<b>125.04</b>
Coichin Leaf	7086978.95	116.42	8984343.00	108.19
Cochin Dust	45937930.60	114.17	48264992.30	100.51
<b>Total Cochin</b>	<b>53024909.55</b>	<b>115.29</b>	<b>57249335.30</b>	<b>101.72</b>
Coonor Leaf	40333139.60	82.65	41084443.30	88.62
Coonor Dust	17713313.50	91.18	16121132.25	90.79
<b>Total Coonor</b>	<b>58046453.10</b>	<b>86.92</b>	<b>57205575.55</b>	<b>89.23</b>
Coimbatore Leaf	6141147.30	84.98	7425508.00	87.71
Coimbatore Dust	11782223.90	95.31	11305031.40	92.40
<b>Total Coimbatore</b>	<b>17923371.20</b>	<b>90.14</b>	<b>18730539.40</b>	<b>90.54</b>
Jalpaiguri Leaf	378955.70	67.64	1756576.90	110.35
Jalpaiguri Dust	17093.20	36.24	112936.50	104.88
<b>Total Jalpaiguri</b>	<b>396048.90</b>	<b>51.94</b>	<b>1869513.40</b>	<b>110.02</b>
<b>Grand Total</b>	<b>510872748.98</b>	<b>106.02</b>	<b>491708888.46</b>	<b>127.73</b>

#### **Pan India Auction:-**

From the available production data and the auction sale figures for the last five years, it has been observed that no significant increase in the volume of tea auctioned has actually been taken place in spite of introduction of electronic auction system. Ideally electronic auction system was conceptualized with the idea of increased participation from buyers as well as offerings of different varieties of teas in larger volumes since it eliminates the

auction hall space limitation and encourages participation through a web enabled system.

Therefore, to make the e-auction wider and bring the Primary Tea Market of India under one arena, the PAN India Auction has been conceptualized. Pan India Auction has the potential to transcend geographical barriers and ensure a common market place for primary marketing of tea in India. Pan India Auction system will enable the buyers registered with a single Auction Centre to participate in the auction process of other centers as well. Moreover a buyer can participate in the auction process of two centers parallel through a single window as against the current process which does not allow accessing all auction centers through a single log in.

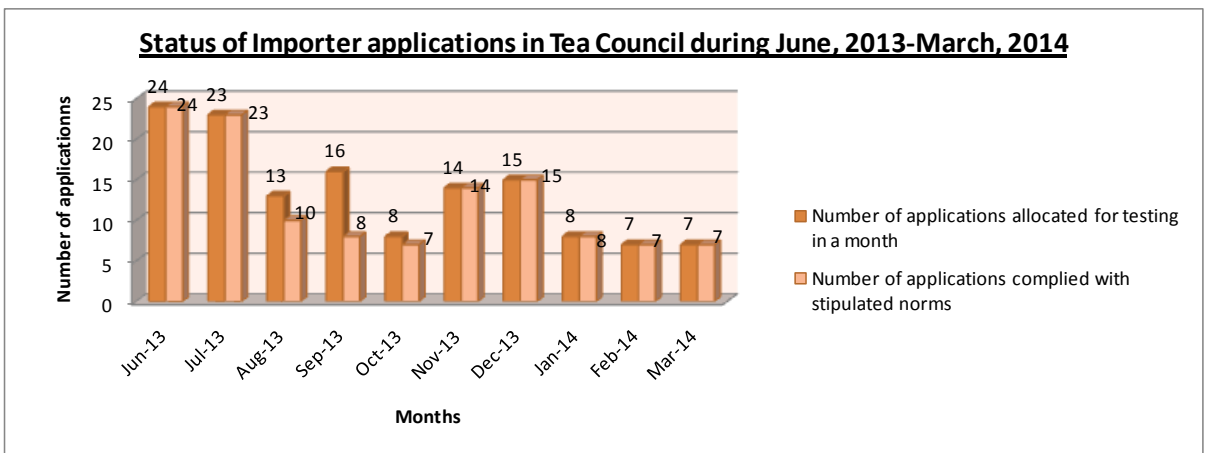
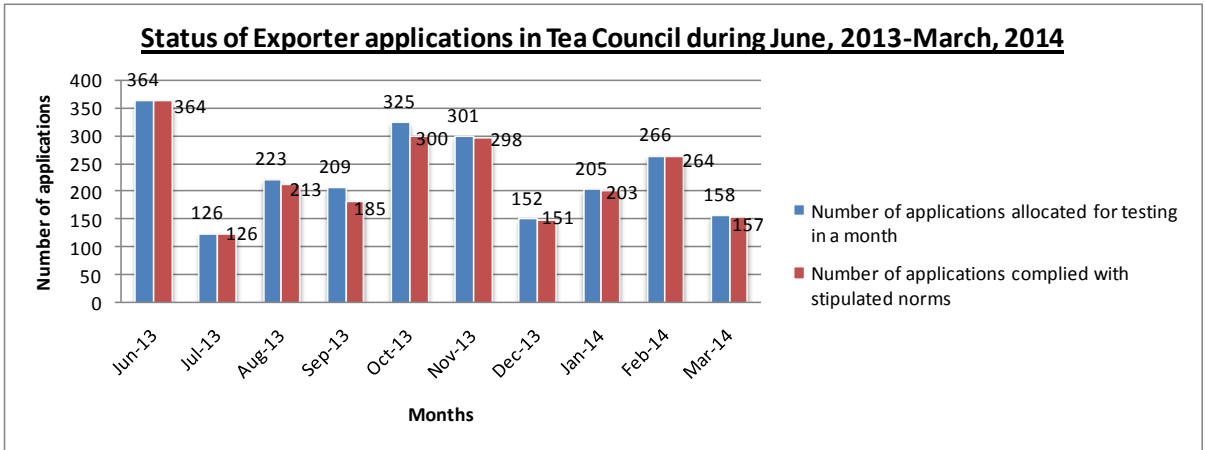
A draft rule for Pan India Auction has already been formulated and circulated to the stakeholders. However, the draft rule is being revisited based on certain industry's representations. The required modification in the online system is also under progress. The entire project is expected to take a final shape at the end of next financial year.

### **7.8 Tea Council:-**

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 meant for export and import are as per prescribed national and international standards. In line with this, the Tea Council of India, an Advisory body was set up by the Tea Board of India during the FY 2012-13, to monitor specifically the Import and Export of Tea. The main aim was to ensure and maintain the authenticity and compliance of the tea as per the standards stipulated by FSSAI and Tea Board. The stakeholders of Tea Council are- Exporter, Importer, Inspection Agency and Customs. Tea Council acts as administrator. To track and monitor the standard of the tea meant for export or import throughout India the Board constituted two Committees- (A) Tea Council of North India (TCNI) and (B) Tea Council of South India (TCSI). The system is operational since 1<sup>st</sup> June, 2013.

Before exporting or importing of teas into the country, the concerned exporter or importer has to mandatorily submit details of his consignment in the Tea Council portal ([www.teaauction.gov.in/teacouncil](http://www.teaauction.gov.in/teacouncil)) and obtain a clearance certificate. The applications of exporters so logged in are randomly selected by the system for sampling as per predefined logic. The importers submitting applications with net weight of teas more than 1000kgs are subjected to testing. The randomly selected applications are analysed as per standards prescribed by FSSAI and any other notifications issued by the Board from time to time.

A graphical presentation of the number of applications complied to prescribed standards against the actual number of samples tested during June, 2013 to March, 2014 are presented below:



At present, the system is undergoing several changes to make the same more users friendly without diluting the core objective of effective quality monitoring.

## Chapter - 8

### 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, 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](http://www.teaboard.gov.in) in the public domain for the trade, industry, research scholars etc.,

#### 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 2013-14**

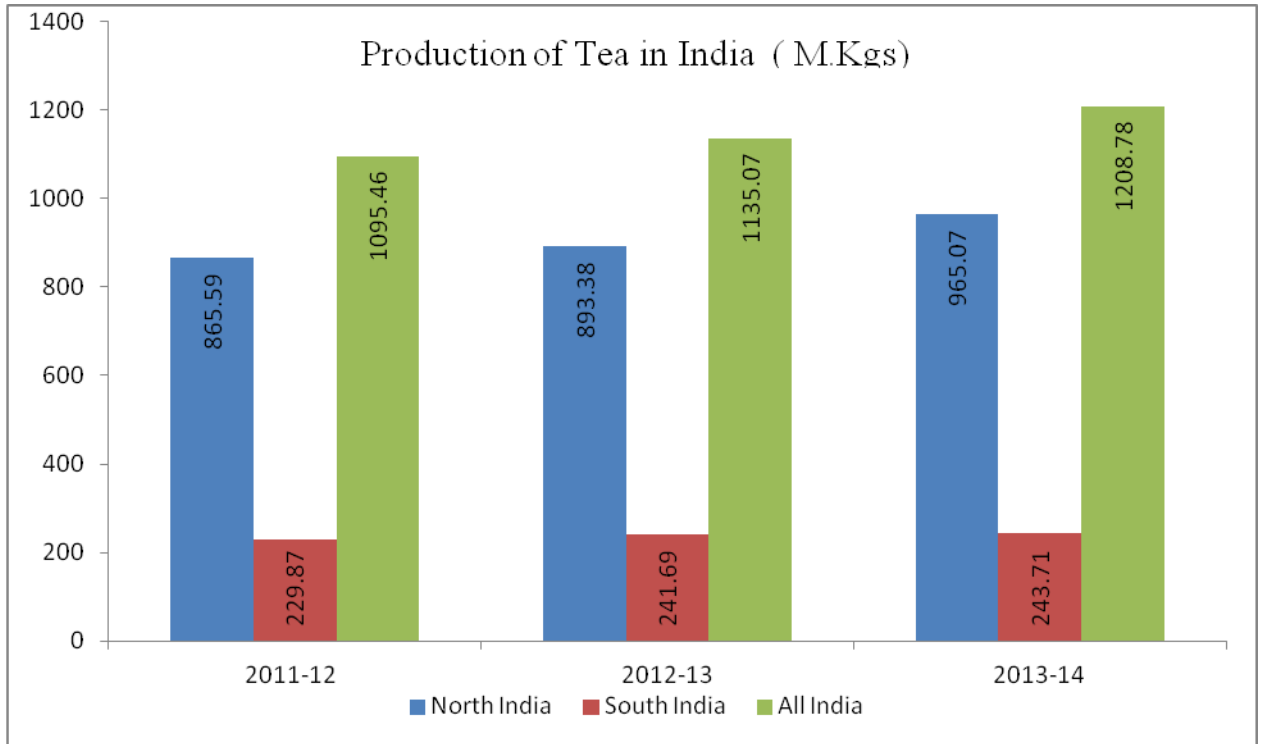
**AREA as on 31-12-2013 & PRODUCTION IN 2013-14**

State / Districts	Area under tea* (in Th. Hectares)	Production (Million Kgs)
Assam Valley	270.92	581.03
Cachar	33.48	48.02
<b>Assam</b>	<b>304.40</b>	<b>629.05</b>
Darjeeling	17.82	8.91
Dooars	72.92	177.85
Terai	49.70	125.34
<b>West Bengal</b>	<b>140.44</b>	<b>312.10</b>
Other North Indian States (Includes Tripura, Uttarakhand, Bihar, Manipur, Sikkim, Arunachal Pradesh, Himachal Pradesh, Nagaland, Meghalaya, Mizoram and Orissa)	12.29	23.92
<b>NORTH INDIA</b>	<b>457.13</b>	<b>965.07</b>
Tamil Nadu	69.62	174.71
Kerala	35.01	63.48
Karnataka	2.22	5.52
<b>SOUTH INDIA</b>	<b>106.85</b>	<b>243.71</b>
<b>ALL INDIA</b>	<b>563.98</b>	<b>1208.78</b>

**PRODUCTION OF TEA IN INDIA DURING LAST THREE FINANCIAL YEARS**

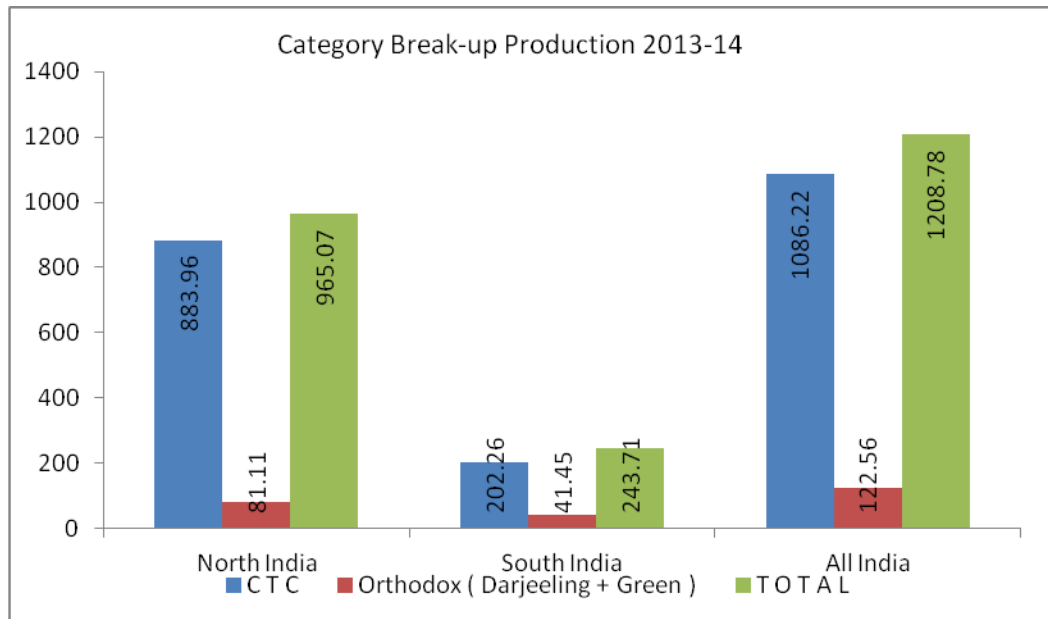
**(in M.Kgs)**

Year	North India	South India	All India
2011-12	865.59	229.87	1095.46
2012-13	893.38	241.69	1135.07
2013-14	965.07	243.71	1208.78



**CATEGORY WISE PRODUCTION OF TEA IN INDIA DURING 2013-14  
(in M Kgs)**

Category	North India	South India	All India
CTC	883.96	202.26	1086.22
Orthodox ( Darjeeling + Green )	81.11	41.45	122.56
<b>TOTAL</b>	<b>965.07</b>	<b>243.71</b>	<b>1208.78</b>

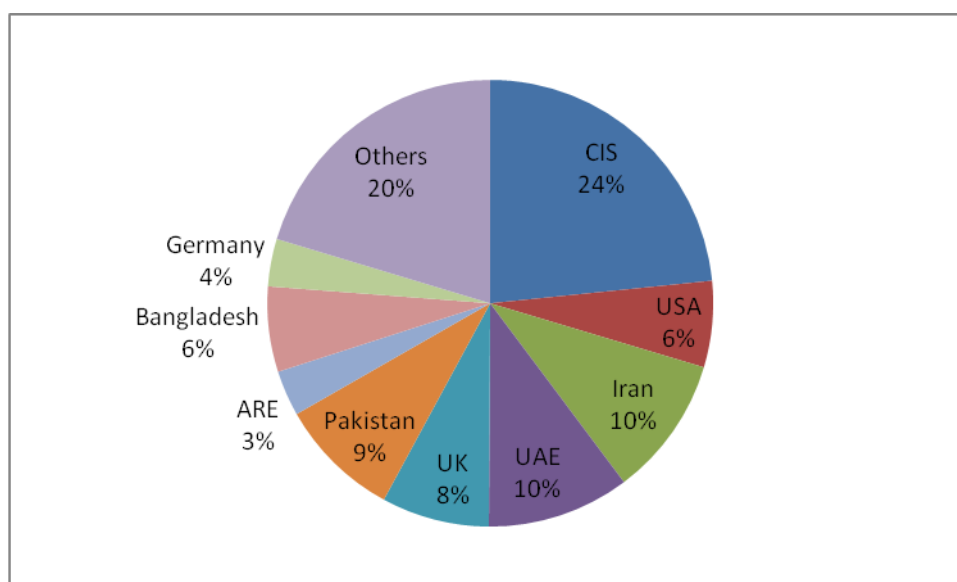


## EXPORTS OF TEA FROM INDIA

(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.
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
2013-14	133.28	3205.31	240.49	92.48	1303.78	140.98	225.76	4509.09	199.73

### EXPORTS TO MAJOR COUNTRIES DURING 2013-14

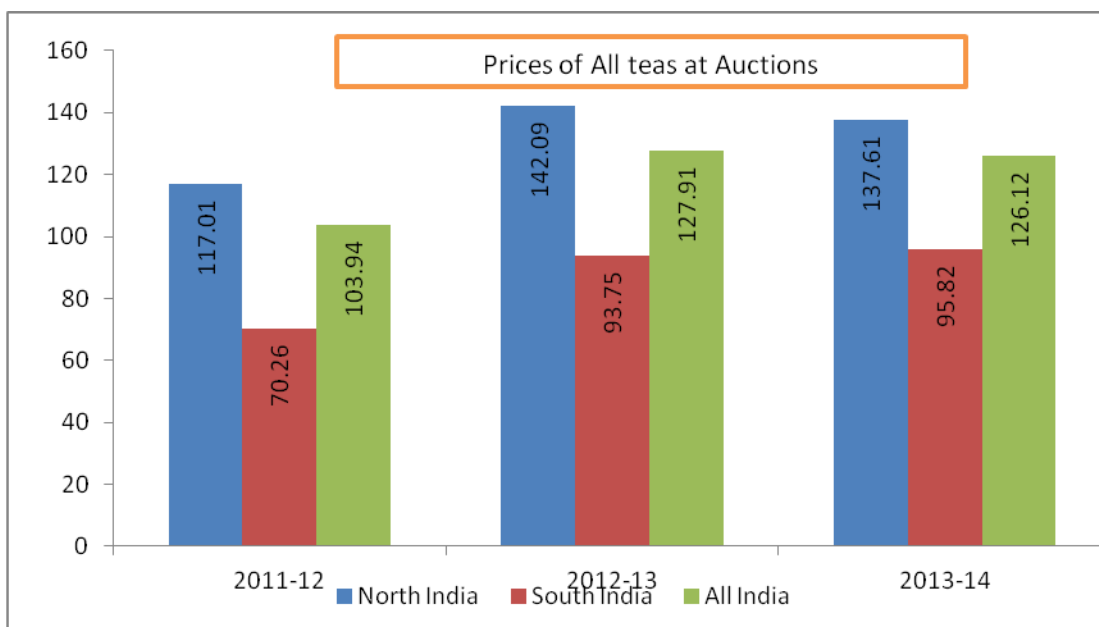


### IMPORT OF TEA INTO INDIA

Year	Quantity (M.Kgs.)	CIF Value (RsCrores)	Unit Price (Rs/Kg)
2011-12	19.21	186.04	96.85
2012-13	21.90	282.56	129.02
2013-14	19.23	237.33	123.42

### 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)
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
2013-14	385.12	137.61	145.96	95.82	531.08	126.12



### 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 2013

Country	Quantity in 2013 (M.Kgs)	Share in total production(%)
China	1924.46	39.22
India	1200.41	24.46
Kenya	432.45	8.81
Sri Lanka	340.03	6.93
Vietnam	180.33	3.67
Turkey	149.00	3.04
Indonesia	134.00	2.73
Bangladesh	66.26	1.35
Malawi	46.46	0.95
Uganda	60.97	1.24
Tanzania	32.12	0.66
Others	340.61	6.94
<b>Total</b>	<b>4907.10</b>	<b>100.00</b>

## EXPORTS SHARE BY MAJOR PRODUCING COUNTRIES IN 2013

Country	Quantity in 2013 (M.Kgs)	Share in total exports %
Kenya	494.35	26.53
China	332.42	17.84
Sri Lanka	309.20	16.59
India	219.06	11.76
Vietnam	140.33	7.53
Argentina	74.37	3.99
Indonesia	70.84	3.80
Uganda	57.49	3.09
Malawi	37.10	1.99
Tanzania	26.09	1.40
Zimbabwe	8.00	0.43
Bangladesh	0.54	0.03
Others	93.53	5.02
<b>Total</b>	<b>1863.32</b>	<b>100.00</b>

(Source : ITC Annual Bulletin 2014)

### World Auction Price of Tea sold

Year	International Auction price (US\$/Kg)					
	India	Bangladesh	Sri Lanka	Indonesia	Kenya	Malawi
2011	2.23	2.14	3.25	1.61	2.72	1.61
2012	2.28	2.68	3.07	1.97	2.88	1.70
2013	2.20	2.46	3.44	1.98	2.41	1.82

### World Demand and Supply of Tea

( Figures in M.Kgs )

Year	World Production	Apparent Global Consumption	(+) or (-)
2011	4454	4309	145
2012	4608	4426	182
2013	4907	4574	333

(Source : ITC Annual Bulletin, 2014)

## Chapter - 9 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 Labour 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 water pipe line in New land T.E .for water supply.
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 pedaling system etc. Maximum pay is limited to Rs. 2500/- per persons.

The particulars of assistance rendered during the 2013-14 are as under:

	* No. of Units/Beneficiaries.	Rs./ (lakhs)
Ambulance	6(u)	27.88
Supply of Drinking water purifier to the New land T.E. W.B.	1(u)	06.00
Medical Equipment.	11(u)	88.89
Assistance to disabled persons.	285(p)	08.43
Medical Treatment of Plantation workers and their dependents against critical diseases like cancer, cardio-vascular and Kidney ailments etc.	3(p)	01.92
Total:		133.12

\*(u) indicates units/ (p) indicates Persons.

1. S.B. 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 1/3<sup>rd</sup> of maintenance charges. The balance 2/3<sup>rd</sup> share is being borne by the Board.
2. Ramalingam T.B. Sanatorium Perundurai, Tamilnadu: 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. Jorhat Lions Service Trust: A sum of Rs.1,54,612.00 was released being the 3<sup>rd</sup> installment of grant towards construction of hospital building.
4. Total sum of Rs. 27.88 lakhs were released being the grant towards 6(six) nos. Ambulances , one from Agartala office and 2 (two) nos. from Guwahati office and 3(three) nos. from Itaganagar Office for purchase of Ambulances as per statement of E.D.(I/C), Jorhat.
5. Total sum of Rs. 80.89 Lakhs were released being the grant of purchase of Medical Equipments, 6(six) nos from Jorhat, 2(Two) nos from Tezpur, 1(one) from Silchar and 1(one) from Agartala office as per statement of E./D.(I/C), Jorhat office.
6. A sum of Rs. 1,92,424 was released being the Reimbursement of medical treatment of Garden workers at Siliguri Office.

### 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/- annum and 2/3<sup>rd</sup> 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 Scouts/Guides Organizers in tea plantation area, (ii) charges for holding various training camps; (iii) uniform matching grant for the tea garden scout/guides/cubs and bulbul and (iv) financial assistance for holding rallies, rally-cum-camps, compare, jamboree etc. During the year

under review the Board has disbursed a sum of Rs10.01 lakhs for scouting and guiding activities 4427 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 2013-14 are as under:

	* No. of Units/Beneficiaries.	Rs./ (lakhs)
Education stipend	4708 (p)	387.58
Nehru Award	534 (p)	12.21
Book, uniform grant & scholarship	1669(p)	16.44
Assistance to scouts & guides.	4427(p)	10.01
Sports activity	12(u)	34.57
Capital grant of XI plan period cases.		32.00
Total:		492.81

#### 9.3.1 The following club was provided with financial assistance during this year towards activities:

1. East Bengal Club: A sum of Rs.11,29,000+ Rs.11,29,000.00+11,29,000.00= Rs. 33,87,000.00 was released being the 1<sup>st</sup> , 2<sup>nd</sup> installment for North East Zone, North Bengal Zone and 1<sup>st</sup> Installment for South India of grant towards sports activities.

#### 9.3 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. Khatrabari High School, Bakra, Assam: A sum of of Rs. 5,60,000.00 was released being the 1<sup>st</sup> installment of grant towards construction of school building.
2. Nakachori Jr. College : A sum of of Rs. 2,10,000.00 was released being the 3<sup>rd</sup> installment of grant towards construction of college building.
3. Nadur Sangit Vidyapith, Sonitpur, Assam: A sum of of Rs. 5,95,000.00 was released being the1<sup>st</sup> installment of grant towards construction of school building.
4. Samaguri Jr. College: A sum of of Rs. 3,00,000.00 was released being the 3<sup>rd</sup> installment of grant towards construction of college building.
5. Phillobari High School, Tinsukia, Assam. A sum of of Rs. 2,22,058.00 was released being the 3<sup>rd</sup> installment of grant towards construction of school building.

6. Siksha Sangh High School, Darjeeling. A sum of of Rs. 3,00,000.00 was released being the 3rd installment of grant towards construction of school building.
7. Chatia College: A sum of of Rs. 2,85,880.00 was released being the 3rd installment of grant towards construction of college building.
8. Rabindranath Higher Secondary School: A sum of of Rs. 2,86,853.00 was released being the 3rd installment of grant towards construction of school building.
9. St. Antony's H.S. School, Tamilnadu: A sum of of Rs. 3,00,000.00 was released being the 2nd installment of grant towards construction of school building.

9.1 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.

9.2 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. 1019 Workers 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 child

Number of Meetings/Seminars were organized during the year for the benefit of tea garden managers in collaboration with IIPM, ITA, TAI, ITADTA, Agricultural University and TRA 9262 persons participated in such programmes.

The particular of expenditure incurred towards training during the year 2013-14 are as under:

	No. of Beneficiaries	(Rs/lakhs.)
Short term training for workers in new skill and Organizing campaigns in creating awareness among the workers.	1019	57.99
Meetings/Seminars.	9262	

Summary of Expenditure incurred during A/c year 2013-14

Activity	(Rs.lakhs.)
1. Health	133.12
2. Education	492.81
3. Training	181.92
4. Miscellaneous/other expenditure	85.61
Total	893.56

The details of expenses incurred on training of tea garden workers/ staff/managers are provided under the chapter "H.R.D.

Expenditure incurred during A/c Year 2013-14

Activity	*No. of Units / beneficiaries	(Rs.Lakhs))
(a) HEALTH		
i) Ambulance	6 nos.	27.88
ii) Medical equipments	11 nos.	88.89
iii) Pilot project for supply of drinking water purifier to the plantation workers in New Land T.E. W.B.	1no.	06.00
iv) Assistance to disable persons	385(p)	08.43
v) Medical treatment of plantation workers and their dependents against critical diseases like cancer, cardio-vascular and Kidney ailments etc.	3(p)	01.92
Total Health (a)		133.12
(b) EDUCATION		
i) Educational Stipend	4708(p)	387.58
ii) Nehru Award	534(p)	12.21
iii) Book and Uniform grant scholarship.	1669(p)	16.44
iv) Assistance to Scouts and Guides	4427(p)	10.01
v) Sports activity	12nos.	34.57
vi) Capital grant of XI plan period cases.		32.00
Total Education (b)		492.81
TRAINING		
i) Meetings/Seminars and short term training for workers in new skill like plumbing, masonry, electrical/TV repair, carpentry, construction of two pit latrines. Training in health, hygiene, AIDS, Drug, Alcoholism etc., Training in health, hygiene, AIDS, Drug,	1019(p)	57.99

Alcoholism etc.		
ii)Meetings/ Seminars.	3 nos.	27.89
iii) IIT/IIM Coaching.		96.06
Total Training ©		181.92
(d) Miscellaneous/other expenditure.		85.61
TOTAL EXPENDITURE (a+b+c+d)		893.56

\* (p) stand for person

## **Chapter 10. 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 under review.

### **10.3 Purchase of Hindi Books:**

In order to create a favorable atmosphere for implementation of Official Language and to make reference literature for Hindi teaching available, a Hindi Library is being maintained by the Hindi Cell. During the year books worth Rs. 30,000/- 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.

## **10.6 Organising Hindi Workshop**

During each quarter of the year the officer/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 Notification of Head Office, Kolkata under Rule 10(4) of the Official Languages Rules,1976.:**

Since more than 80% of our officials posted in Head Office have got either proficiency in Hindi or got working knowledge in Hindi,we approached Ministry of Commerce & Industry, Department of Commerce, New Delhi to issue a notification in respect of Tea Board of India, Head Office, Kolkata under Rule 10(4) of the Official Language Rules,1976. Accordingly, notification has been issued and copies of which has been endorsed to concerned Department/offices.

## **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 February, 2014. During the course of the week, several competitions were held and there was active participation whole heartedly from amongst all staff. Similar programs were organized in regional offices of the Board in India.

## **10.9 Updating of Hindi website**

Vigorous efforts were taken to update the Hindi website of the Board and make it match with English version.

## **10.10 Participation in TOLIC activities.**

Board actively participated in the various promotional activities pertaining to usage of Official Languages, co-ordinated by Town Official Language Implementation Committee(TOLIC), Kolkata .

## **10.11 Meeting of OLIC of the Board :**

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

## **10.12. Provision for Bilingual Computer :**

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

### **10.13 Incentive Scheme For Use of Hindi in Official Work :**

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

### **10.14 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 action was taken to remove the deficiencies.

### **10.15 Annual Program for transacting the Official work in Hindi**

In pursuance of Official Language Resolution 1967, department of OL issues program every year to speed up propagation and development of OL Hindi and also to accelerate its progressive use for official purpose. The Annual program of the year 20013-14 is a continuation of this, whereby considerable progress has been made in use of Hindi in the Official transaction. The prescribed target has been achieved to some extent. However English continues to be in use in the Board.

## Chapter - 11 SUPPLY BRANCH

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 were 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 2013 to March 2014 is given below in a tabular form :-

(Figures in M.T.)

FERTILIZER	QUANTITY OF UREA SUPPLIED DURING THE YEAR 2013-14							
	Assam		West Bengal		Tripura		Total	
Name of the manufacturer /Supplier	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 2013 to March 2014, 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:-

(Figures in M.T)

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 that arises from time to time in tea gardens.

## **Chapter-12**

### **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 2013-14 the following activities were undertaken by Tea Board relating to HRD:

1. Induction training was given to 22 D.O.s and 8 F.A.O.s under the SGDD involving Rs.20,875/-
2. Training on handling of GPS instrument was given to 37 D.O.s under the SGDD involving Rs.99,435/-
3. Training was given to 22 D.O.s regarding formation of SHG/CEC etc. under the SGDD involving Rs.2,32,458/-
4. Training was given at Coonoor Office to 23 D.O.s under the SGDD involving Rs.1,20,287/-
5. Field management training was given to 23 D.O.s at UPASI under the SGDD involving Rs.12,00,000/-
6. Field management training was given to 23 D.O.s and 8 F.A.O.s at TRA under the SGDD involving Rs.9,94,700/-
7. A Free Health Check-up Camp for Cardiac & Diabetic disease was organised with the help of a renowned Hospital at Kolkata, for the benefit of Board's Officers and employees on 26.02.2014.
8. Training in firefighting was conducted with the help of external fire safety security agency on 12.12.2013 with theory and practical demonstrations. Altogether 20 number of staff participated in such training.

## **Chapter 13**

### **Vigilance Cell**

The Deputy Chairman of Tea Board acts as Chief Vigilance Officer by 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 is to implement the directives of the Government/Central Vigilance Commission, all of which is 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 of the activities of Tea Board for highlighting the basic mission of the awareness. During the year the Vigilance Cell receive 04 (four) Complaints and there is no such Vigilance case pending as on date.

**Chapter 14 :**  
**Report on Legal Cell RTI Act, 2005**

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 mark/word mark registered by the Board under different statues 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 31.03.2013 was 42. During the year under review, 13 new cases arose and 09 cases were disposed of out of which 07 cases went in favour of the Board and 02 cases were withdrawn. As on 31.03.2014 the total number of pending cases were 46.



## Annexure-I

### **List of the Members for the Period from 01.04.2013 to 31.03.2014**

1. Shri MGVK Bhanu, IAS, Chairman, Tea Board from 01-04-2013 to 26-12-2013(FN). Shri Siddharth, IAS, Chairman, Tea Board, Kolkata from 26-12-2013(AN) onwards
2. The Principal Secretary,  
Commerce & Industries Department,  
Govt. of Assam, Dispur, Guwahati - 781 006
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, Vasundhra, Residential Enclave,  
Andalpuram, Maurai-625 003, Tamil Nadu
9. Shri Rajen Gohain,  
Member of Parliament, Lok Sabha.  
Tilak Deka Road, Itchali, P.O. & Dist. Nagaon,  
PIN- 782001, Assam
10. Shri Tarini Kanta Roy,

Hon'ble member of Parliament, Rajya Sabha,  
Gunjabari North, Siliguri Road, P.O. & Dist. Cooch Behar,  
PIN-736101, West Bengal

11. Shri Koshy Baby, Vice Chairman, Tea Board  
11/157, Puthumanna, Chambala, Calicut Road,  
Gudalur Bazar - P.O., Nilgiris - Distt., Pin - 643 212, Tamil Nadu
12. Shri A. N. Singh,  
Chairman, Indian Tea Association,  
"Royal Exchange", 6, N.S. Road, Kolkata - 700 001
13. Sri P. Mathias, 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, Chandra Estate,  
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,  
MLA, President, Darjeeling District Congress Committee,  
Babupara, Siliguri, Dist - Darjeeling, Pin- 734 001, West Bengal
19. Shri Dinesh Kr. Sarmah,  
President, All Assam Small Tea Growers Association,  
Lachit Nagar, P.O.Rupai Siding-786153, Dist.-Tinsukia, Assam
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, 2<sup>nd</sup> Milestone,  
Sevok Road, Siliguri PIN-734001, West Bengal
26. Shri M. Chandrakant, MD,  
Golcha Tea Plantation Pvt. Ltd.,  
IDA, D2, 903, Rahul Park, Sr.No.79/B,  
Gate No.6, Warje, PUNE-411 052
27. Shri Hiranya Bora,  
House No.36, Tarun Nagar, Bye-Lane-4,  
Guwahati, Assam-781 005
28. Shri Anshuman Kanoria,  
'Uniworth Centre', 70A, Shakespeare Sarani,  
Kolkata-700 017
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 -560 022, 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.
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', Kolta Road,  
New Delhi-110 002.
11. Sri K. Katyal, CMD,  
J.Thomas & Co. Pvt.Ltd., 'NILHAT HOUSE',  
11, R.N. Mukherjee Road,  
Kolkata-700001

**(Board Meetings were held during 2013-14 i.e. on 24-6-2013, 05-10-2013, 23-12-2013 and 21-3-2014 )**

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

**Executive Committee**

1. Chairman, Tea Board (Ex-Officio Chairman of the Committee).
2. Shri Dinesh Kumar Sarmah, Vice-Chairman,
3. Shri Rajen Gohain, Member of Parliament, Lok Sabha,
4. Shri J.L. Butail,
5. Shri D. P. Roy,
6. The Chairman, Indian Tea Association,
7. Shri Shankar Malakar,
8. Shri Koshy Baby,
9. Shri Anshuman Kanoria,

**(Executive Committee Meetings were held during 2013-14 i.e. on 24-6-2013, 05-10-2013, 23-12-2013 and 21-3-2014 )**

**II. Labour Welfare Committee**

1. Chairman, Tea Board (Ex-Officio Chairman of the Committee).
2. Shri Dinesh Kumar Sarmah, Vice Chairman-Tea Board
3. Shri Tarini Kanta Roy Member of Parliament,(Rajya Sabha),
4. Shri Rajinder Singh Thakur,
5. Shri A.K. Mony,
6. Shri Alope Chakraborty,
7. Dr. S. Ramu, Ph.D.,
8. Smt. Barnali Dey Mohinta,
9. Shri Akshay Kumar Rajkhowa,

**(LWC Committee Meetings were held during 2013-14 i.e. 24-6-2013, 05-10-2013, 23-12-2013 and 21-3-2014 )**

### III. Development Committee

1. Chairman, Tea Board (Ex-Officio Chairman of the Committee).
2. Chairman, Indian Tea Association,
3. Sri G. J Ancheril,
4. Dr. Ajit Kumar Agarwala,
5. Shri Samir Roy,
6. Dr. S. Ramu, Ph.D,
7. Shri Hiranya Bora,

**(Development Committee Meetings were held during 2013-14 i.e. 24-6-2013, 05-10-2013, 23-12-2013 and 21-3-2014 )**

### IV. Tea Promotion Committee

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

**(Tea Promotion Committee Meetings were held during 2013-14 i.e. 24-6-2013, 05-10-2013, 23-12-2013 and 21-3-2014 )**

### V. Licensing Committee for North India (07 members)

1. Chairman, Tea Board (Ex-Officio Chairman of the Committee).
2. Shri Rajen Gohain,
3. Shri Hiranya Bora,
4. Shri A.K.Rajkhowa,

5. Shri D.P.Roy,
6. Smt. Barnali Dey Mohinta,
7. Shri J.L.Butail,  
**(Licensing Committee Meetings-Joint were held during 2013-14 i.e. on 24-6-2013, 05-10-2013, 23-12-2013 and 21-3-2014 )**

**VI. Licensing Committee for South India (04 members)**

1. Dr. S. Ramu, Ph.D.,
2. Shri Koshi Baby,
3. Shri P.V.Balachandran,
4. Shri M.Chandrakant

**(Licensing Committee Meetings-Joint were held during 2013-14 i.e. on 24-6-2013, 05-10-2013, 23-12-2013 and 21-3-2014 )**

**Addresses of Tea Board Offices in India and Abroad:**

**OFFICES IN INDIA**

**KOLKATA**

Tea Board  
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E-mail: [secytboard@gmail.com](mailto:secytboard@gmail.com)  
Website : [www.teaboard.gov.in](http://www.teaboard.gov.in)

**NEW DELHI**

Tea Board  
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New Delhi - 110 011  
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Tel : 011- 23070322  
E-mail : [nasstats@gmail.com](mailto:nasstats@gmail.com)

**COONOOR**

Executive Director,  
Tea Board,  
Shelwood, Coonoor Club Road,  
Post Box No. 6,  
Coonoor - 643 101, The Nilgiris, South India  
Tel. : 0423- 2230316 [D] / 2221464  
Fax : 0423-2232332, E-mail : [teaboardcoonoor@rediffmail.com](mailto:teaboardcoonoor@rediffmail.com)

**KOCHI**

Joint Controller of Licensing  
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Indira Gandhi Road, Willingdon Island,  
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**COIMBATORE**

Labour Welfare Officer  
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Shri S. Balaji  
Incharge, Tea Room, Tea Board  
Secretariat  
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PH: No.9884859255

**TIRUMALA**

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### **DIBRUGARH**

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### **AGARTALA**

Deputy Director of Tea Development,  
Indranagar, ITI Road, Agartala - 799 006  
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**ITANAGAR**

Assistant Director of Tea Development  
Tea Board, Regional Office,  
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V.I.P Road, Itanagar,  
P.O. :Itanagar,  
Arunachal Pradesh-791 111  
Tel & Fax : 0360-2292124  
E.mailID : [teaboarditanagar@gmail.com](mailto:teaboarditanagar@gmail.com)

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

Deputy Director of Tea Development  
"VIJAY BHAWAN"  
Amolapatty, P.O. :Dibrugarh,  
Dist. :Dibrugarh,  
Assam-786 001  
TEL : (0373) 2324982/2328941  
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Email id : [teaboardsgdd@gmail.com](mailto:teaboardsgdd@gmail.com)

**SILIGURI**

Dy. Director of Tea Development (Plantation),  
Sahid Bhagat Singh Commercial Complex,( 3<sup>rd</sup> floor ),  
2<sup>nd</sup> Mile, Sevoke Road,  
Siliguri-734001, West Bengal  
Tel: 0353-2544778/2540209(D)  
Fax: 0353-2545971  
E-mail: [teboardsiliguri@gmail.com](mailto:teboardsiliguri@gmail.com)

**JALPAIGURI**

Assistant Director Tea Development,  
Tea Board, USHASHI BHAWAN,  
HAKIMPARA, PO&DIST. JALPAIGURI-735101, WEST BENGAL  
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**PALAMPUR**

Deputy Director Tea Development,  
Tea Board, Mission Road,  
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E-mail: [teboardpalampur@gmail.com](mailto:teboardpalampur@gmail.com)

## **DARJEELING**

Darjeeling Tea research & development centre (DTR&DC)  
Project Director,  
Tea Board,  
Acharya Bhanu Path,  
Kurseong - 734 203, Darjeeling.  
Tel.: 0354-2330287  
Fax : 0354-2330218-Fax & Tel  
E-mail: [dtrdcteaboard@gmail.com](mailto:dtrdcteaboard@gmail.com)

## **MUMBAI**

Development Officer,  
Tea Board, Resham Bhavan,  
Church Gate  
78, Veer Nariman Road(Ground floor),  
Mumbai - 400 020.  
Telefax.: 022-22041699  
E-mail: [mumteaboard@gmail.com](mailto:mumteaboard@gmail.com)

## **OFFICES ABROAD**

### **UNITED KINGDOM**

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Director of Tea Promotion  
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London - WC2B 4NA.  
Tel. : 0044207-2402394  
Fax : 00 44207-2402533  
Res. : 01372476967  
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Residence : 4, Carrick Gate,  
Esher, Surrey KT10 9 NE, U.K.:  
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### **DUBAI**

Mr V George Jenner, IFS  
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  
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**MOSCOW**

Dr Sakkeer Hussain, IPRS  
Director of Tea Promotion  
Tea Board of India,  
C/o Embassy of India,  
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Moscow.

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