

FOR OFFICIAL USE ONLY



61st ANNUAL REPORT 2014-15

INDEX

61ST ANNUAL REPORT OF THE BOARD : 2014-2015

Chapter No.	Subject	Page No (s)
Chapter 1	Organisational set-up & functions	1-11
Chapter 2	India Tea in the International Perspective	12-21
Chapter 3	Finance	22-24
Chapter 4	Tea Development	25-39
Chapter 5	Tea Research	40-44
Chapter 6	Tea Promotion	45-59
Chapter 7	Licensing	60-70
Chapter 8	Statistics	71-76
Chapter 9	Labour Welfare	77-81
Chapter 10	Hindi Cell	82-84
Chapter 11	Supply Branch	85-86
Chapter 12	Human Resource Development	87
Chapter 13	Vigilance Cell	88
Chapter 14	Legal Cell & RTI Act, 2005	89



ORGANISATIONAL SET-UP AND FUNCTIONS

Constitution of the Board

Tea Board of India was established on 1st 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 Industry.

Organisation of the Board:

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.

During 2014-15, the Board is not reconstituted as the earlier term of the Board expired on 31.03.2014 and not constituted during the period.

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.

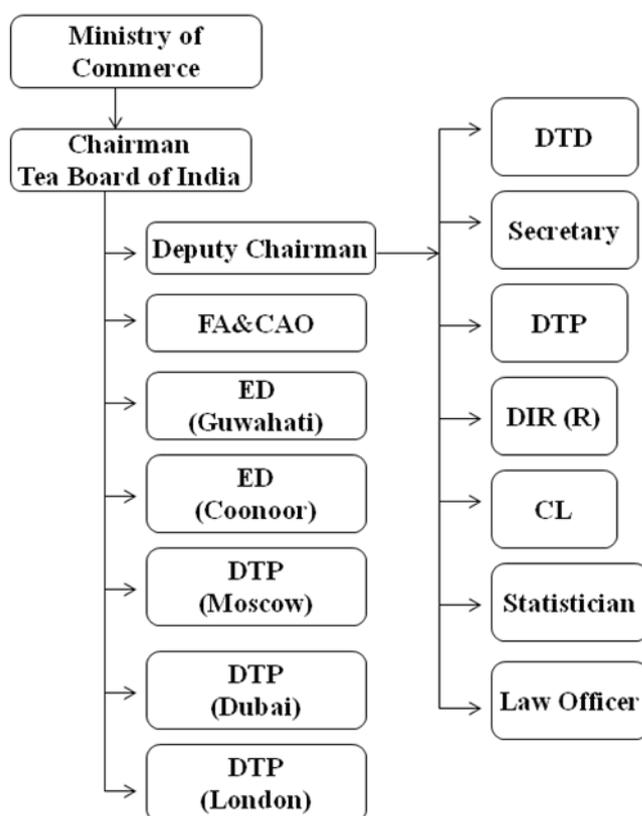
Tea Cess:

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 Kolkata. Two Executive Directors are stationed at Guwahati (Assam) and Coonoor (Tamil Nadu). The Board has nineteen (19) offices within India and three (3) abroad i.e. London, Moscow & Dubai.

ADMINISTRATIVE SETUP OF TEA BOARD



Offices within India:

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

Small Grower Development Directorate: In order to meet the developmental needs of the small sector which accounts for more than 33% 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 (Annexure-I) 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 the foreign office at London may be wound up after the completion of the current tenure of the present incumbent and transfer the post of DTP 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. Construction of Quality Control Laboratory at Siliguri has also been completed and setting up of the Laboratory is under process.

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 Quality Control Laboratory at Siliguri and 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** is looked after by Welfare Liaison Officer under the supervision of DTD for 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 Vidyalaya (HPKVV) in regard to the problems of Hilly area of Kangra region.

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

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

To develop technical manpower in the North Eastern States, financial assistance is being provided by the Board towards imparting training on tea culture by TRA to the persons nominated for training by the State Governments. Tea Board also provides grants-in-aid to different Universities and technical institutions such as Indian Institute of Packaging, CFTRI for undertaking research on specific projects covering those items which are not included in the 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 conduct and promote research on multifarious technical matters relating to alternate tea packaging, ISO/FSSR 2011 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.

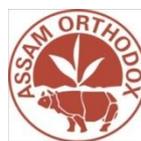
Labour Welfare:

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 carried out through Promotion Directorate at its HO as well as 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 31.03.2015 was 608 (including foreign offices of the Board). The breakup of existing strength of the Officers and staff members under different categories in offices of the Board in India and abroad is shown in the Table-1.

TABLE -1
Group-wise man power of the Board in India as on (31.03.2015)

	Group A	Group B	Group C	Total
Head Office	20	79	168	267
Regional/Sub Regional Offices	57	114	157	338
Officers on deputation to Tea Board	2	1	-	3
Total	79	194	335	608

**Number of India-based Official in Board's Offices abroad
(as on 31.03.2015)**

	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	16	33
Group B	35	07	34	76
Group C	57	20	24	101
TOTAL	105	31	74	210

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

1. Promotions

- i. Ms. Shima Roy Chowdhury promoted as Joint Controller of Licensing w.e.f. 01.12.2014.
- ii. Shri P John Patrick promoted as Joint Controller of Licensing w.e.f. 01.01.2015

2. Additional responsibilities : Shri A K Das, IOFS, Financial Advisor and Chief Accounts Officer was given additional charge of the post of Deputy Chairman, Tea Board on ad-hoc basis with effect from 29.08.2014.

3. Resignations and relinquishments

- i. Smt. Neelam Meena, IAS, Deputy Chairman relinquished charge of the post of Deputy Chairman w.e.f. 28.08.2014.
- ii. Ms. T Ruby Monisha, Factory Advisory Officer resigned w.e.f. 30.01.2015.
- iii. Shri Utpal Saikia, Factory Advisory Officer resigned w.e.f. 15.06.2014.
- iv. Shri Arup Baruah, Asstt. Director of Tea Development resigned w.e.f.18.03.2015.

4. Retirements

- i. Shri Swapan Kr. Das, Accounts Officer, superannuated w.e.f.31.12.2014
- ii. Ms. Shima Roy Chowdhury, Joint Controller of Licensing, superannuated with effect from 31.12.2014.
- iii. Shri B R Sah Gond, Section Officer, superannuated w.e.f. 31.03.2015.

Addresses of Tea Board Offices in India and Abroad:

OFFICES IN INDIA

KOLKATA

Tea Board
14, BTM Sarani,
Kolkata - 700 001.
Tel. :033-22351411/Fax:033-22215715
E-mail : secyteaboard@gmail.com
Website :www.teaboard.gov.in

DELHI

Tea Board
13/2 Jam Nagar House, Sajahan Road,
New Delhi - 110 011
Tel. : 011-23074179, 23625930-F
Mob. : 09811100236, 23543513-R

COONOOR

Executive Director, Tea Board,
Shelwood Coonoor Club Road,
Post Box No. 6,
Coonoor - 643 101, Nilgiri, South India
Tel. : 0423-2231638/2230316*[D]
Fax : 0423-2232332, 2231484-Res.
E-mail : teaboardcoonoor@rediffmail.com

KOCHI

Joint Controller of Licensing
Tea Board
Indira Gandhi Road, Willingdon Island,
Kochi - 682 003, Kerala.
Tel. :0484-2666523/2340481
Fax :0484-2666648
E-mail : teaboardkochi@hotmail.com/kpvkumar.tbi@nic.in

GUDALUR

Assistant Director of Tea Development,
Tea Board,
Aishwarya Building, T.K.Pet,
Calicut Road,
Gudalur-643212
E-mail : teaboardgudalur@gmail.com

KOTAGIRI

Assistant Director of Tea Development,
Tea Board,
Ramchand Square,
Kotagiri-643217,
Nilgiris, Tamilnadu.
E-mail : teaboardkotagiri@gmail.com

KUNDAH

Assistant Director of Tea Development,
Tea Board,
No. 3/253 C, Kil Kundah
Main Road, Manjoor,
Nilgiris-643219
Tamilnadu.
E-mail : regionalofficekundah@gmail.com

KUMILY

Assistant Director of Tea Development,
Tea Board,
No. 606-C, High Range Plaza,
1st floor, K.K.Road,
Kumily-685509
Kerala
E-mail : teaboardkumily@gmail.com

COIMBATORE

Labour Welfare Officer
Tea Board,
No.12/278, Tea Trade Association Complex,
G.N.Mills Post,
Mettupallayam Road,
Coimbatore-641029
E-mail : teaboardcoimbatore@gmail.com

GUWAHATI

Dy. Director of Tea Development
(Plantation), Housefed Complex, 5th floor,
Beltola-Basistha Road,.
Dispur, Guwahati-781006
Tel: 0361-2234257/2234258
Fax: 0361-2234251
E-mail : teaboardghy@hotmail.com

JORHAT

Executive Director,
North Eastern Zonal Office
Tea Board, Tea Research Association Complex,
Cinnamara Jorhat-785001,
Assam
Tel: 0376-2360066/Fax 2360068 Email : teaboardjorhat@gmail.com

DIBRUGARH

Dy. Director of Tea Development (Plantation),
Tea Board, West Chowkidingee T.R. Phukan
Road, Dibrugarh – 786 001
Tele fax: 0373-2322932
E-mail: teaboarddibrugarh@gmail.com

TEZPUR

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

SILCHAR

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

AGARTALA

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

ITANAGAR

Assistant Director of Tea Development,
Tea Board, Regional Office,
Private Residence, 2nd Floor,
Near Kingcup School,
V.I.P Road,
Itanagar-791 111
Arunchal Pradesh
Tel & Fax: 0360-2292124
E-mail: teaboarditanagar@gmail.com

SILIGURI

Dy. Director of Tea Development (Plantation), Sahid
Bhagat Singh Commercial Complex,(3rdfloor), 2ndMile, Sevoke Road,
Siliguri, West Bengal
Tel/Fax : 0353-2544778/2540209
E-mail : kbbkolkata@gmail.com

JALPAIGURI

Assistant Director Tea Development,
Tea Board, Ruby Cottage
Shibajee Road, Hakimpara
Jalpaiguri
Te: 03561 225146
E-mail: teaboardjal@gmail.com

PALAMPUR

Assistant Director Tea Development,
Tea Board, Mission Road,
Palampur - 176 061
Kangra, Himachal
Pradesh. Tel :
01894-230524 Fax :
01894-231748
E-mail : csmteaboard@gmail.com

DARJEELING (DTR & D.C.)

Project Director,
Tea Board,
Acharya Bhanu Path,
Kurseong - 734 203,
Darjeeling. Tel.: 0354-230287
Fax : 0354-230218-Fax & Tel
E-mail: tea2darjeeling@yahoo.co.in

MUMBAI

Superintendent
Tea Board, Resham Bhavan,
78, Veer Nariman Road,
Mumbai - 400 020.
Telefax.: 022-22041699
G.H. (Tel): 2367 5401 Email : mumtea@vsnl.net

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

Deputy Director of Tea Development,
"Vijay Bhawan"
Amolapatty, P.O. Dibrugarh,
Dist: Dibrugarh,
Assam-796 001.
Tel: (0373) 2324982/2328941
FaX: (0373) 2325506
E-mail: teaboardsgdd@gmail.com

OFFICES ABROAD

UNITED KINGDOM

Mr. Mangat Ram Sharma , IAS
Director, Tea Board of
India India House
Aldwych
London WC2B 4NA
(T) 0207-240 2394
(F) 0207-240 2533
Mobile : 00447826840504
Email: teaboardlondon@gmail.com

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.
Tel. : 009714 3522612/3522613
Fax : 00 9714 3522615
Mobile : 00971567449828
E-mail : teaboard@emirates.net.ae
vgjenner@gmail.com

MOSCOW

Dr Sakkeer Hussain ,
IRPS
Director , Tea Promotion
Tea Board of India, 4, Vorontsovo Poyle Indian
Embassy , Moscow Russian Federation
Tel/Fax +7 (495)916 3724, +7-495 783 7535
Ext 293 + 7(495)917 1657
Res +7(495)952 0524, Mob +0079653862273
E mail: teaboard@indianembassy.ru ,
dtp@indianembassy.ru



Broad over view of the Global and Indian Tea Scenario:

Global Tea Scenario

More than 30 countries spread over all the continents except North America with wide range of agro-climatic conditions between 42⁰N (Georgia) and 35⁰S latitude (Argentina) grow tea. The estimated global production in 2014 was 5173 million kg. With the world consumption around 4764 million kg, the global production and absorption remained balanced.

Major tea producing and exporting countries are China, India, Kenya, and Sri Lanka and they account for 79% and 72% of world production and exports respectively. (Table-1)

Table-1.

Production and Export share of major producing and exporting countries

Country	2014			
	Production		Export	
	Million Kg	%share	Million Kg	%share
China	2096	40	301	17
India	1207	23	207	11
Kenya	445	9	499	27
Sri Lanka	338	7	318	17
Others	1087	21	504	28
World Total	5173	100	1829	100

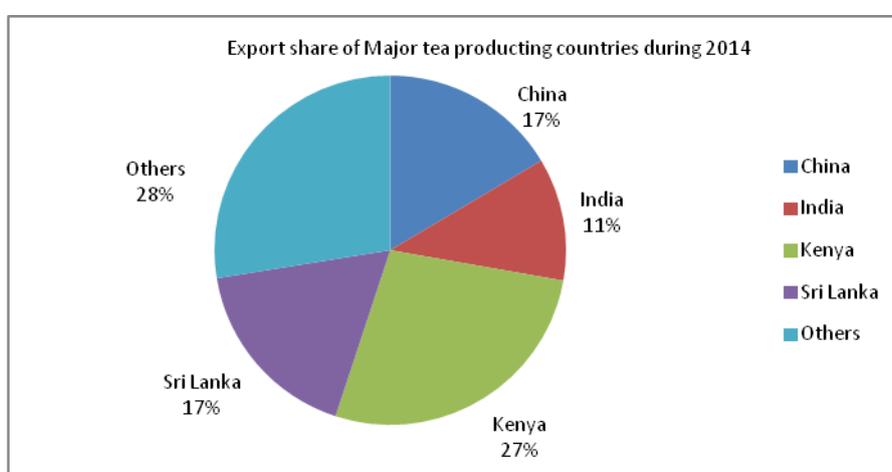
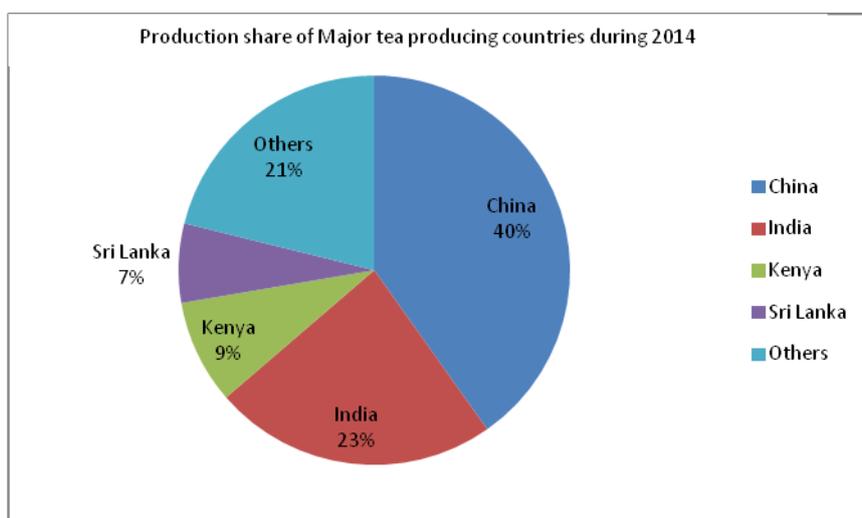
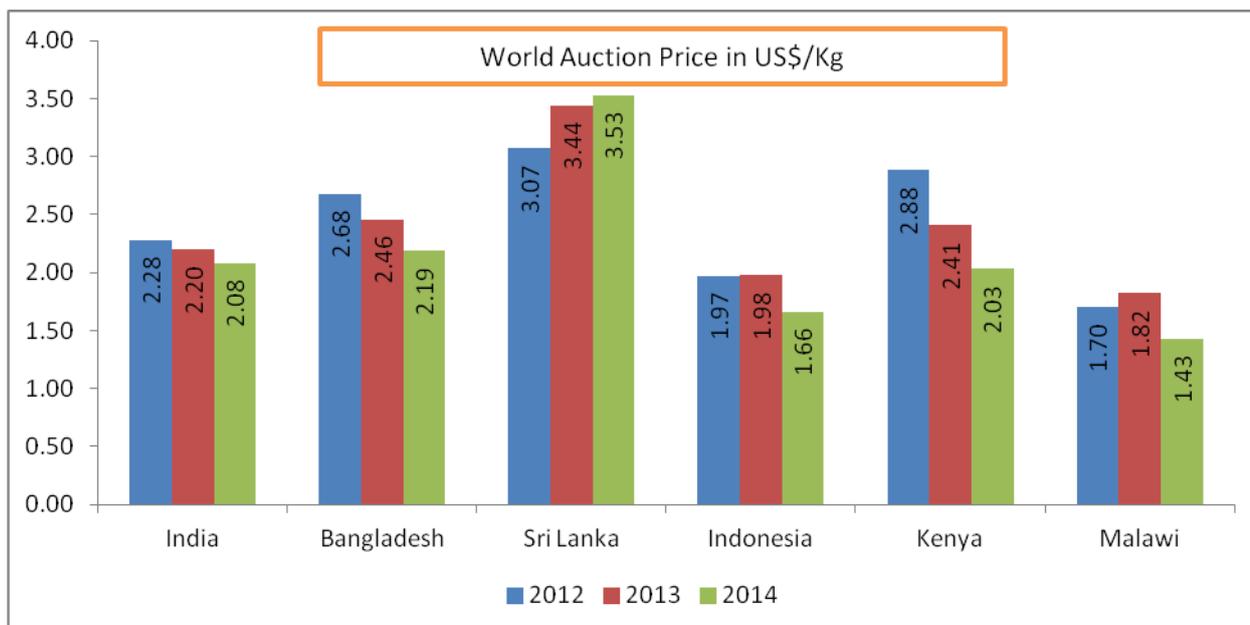


TABLE-2 : WORLD AUCTION PRICE OF TEA

Year	International Auction price (US\$/Kg)					
	India	Bangladesh	Sri Lanka	Indonesia	Kenya	Malawi
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
2014	2.08	2.19	3.53	1.66	2.03	1.43



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 almost 80% of the total production is consumed within the country. Indian consumption accounts for 20% of the global consumption. This distinct position is in sharp contrast with other producing countries, particularly Kenya and Sri Lanka which hardly have any strong domestic demand and hence they are able to export majority of their production.

The Global Tea situation in 2014

Production

The Global production in 2014 was increased by 183 M.Kgs. Bulk of the increase in green tea production came from China. In regard to black tea production, there was an increase in India compared to previous year and also in Kenya (Table-4).

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

	2013	2014	Increase over 2013
Green Tea	1559	1665	106
Black Tea	3431	3508	77
Total	4990	5173	183

Table-4

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

Country	2013	2014	>/< over 2014
India	1200	1207	7
Sri Lanka	340	338	-2
Kenya	432	445	13

(Source; ITC Annual Bulletin of Statistics 2015)

Exports

Total global exports in 2014 decreased by around 2% - 36 million Kgs over 2013 and the percentage of exports to production is also reduced by 2% (Table-5). Kenya, Sri Lanka, China and India retained their leading position in the order of 1st, 2nd, 3rd & 4th in the total global exports.

Table-5

% Exports in total production of major producing countries(Million Kgs.)

Country	2013	2014
Kenya export in M.kg	494	499
% of production	114	112
Sri Lanka export in M.kg	309	318
% of production	91	94
China export in M.kg	332	301
% of production	17	14
India export in M.kg	219	207
% of production	18	17
Others export in M.kg	509	504
% of production	50	46
Total world Exports	1865	1829
% of Global production	37	35

(Source; ITC Annual Bulletin of Statistics 2015 except India)

Tea Prices:

During the year under review the international tea prices declined in all auction centers except at North India & Colombo auction centres. (Table-6).

Table-6**Tea prices during 2014 in respective currencies per kg**

Country	Auction Centre	2013	2014	>/< over 2013
India Rs	All	128.46	126.88	-1.58
North India	Kolkata	157.65	161.40	3.75
	Guwahati	132.55	139.41	6.86
	Siliguri	122.01	125.55	3.54
South India	Kochi	113.51	101.70	-11.81
	Coimbatore	94.99	80.41	-14.58
	Coonoor	89.37	73.06	-16.31
Bangladesh Taka	Chittagong	224.49	169.94	-54.55
Sri Lanka SI.Rs	Colombo	444.14	461.35	17.21
Indonesia US \$ c	Jakarta	198.01	165.70	-32.31
Kenya US \$ c	Mombasa	241.00	203.00	-38.00
Malawi US \$ c	Limbe	181.55	142.89	-38.66

(Source; ITC Annual Bulletin of Statistics 2015 except Indian auction)

Indian Tea Scenario

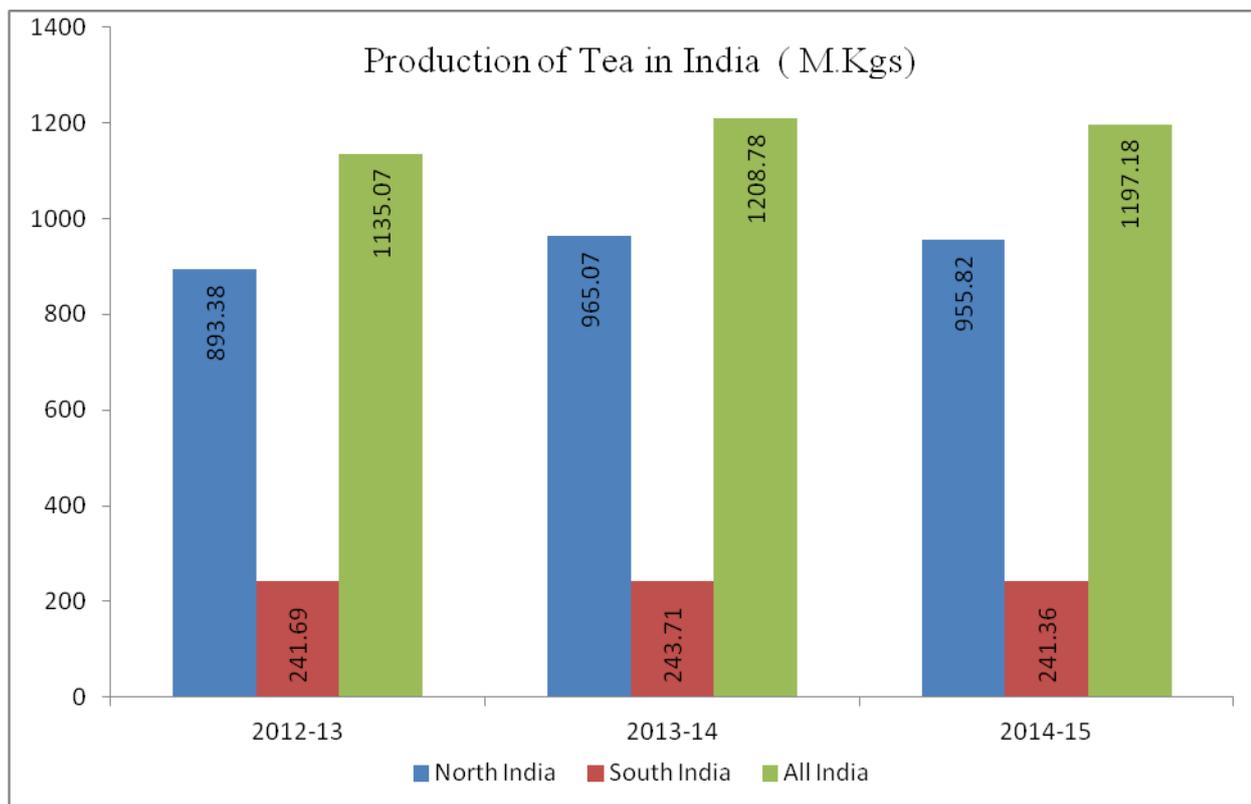
Assam, West Bengal, Tamil Nadu and Kerala are the major tea growing States. They account for 97% of the total production. Other traditional States where tea is grown to a small extent are Tripura, Himachal Pradesh, Uttarakhand, Bihar and Karnataka. The non-traditional States that have entered the tea map of India in the recent years include Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland and Sikkim.

India produce some of the world's finest teas like Darjeeling, Assam and Nilgiris 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 2014-15, overall tea production decreased by 11.60 m.kg over 2013-14 due to adverse climatic conditions that prevailed in major tea growing areas in Assam, Tamil Nadu while production in West Bengal and Kerala have increased (Table-7).

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

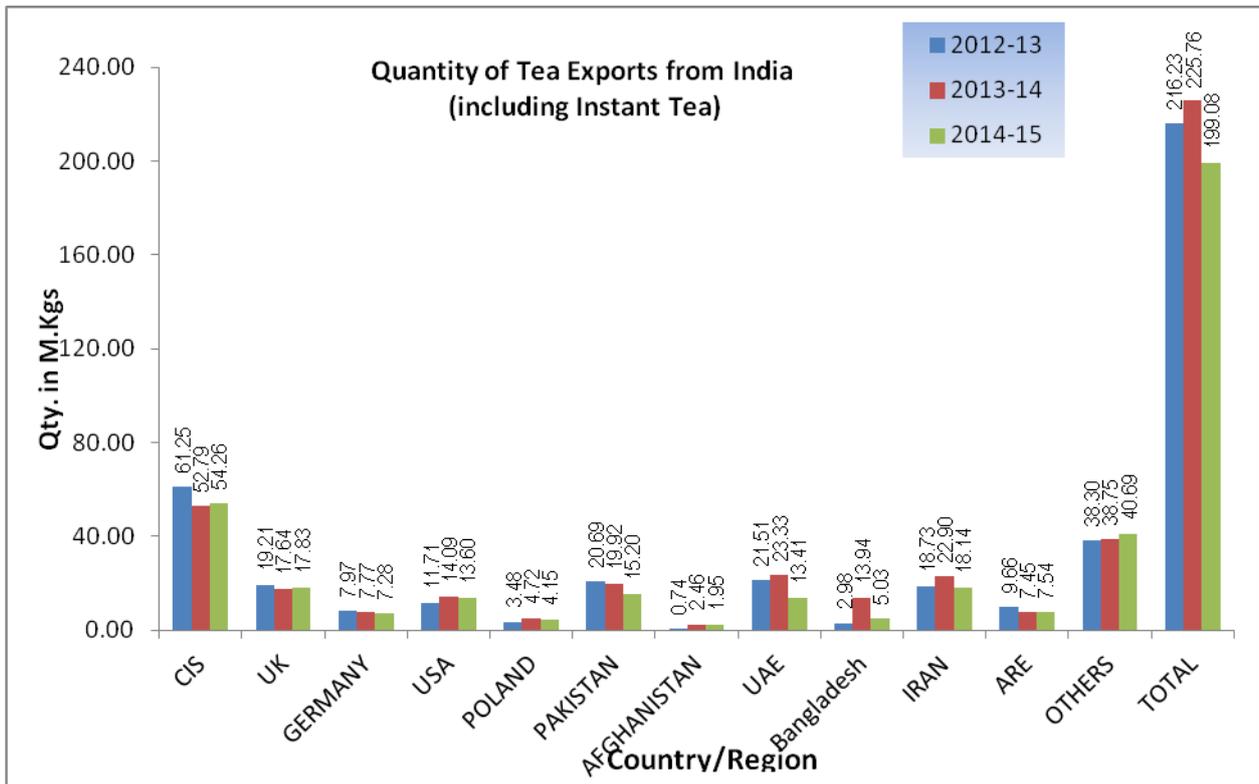
Calendar Year	North India	South India	All India	Financial Year	North India	South India	All India
2012	886.95	239.38	1126.33	2012-13	893.38	241.69	1135.07
2013	958.62	241.79	1200.41	2013-14	965.07	243.71	1208.78
2014	965.20	242.11	1207.30	2014-15	955.82	241.36	1197.18



Exports: Tea exports from India during both calendar year and financial year declined by 11.62 M.Kgs. and 26.68 M.Kgs. respectively. The unit price realization is also less 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.
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
2014	207.44	4054.02	195.43	2014-15	199.08	3823.64	192.07



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)
2012-13	190.63	3126.29	164.00
2013-14	199.54	3534.36	177.13
2014-15	173.28	2938.58	169.59

Table-10
Packet Tea Export

Year	Quantity (M.Kgs.)	Value (Rs Crs.)	Unit Price (Rs /Kg)
2012-13	11.09	309.18	278.79
2013-14	12.36	351.39	284.30
2014-15	13.15	343.35	261.10

Table-11
Tea Bags Exports

Year	Quantity (M.Kgs.)	Value(Rs Crs.)	Unit Price (Rs /Kg)
2012-13	12.12	455.94	376.19
2013-14	10.27	448.21	436.43
2014-15	10.15	423.42	417.16

Table-12
Instant Tea Exports

Year	Quantity (M.Kgs.)	Value (Rs Crs.)	Unit Price (Rs /Kg)
2012-13	2.39	114.52	479.16
2013-14	3.59	175.13	487.83
2014-15	2.50	118.29	473.16

Primary Marketing:

During the year under report 45% of total tea produced in the country was sold through public auctions, 5% was directly exported through forward contract and the remaining 50% was sold through ex-garden private sale. The different modes of disposal of tea over the last three years and the average price fetched in public auctions are shown in Table-13 & 14

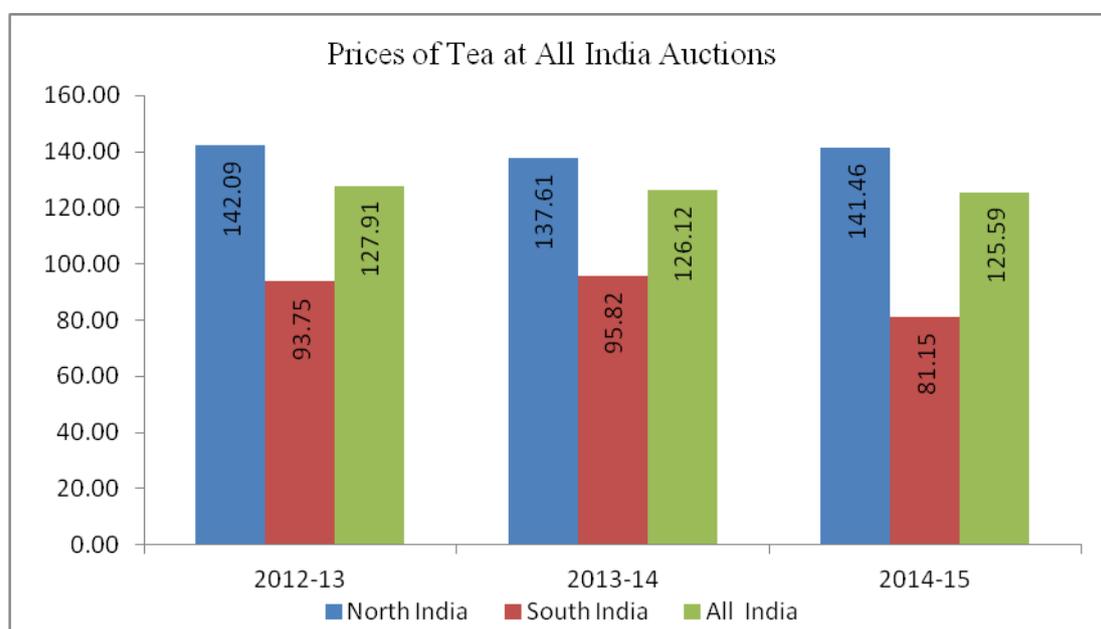
Table-13
Mode of disposal of Tea produced India

Year	Qty. of tea sold through Auction	Ex-garden export under forward contract	Ex-garden private sale
2012	515 (45.74)	87 (7.73)	524 (46.54)
2013	532 (44.33)	90 (7.50)	578 (48.17)
2014	542 (44.90)	61 (5.05)	604 (50.05)

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

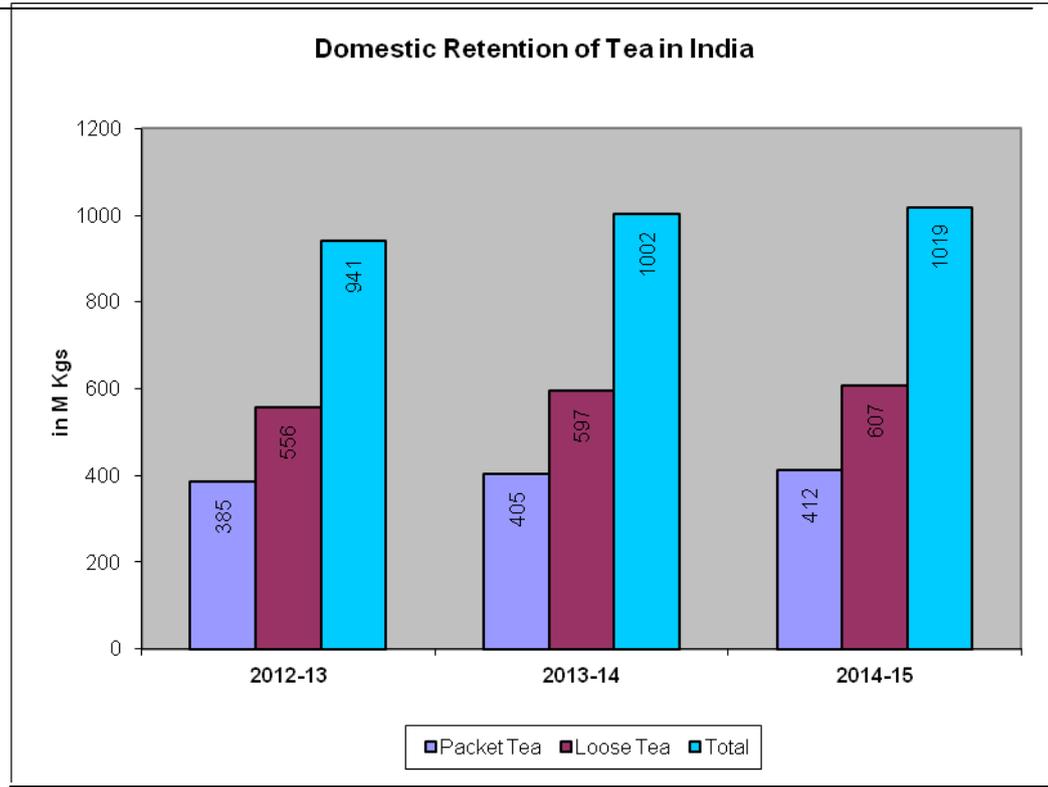
Table-14
Average price Rs per kg of tea sold through Auctions

Calendar Year	North India	South India	All India	Financial Year	North India	South India	All India
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
2014	143.07	82.89	126.88	2014-15	141.46	81.15	125.59



Domestic Retention :

The estimated domestic retention of tea for the year 2014-15 was around 1019 M.Kgs. as against 1002 M.Kgs in 2013-14.





FINANCE

INTRODUCTION

As per Sections 25 and 26 of Tea Act the proceeds of tea cess levied and collected by Central Excise 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 charged on Darjeeling and other than Darjeeling varieties of made teas are @ Re. 0.20 per kg and Re. 0.50 per kg respectively with effect from 1st June 2011 in terms of the enabling provision contained in Section 25 of the Tea Act.

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

Thus, all funds available to the Tea Board under Section 25 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. 5800 lakh as per receipt budget of Depart. of Revenue, Ministry of Finance. During the year 2014-15 an amount of Rs.4707.41 lakh (excluding opening balance) was released by the Government towards proceeds of cess under section 26 of Tea Act, 1953 as Non-Plan contribution to the Tea Board.

RESEARCH & DEVELOPMENT GRANTS

During the year 2014-15, a sum of Rs. 1548.66 lakh was received from Government towards Research and Development Grants.

RESEARCH(ASIDE)

During the year no amount was received from Govt. under this head. However, there was an opening balance of Rs. 50.00 lakh.

SUBSIDY

A sum of Rs. 10711.19 lakh was received from Govt. towards subsidy during the year.

SPECIAL PURPOSE TEA FUND - CAPITAL

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

NON-PLAN RECEIPTS & EXPENDITURE (Rs. In Lakhs)

A. Receipts

Receipts during the year 2014-15 under different heads of Non –Plan are as under :

Money received under Section 26 of Tea Act	4707.41
Fees realized on account of licenses/ TMCO 2003	23.61
Fees realized on account of HACCP	00.00
Miscellaneous Receipts including sale of liquid tea, sale of green leaves, sale of publications, interest on fixed deposit etc.	494.67
Interest on Advance	8.58
Registration fees realized on account of DCTM	9.00
TOTAL	5243.27

B. EXPENDITURE

Non-Plan Expenditure during the year 2014-15 was as under:

Administration including Library	2981.11
Tea Promotion in India	422.41
Tea Promotion outside India	104.22
Pension	1548.79
Advances to Employees	(-) 6.60
Employer's contribution to New Pension Scheme	79.47
Works	7.17
TOTAL	5136.57

C. EXPENDITURE - RESEARCH & DEVELOPMENT GRANTS.

Grant in aid to TRA	1288.00
Grant in aid to UPASI – TRF	210.00
Wages to Plantation Worker	19.00
Expense in coonoor	18.30
Grant to Tea Board Palampur	4.00
Grant to CSKHPKV	3.00
Grant to NBU	2.00
Grant to SU	1.00
Upgradation of DTR & DC	44.00
Workshop / Seminar/ Training/ Meeting/ Convention etc	8.00
Development Assistance	4.00
Study Tour	0.10
Training of DO/FAO	1.57
Travelling Expenses	0.02
Administrative expenses	15.26
Evaluation & Monitoring	22.00
Other Miscellaneous expenditure	21.15
Total	1661.40

D. EXPENDITURE - SUBSIDY

(Rs. in Lakh)

Plantation Subsidy Scheme	1414.69
Quality Up-gradation & product Diversification Scheme	947.56
Human Resource Development Scheme	485.99
Orthodox Tea Production Subsidy Scheme	2480.20
Market Promotion Scheme	1988.45
Special Purpose Tea Fund	2643.85
Scheduled Caste Sub Plan	612.99
SGDD	268.03
NPTR	15.89
TOTAL	10857.65

E. EXPENDITURE – RESEARCH SCHEME (ASIDE)

(Rs. in Lakh)

Expenditure	177.13
TOTAL	177.13

F. EXPENDITURE – L O A N SCHEME

(Rs. in lakh)

Revolving Corpus Fund For Loan Scheme	19.66
TOTAL	19.66

TOTAL EXPENDITURE ON PLAN DURING THE YEAR 2014-15(C +D + E + F)**= Rs. 12715.84 lakh**



Tea Development

Introduction:

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

Development Committee:

The Development Committee of the Board guides in its capacity as an Advisory body, for discharge of the developmental functions of the Board. However, During the year under report, due to non reconstitution of the Board there was no development committee and no such committee meeting was held.

XII plan scheme of Tea Board:

Modalities of Tea Board's "Tea Development and Promotion Scheme" was approved by the Government for implementation w.e.f 10.12.2014. Prior to this date, the applications received under different plan schemes from 1st April 2012 onwards were processed in accordance with the XI plan guide lines as per govt order upto 30.10.2014. For the applications received during this interim period, permission was sought from the Govt. for continuation of XI plan guidelines till 09.12.2014.

The approved outlay for XII plan Tea Development & promotion schemes covering different components is furnished below;

Developmental Schemes

The following plan schemes/activities were implemented during the year under review.

SI.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:

The year 2014-15 marks the 3rd Year of the XII Plan. The physical and financial achievements during the year under report of the aforementioned schemes were as under:

1. Tea Plantation Development Scheme:

The main objective of the Tea Plantation Development Scheme is to encourage the tea plantations in undertaking various field oriented developmental measures aimed at increasing field productivity and decreasing cost of production. Specific areas of support given under this scheme include productivity improvement through creation of irrigation and transportation facilities, extension planting in small holdings in hilly areas and encouraging small growers to organize themselves into producer groups etc. Since XII plan approval was conveyed towards the end of the year & made effective w.e.f. 10.12.14, the nature of financial assistance that was made applicable under the scheme for XI plan was extended to the beneficiaries which are as under:

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

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

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

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

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 2014-15.

Activities	Target		Achievement	
	Physical (Ha/No)	Financial (₹ in Lakhs)	Physical (Ha/No)	Financial (₹ in Lakhs)
New Planting (Ha)	1300	1412.50	1002.56	879.65
Irrigation (Ha)	2000		4684.85	252.61
Self-Helf Group (No)	100		73	280.58
50% Subsidy for unemployed Youth(No)	-		14	1.84
Total				

Table 2: State wise physical and financial achievement under PDS during 2014-15

**Plantation Development Scheme Physical (In Hect) and Financial 2014-15
(Amount Rs.In cr.)**

State	New planting		Irrigation		SHG		50% subsidy		Total
	Area	Amount	Area	Amount	No. of Beneficiaries	Amount	No. of Beneficiaries	Amount	Amount
Assam	538.03	3.99	1381.42	0.93	48.00	1.90	0.00	0.00	6.82
Mizoram	15.76	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Nagaland	345.94	3.90	0.00	0.00	4.00	0.20	0.00	0.00	4.10
Arunachal Pradesh	0.00	0.00	101.50	0.10	4.00	0.22	0.00	0.00	0.32
Tripura	13.39	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.09
West Bengal	0.00	0.00	3151.23	1.39	7.00	0.22	0.00	0.00	1.61
Tamilnadu	39.96	0.39	0.00	0.06	9.00	0.23	14.00	0.02	0.69
Kerala	42.74	0.24	0.00	0.00	1.00	0.03	0.00	0.00	0.27
Karnataka	1.10	0.00	50.70	0.05	0.00	0.00	0.00	0.00	0.06
Himachal Pradesh	5.64	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Grand Total	1002.56	8.80	4684.85	2.52	73.00	2.81	14.00	0.02	14.14

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 (in hect) and financial (Rs. in crore) achievements under SPTF during 2014-15.

SPTF Target & Achievement				
Activities	Target		Achievement	
	Physical	Financial	Physical	Financial
Replanting	8500	25.895	2071.27	19.06
Replacement Planting			345.03	3.55
Rejuvenation	1500		504.35	1.75
Total	10000		2920.65	24.36

Table 4: State wise physical (in hect) and financial (Rs. in lakhs) achievement under SPTF during 2014-15

Statewise Physical and Financial achievement under SPTF - 2014-15							
State	Physical			Financial			Total
	Replanting	Replacement Planting	Rejuvenation	Replanting	Replacement Planting	Rejuvenation	
Assam	1076.23	146.05	40.59	1041.31	125.66	12.93	1179.90
Cachar	110.76	93.94	51.62	127.37	100.54	23.22	251.12
Tripura	23.97	0.00	0.00	19.11	0.00	1.47	20.58
West Bengal	749.48	50.62	15.7	535.82	61.73	4.42	601.96
Tamilnadu	35.00	0.00	324.76	45.44	0.00	101.69	147.13
Kerala	74.67	54.42	34.48	136.14	66.59	23.78	226.51
Karnataka	0.00	0.00	0.00	0.00	0.52	0.32	0.84
Himachal Pradesh	1.16	0.00	37.20	0.88	0.00	7.15	8.03
Total	2071.27	345.03	504.35	1906.06	355.03	174.98	2436.07

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

The main objective of the scheme is to go for value addition, creation of new facilities for product diversification like orthodox / green tea and other specialty teas, setting up of modern blending/ packaging units, obtaining ISO/HACCP/Organic tea certification etc. The pending applications related to XI plan period and some cases of XII plan activities for value addition and certification were processed for settlement. Nature of financial

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

Sl. No.	Activity	Nature of Assistance
I	1.Modernisation of the processing factories by replacement of old and worn out machinery 2. Procurement of processing machinery for orthodox tea in 100% CTC factories and 3. Setting up of new factories by the Self Help Groups of small growers.	Subsidy @ 25% on the actual cost of machinery subject to a ceiling of ₹25Lakhs per factory per annum. For item 2 & 3 subsidy @ 40% subject to a ceiling of ₹25 Lakhs per factory per annum.
II	1. Value addition by way of creating additional infrastructure for cleaning, blending, colour sorting, packaging etc. 2. In case of machinery for orthodox tea in 100% CTC factories.	Subsidy @ 25% on the actual cost of machinery subject to a ceiling of ₹25Lakhs per factory per annum. For item 2 Subsidy @ 40% subject to a ceiling of ₹25Lakhs per factory per annum.
III	Quality assurance certification for ISO/HACCP and Organic Tea	Subsidy @ 50% of the certification fee subject to a ceiling of ₹1.00 Lakh per certificate including renewals per annum.
IV	Setting up of new factories for production of green tea, orthodox tea and specialty teas etc (product diversification)	Subsidy @ 40% of the cost subject to a ceiling of ₹25Lakhs per factory per annum.
V	Incentive for orthodox tea production	A)For clearance of a few no. of pending claims of XI plan at HO level, Subsidy @ ₹3/- per kg of actual production of leaf grades and ₹2/- per kg for dust grades and were paid as per XI Plan guidelines. B) However, fresh cases of XII Plan period Subsidy @ ₹3/- per kg of actual production of orthodox tea at flat rate irrespective of any grade was paid from the Board's Jorhat, Coonoor, Siliguri offices for the claims submitted during 2012 and 2013 since the scheme was decentralized as per decision. Applications of 2012 for North Bengal were processed in H.O. as per order

- 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/-.

However, the XII Plan Scheme of the Tea Board viz. “Tea Development and Promotion Scheme” has come into force w.e.f. 10.12.2014 as per the decision taken by the Ministry of Commerce & Industry, Department of Commerce, Govt. of India. Nature of financial assistance has been fixed up under XII plan scheme guidelines as under:-

SI.No.	Activity	Nature of Assistance
I	Factory Modernisation by replacement of the old, worn out tea machineries of XI Plan/large scale modernization initiatives during XII plan period.	<p><u>For XI Plan pending cases :</u></p> <p>i) Settlement of spill over cases of XI Plan period @ 25% of total value or maximum ceiling limit upto Rs. 25 lakhs whichever is lower as per XI Plan scheme guidelines.</p> <p><u>For XII Plan cases :</u></p> <p>ii) The minimum investment on any single machinery item shall not be less than Rs. 5 lakhs ;</p> <p>iii) The minimum investment to be made in a year shall not be less than Rs. 25 lakhs ;</p> <p>iv) The total subsidy payable @ 25% to an applicant factory during the XII Plan period shall not exceed Rs. 150 lakhs for the entire plan period ;</p> <p>v) For procurement and installation of machinery for manufacturing orthodox tea in 100% CTC factories subsidy shall be paid @ 40% subject to aforementioned conditions at (ii), (iii) and (iv) above.</p>
II	Value addition by way of creating additional infrastructure for cleaning, blending, colour sorting, packaging etc.	Subsidy @ 40% on the actual cost provided the minimum investment on modernisation is not less than Rs. 25 lakh, subject to a ceiling of Rs. 150 lakhs per factory for the period of five years – for value addition by way of creating infrastructure for cleaning, blending, colour sorting, packaging etc. which are high value machinery.
III	Setting up of new factories for production of green tea, orthodox tea and specialty teas etc. (product diversification)	Subsidy @ 40% of the actual cost of plant and machinery (except land cost) subject to a ceiling of Rs. 200 lakhs/factory for the entire plan period.
IV	Quality assurance certification for ISO/HACCP and Organic Tea	Quality Certification viz. for HACCP, certification for ISO 22000 and other food safety standard certifications shall also be eligible for the subsidy. Subsidy @ 50% of the certification fee subject to a ceiling of Rs. 1.00 lakh per certificate including renewals per annum.
V	Warehousing for proper storage of tea	Construction of new warehouse or creation of additional space in the existing warehouse/renovation/allied infrastructure/weighing scales/weighing

		bridge/forklifts/cargo lifts etc. Subsidy @ 25% on the actual cost provided the minimum investment is not less than Rs. 25 lakh, subject to a subsidy ceiling of Rs. 150 lakh per warehouse for the period of five years.
VI	Incentive for orthodox and green tea production	<p>i) Subsidy at uniform rate of Rs. 3 per kg. of actual production for both leaf and dust grades.</p> <p>ii) For incremental production, the incentive will be determined by taking into account the moving average production over the five years immediately preceding the application year which will be treated as base production. If the actual production in the applied year is more than this base production, the difference is treated as increment volume eligible for additional incentive.</p> <p>For the gardens producing 100% orthodox teas the minimum increase over the base production to qualify for incremental subsidy shall be 25%. When the increase is between 25% to 35%, the incremental subsidy shall be paid @ Re. 1/kg. and additional Re. 1/kg. would provide for every 10% increase over 36% i.e. 25 to 35% @ Re. 1/kg., 36% to 45% @ Rs. 2/kg., 46% to 55% @ Rs. 3/kg., 56% to 65% @ Rs. 4/kg. and above 66% @ Rs. 5/kg.</p> <p>For the gardens producing both CTC and Orthodox subsidy would be related to the share of orthodox production to the total tea produced. The minimum share of orthodox production to the total production shall not be less than 25% to become eligible for incremental subsidy.</p> <p>Incremental subsidy will be paid @ Re. 1 per kg. over the base production for the gardens producing Orthodox tea 25% to 35% out of the total production. For the gardens producing more than 35% of the total production, the subsidy is raised @ Re. 1/kg. for every 10% increase over 35% of the total production i.e. 25%-35% @ Re. 1/kg., 36%-45% @ Rs. 2/kg., 46%-55% @ Rs. 3/kg., 56%-65% @ Rs. 4/kg. above 66% @ Rs. 5/kg.</p>

**Physical and Financial Achievements under QUPDS and
OTPSS during 2014-15**

A. QUALITY UPGRADAION AND PRODUCT DIVERSIFICATION SCHEME

(Rs. in lakh)

Disbursed by	Name of the state	Factory Modernisation		Value Addition		Certification-ISO/HACCP/Organic		Total	
		No.	Amount	No	Amount	No	Amount	No.	Amount
H.O., Kolkata	West Bengal	108	819.52	02	20.31	13	4.82	123	844.65
N.E. Zonal Office, Jorhat	Assam	-	-	10	115.45	08	2.67	18	118.12
	Tripura	-	-	-	-	-	-		
Z.O., Coonoor	Kerala	-	-	-	-	02	0.08	02	0.08
	Tamil Nadu	-	-	-	-	-	-		
R.O., Palampur	Himachal Pradesh	-	-	-	-	-	-		
	ADMINISTRATIVE COST							-	9.02
GRAND TOTAL								143	971.87

B. ORTHODOX TEA PRODUCTION SUBSIDY SCHEME

(Rs. in lakh)

Disbursed by	Name of the state	In M. Kg.	Amount	Total	
H.O., Kolkata	West Bengal	14.01	420.74	14.01	420.74
N.E. Nonal Office, Jorhat	Assam	37.50	1111.47		
	Tripura	0.10	2.90	37.60	1114.37
R.O., Coonoor	Kerala	14.60	437.98		
	Tamil Nadu	9.44	283.31	24.04	721.29
R.O., Palampur	Himachal Pradesh	0.85	25.70	0.85	25.70
	ADMINISTRATIVE COST			-	59.00
GRAND TOTAL				76.50	2341.10

**Physical and Financial Achievements under QUPDS and
OTPSS during 2014-15**

A. QUALITY UPGRADAION AND PRODUCT DIVERSIFICATION SCHEME

(Rs. in lakh)

Name of the state	Factory Modernisation		Value Addition		Certification-ISO/HACCP/Organic		Total	
	No.	Amount	No	Amount	No	Amount	No.	Amount
West Bengal	108	819.52	02	20.31	13	4.82	123	844.65
Assam	-	-	10	115.45	08	2.67	18	118.12
Bihar	-	-	-	-	-	-	-	-
GRAND TOTAL	108	819.52	12	135.76	21	7.49	141	962.77

4. Scheduled Caste Sub-Plan Scheme(SCSP):

The details of Physical and financial achievement of SCSP funds in 2014-15 is furnished below;

Table 6: Physical and financial achievement of SCSP Fund in 2014-15

Physical & Financial Achievement under SCSP FY 2014-15		
	No.	Amoun in Lakhs
SCSP (Inputs Individual)	1546	145.39
SCSP(SHG)	51	305.49
Educational Stipend	608	149.71
Total	2205	600.59

Table:6A Financial Achievement under SCSP FY 2014-15- Disbursing office wise.

Disbursing Offices	Amount in Lakhs
Agartala	5.36
Coimbatore	149.71
Coonoor	50.27
Dibrugarh	0.01
Guwahati	50.03
Jorhat	175.70
Kumily	0.62
SGDD	80.58
Siliguri	88.32
Total	600.59

Table 7: State wise physical and financial achievement under SCSP during 2014-15

State wise Physical & financial Achievement under SCSP FY 2014-15			
State	Activity	No. of beneficiary	Amount in Lakhs
Tamilnadu	SCSP -Individual	77	5.48
	SCSP - SHG	15	44.79
	Educational Stipend	608	149.71
	Total	700	199.97
Kerala	SCSP -Individual	15	0.62
	Total	15	0.62
West Bengal	SCSP -Individual	580	68.02
	SCSP - SHG	10	19.71
	Total	590	87.73
Bihar	SCSP -Individual	10	0.59
	Total	10	0.59
Assam	SCSP -Individual	745	65.32
	SCSP - SHG	26	240.99
	Total	771	306.31
Tripura	SCSP -Individual	119	5.36
	Total	119	5.36
NE Total	SCSP -Individual	864	70.68
	SCSP - SHG	26	240.99
	Total	890	311.67
ONE Total	SCSP -Individual	682	74.71
	SCSP - SHG	25	64.50
	Educational Stipend	608	149.71
	Total	1315	288.92
NE+ONE Total	Total	2205	600.59

1. Closed Tea Gardens:

DETAILS OF CLOSED TEA ESTATES (as on 31.03.2015)

Sl. No.	State	Name of Tea Estate	Date/Month of closure	Reason for closure	Workers affected
1	West Bengal	Dheklapara	22.8.2002/11.3.2006	Poor yields, poor garden management, excessive reliance on Bank debt with negligible fresh equity infusion, ownership disputes, diversion of funds from tea gardens to other activities, labour unrest due to non-payment of statutory dues.	802
2		Bundapani	13.7.2013		1283
3		Redbank	19.12.2012/9.9.2013/ 19.10.2013		1588
4		Surendranagar			451
5		Dharanipur	23.01.2014		824
6		Madhu			1239
7	Assam	Rani	March,2010		105
8	Kerala	Kottamala	Decmber, 2013		220

Chapter: 4B

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 Directorate, Small Grower Development Directorate has been set up by Tea Board during April 2013 and became functional with the Head quarters at Dibrugarh, Assam and 71 sub-regional offices in all the important areas where small growers are concentrated.

Table: 1 Details of Sub Regional Offices and Regional Offices under SGDD:

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

Table :2 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
	Grand total	71

The reach of the Board extended to the tea clusters through SRO SYSTEM and have touched upon tea farming communities' life in an all pervasive manner. Thus from its

spread, closer and stronger interface mechanism, the whole STG fraternity has benefitted, including the BLF sector and other stakeholders.

The Small Grower Development Directorate has been functioning with the following mandates:

- i. Enumeration and issue of smart cards to each and every small grower in the country.
- ii. Empowerment or capacity building through imparting training programmes on good agricultural practices (GAP) in the field and Good Manufacturing Practices in the factories to ensure quality tea production and higher remunerative prices to have a secured livelihood of growers and workers employed in field and factories.
- iii. To promote collective farming among growers and to build up their bargaining capacity in marketing their produce. Prime emphasis is given for formation of Societies and SHGs.
- iv. Improvement of regulatory function which would include the following:
 - 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.
 - To emerge as a resource centre for undertaking marketing and feasibility studies. To provide input to governmental policy making regarding the issues related to STGS.

In an effort to provide more focused and tailor made services for extending all possible assistance a separate scheme activity Small Tea Grower Development under Tea Development and promotion scheme has been approved in the XII plan, clubbing and modifying various subsidies and supports that were available to the small growers under XI plan scheme.

However, as the scheme was approved towards the end of 2014-15, financial assistance to the small tea growers were extended according to the XI plan scheme guidelines under the Development grant of R&D schemes.

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.

Table3: Development grant disbursed during 2014-15

SGDD's R & D Fund Utilization - 2014-15				
SI No.	Activity	No. of event	Beneficiary	Amount in Lacs
1	Institutional Funding	2	170	5.38
2	Workshop, Study Tours, Training Programmes	292	16,890	81.68
3	Plant Protection Code (PPC) Workshop	484	25,684	15.13
4	Strengthening of Zonal & Regional Offices of the Tea Board	69	NQ	107.92
5	Other Development Activities/ Meeting	22	11,000	15.17
	Total	869	53,744	225.28

Table: 4 State wise Details of Study tour Workshops /Training organized by Tea Board during 2014-15

State wise details of Study tour , Workshops/ Training organised by Tea Board during 2014-15						
State	Study Tour			Workshop/ Training		
	Number of programme	Beneficiary number	Amount in Lacs	Number of programme	Beneficiary number	Amount in Lacs
Assam	1	20	1.11	178	11469	30.78
Arunachal Pradesh	0	0	0.00	4	277	0.68
Meghalaya	0	0	0.00	2	138	0.37
Manipur	0	0	0.00	4	80	0.35
Mizoram	2	40	4.32	19	1315	3.02
Nagaland	0	0	0.00	3	208	0.55
Tripura	0	0	0.00	29	1097	2.98
West Bengal	0	0	0.00	14	484	1.55
Bihar	1	15	2.59	0	0	0.00
Hiamachal Pradesh	1	7	2.47	10	692	1.83
Uttrakhand	1	7	2.47	0	0	0.00
Tamilnadu	10	280	18.27	0	0	0.00
Kerala	3	70	6.54	10	692	1.79
Karnatak	0	0	0.00	0	0	0.00
Grand Total	19	439	37.77	273	16451	43.91

Major Activities:

The major activities performed by the Small Tea Growers Directorate of Tea Board during 2014-15 is summarized below;

A. Enumeration of STG & issue of identification card:

Enumeration of Small Tea growers by the Boards' offices, stocktaking of periodic progress of data, and Identification cards distribution as an area of emphasis continued to be dealt for improved coverage of Small Tea Growers under the program. So far, **124546** number of growers identified and **57449** number of identification card issued to the Small Tea Growers throughout the country. State wise details of progress made (upto the Month of March 2015) on small tea growers enumeration programme and identification card issued to the growers are furnished in the following table;

Enumeration position as on 31.03.2015

State	No of growers Enumerated	No of biometric card / smart card issued
Assam	66700	42890
Arunachal Pradesh	82	0
Meghalaya	482	380
Mizoram	781	0
Tripura	2453	0
Total	70498	43270
Himachal pradesh	1225	0
Uttaranchal	685	0
Total	1910	0
Tamilnadu	39166	12772
Kerala	6265	1407
Total	45431	14179
Bihar	859	0
West Bengal.	5848	0
Total	6707	0
Grand Total	124546	57449

B. Publication of CHAYAN – A news letter for the Small Tea Growers:

First issue of CHAYAN Tea Magazine, Tamil version published by Tea Board was released by Shri. Rajani Ranjan Rashmi, IAS, Additional Secretary, Ministry of Commerce & Industry during the UPASI Annual Conference at Coonoor. Similarly, for the small tea growers of Uttrakhand and Himachal, CHAYAN (Hindi version) was published from Tea Board, Palampur. The agro-techniques for raising new tea plantation and managing mature tea plantation including manufacturing of Green Tea are given in detail.

C. Awareness programme for implementation of Plant protection code;

Plant Protection Code (PPC) implementation and monitoring was a prime area of involvement. All offices were motivated for allowing PPC message to pervade and penetrate the STG clusters. As a part of the awareness programme, 445 nos. of workshops was organized wherein 24546 number of growers had participated (as on 31.1.15). Moreover, print and electronic media were also used for this purpose.

Details of the PPC awareness programme organized by Tea Board.

1. Organizing Workshop:		
Region	No of workshop	No. of Beneficiary
Assam & other NE states	338	18412
West Bengal & Bihar	87	4653
Tamilnadu & Kerala	30	1481
Total	455	24546
2. Awareness through Print Media:		
Advertisement published in local languages in Dainik Janambhumi, Amar Assom, Dainik Jagran, Uttar Banga Sambad, Dainik Jugasankha, Manipur Chronicle, Arunachgal times, Nagaland Post, Daily Deser Katha, Bi monthly / Monthly news letter published by the STG Association, JDSTGA & NBTPA		
Printing of Pamphlets & booklets in local language		
3. Awareness through Electronic Media:		
Scrolling Ticker in the News Channel DY 365, NE News Live		
Bulk SMS through BSNL		

E. Stakeholders Consultation:

Stakeholders Consultation was taken by Smt. Nirmala Seetharaman, the Hon'ble Minister of State, Independent Charge for Commerce & Industry, Government of India at Guwahati on 13th October'14. The participants included all the producers associations, brokers, buyers and workers unions. The Consultations was also graced by the Hon'ble Minister of Commerce & Industries, Government of Assam and Hon'ble Members of Parliament from Jorhat and Dibrugarh

F. Multi-media Agri-Advisory System (MAAS)

A MOU has been signed by the Tea Board and IIT Mandi to utilize the benefit of multi-media Agri-Advisory System (MAAS) already set up by IIT Mandi. It is a call centre type Voice based Interactive, Multi-party Conferencing system between planters, experts and extension workers. The aim of MAAS system is to provide services (query based/promotional) to tea growers and their plantations via mobiles.

G. Fixation of Green leaf price: District Level Price Monitoring Committee

District Level Price Monitoring Committee meetings (DLPMC) were held at different tea growing districts for fixation of green leaf price. On the directive of Chairman DLPMC-Dibrugarh, Green Leaf Quality Evaluation cum Monitoring committees for various plantation circles has been constituted for notification



Tea Research

Research and development are the integral part of any farming system for its overall improvement and tea is not the exception. Since the inception of tea industry of India, tea research played a very important role for the development of large number (more than 200) of improved tea cultivars, cultural practices, standardization of manufacturing process and many different technologies used by the Industry for the solution of day to day problems faced by tea industry. As per the provisions of Tea Act (1953), Tea Board of India has been extending research support for the Indian tea industry, mainly through three tea research institutes, namely, Darjeeling Tea Research and Development Centre (DTR&DC, ; Tea Research Association (TRA), Jorhat, Assam and United Planters' Association of Southern India – Tea Research Foundation (UPASI-TRF), Valparai, Tamil Nadu. TRA and UPASI-TRF are disseminating extension services through the network of their advisory centres in different tea plantation areas in their respective zones.

Research Directorate of Tea Board has been entrusted to coordinate, monitor and evaluate tea research in the country. This directorate has been facilitating tea research by addressing the need based requirements of the tea industry by formulating specific research projects from time to time. The policy and approach of this directorate are:

- **To prioritize the thrust areas of tea research in the country.**
- **To ensure that the research outcomes are disseminated to the stakeholders.**
- **Regular monitoring and evaluation of research**
- **To coordinate with the national and international regulatory bodies for different regulatory aspects of tea**

Grant-in-aid

The fund allocation to R&D for the year 2014-15 was Rs. 15.50 Crore. TRA and UPASI were given Grant-in-aid amounting to Rs. 12.98 Crore and Rs. 2.11 Crore respectively.

In addition, Rs. 1.77 crore was incurred for up gradation of the Quality Control Laboratory, Tea Park, Siliguri including procurement of modern equipment and engagement of scientists etc.

Research Highlights of the TRIs:

Tocklai Tea Research Institute, TRA:-

- Two new clones TTRI 1 and TTRI 2 was released by TTRI, TRA for the tea industry.
- A considerable progress has been made at TTRI, Tocklai to standardize the HPLC method for estimation of Theaflavin fraction using phenomenax column with standard test sample.
- TRA-Kawasaki Project on Mechanical Harvesting revealed that the use of machine during rain flush period (July-September) yielded 2.71 per cent increase in yield compared to hand plucking. However, continuous use of machine throughout the

season brought about a significant decrease in yield to the tune of 6.28 per cent over manual plucking. Mechanized pruning was found at par with conventional manual pruning with knife as far as yield of tea was concerned. Deep skiff can be done with machine without any negative impact on yield compared to deep skiff with knife.

- TTRI scientists have developed GIS software (WINGS) capable to reading various spatial layers of garden maps along with their associated non-spatial data. This Wireless sensor based mobile kit can measure pH, moisture and temperature and the data are integrated to the software to generate report. The kit was demonstrated at one of the commercial Tea Estate (Teok Tea Estate) to the industry participants in the recent past.
- Thirteen germplasms (TG 46, 23/22, 305/11, 107/13, 357/4, TG 40, TG 37, TG 44, TG 26, TG 34, TG 43, TG 50, 14/5/35) are screened for their ability to withstand drought on the basis plant physiological parameters like photosynthesis (Pn), stomatal conductance (gs), transpiration rate (E), water use efficiency, relative water content, specific leaf area, membrane stability index, chlorophyll content and wax content. Genotypes found suitable will be further selected for biotechnological studies.
- Field trials were carried out and pesticide residue data generated on Hexythiazox, Clothianidin, Flubendiamide, Thiamethoxam, Dimethoate, Fenpyroximate, Hexaconazole, Propiconazole and Emmamectin-benzoate in tea to assist fixation of MRL.
- Standardization of processing parameter for 'White Tea' manufacture is under process.
- Work on the method development for detecting pesticide residues in green tea leaf matrix was undertaken at the Analytical laboratory, Tocklai and a multi residue GC method for detecting residues of 16 pesticides in green tea leaf matrix have been developed. The method was validated for Chlorpyrifos, alpha-endosulfan, beta endosulphan, endosulphan sulphate, dicofol, ethion, hexaconazole, propiconazole, lambda-cyhalothrin, bifenthrin, fenpropathrin, cypermethrin, deltamethrin, dimethoate, quinalphos and propargite. The method involves solvent extraction of the green leaf sample by blending and cleaning by alumina column chromatography and analysis of the residues by GC equipped with ECD, TSD and PFPD detectors. Recovery of most of the pesticides was between 60-130 percent. Work is in progress to improve the method to cover more pesticides and enhance the sensitivity. The method may be used for preliminary screening of green tea leaf for the detection residues of the above 16 pesticides.
- At TTRI, scientists found that EGCG content was higher in the morning plucked tea leaf as compared to plucking in the afternoon. Total catechins content in the withered leaf was found to be declining with rise of withering temperature.
- TTRI scientists have been working on manufacturing trials with newly modified SEPTU micronizer and modified Ghogie. Experiment on optimization of quantity of Tea Waste percentage during CTC manufacturing vis-à-vis quality was also being continued.
- TTRI, Tocklai scientists found that with the increase in packing density of green leaf in the bags, heat generation for which there was a considerable rise in temperature of the green leaf.
- Screening of Drought tolerant and Drought susceptible clones (including the clones to be released) using EST-SSR primers was in progress at TRA.

DTR&DC :-

- The deployment report of HEN on Aroma index, aroma score and tea tasting score of clonal cultivars was submitted to C-DAC, Kolkata. 54% accuracy was achieved of HEN score for clonal orthodox black teas.
- In selection programme, 66 tea bushes from Tumsung T E and 53 numbers of bushes from Risheehat T E has been selected during surveying of bushes for selection of new quality planting material.
- Standardization of methodology for some biochemical parameters like water extract and crude fibre were completed by DTR&DC scientists. Aroma index was estimated for 10 Darjeeling tea samples by Electronic Nose.

UPASI-TRF :-

- New tea clones TRF-2, 3 & 5 (high yielders) TRF-4 (high yielder and a quality clone) were released for the industry by UPASI-TRF.
- Isolation of pheromone compounds at the right combination for attracting TMB was under progress in collaboration with Indian Institute of Chemical Technology, Hyderabad.
- Scientists of UPASI-TRF identified the proven strains of Actinomycetes against pest and diseases as *Streptomyces crystallinus* (APSAI), *Streptomyces flavogriseus* (AAS7), *Streptomyces anulatus* (CAS4) and *Streptomyces xanthocidicus* (APSA4) through molecular tools.
- Modification of hand operated shear has been completed. Based on the feedback received from member estates, the shear has been modified and is being sold at Rs.580/- for a 10 inch blade and Rs.630/- for a 12 inch blade. Nylon material has been used for fabrication of the shear and a bearing is also used for smooth cutting action of the scissors.
- Scientists of UPASI-TRF have designed a new spacing suitable for two men operated tea harvesting machine and evolved a new planting style to suit mechanization of tea harvesting.
- Scientists at UPASI-TRF studied on the effect of re-sharpening of rollers on the content of iron filings in tea. Results indicated that the samples analyzed within two weeks after re sharpening had higher levels of iron filings.
- UPASI-TRF scientists have taken up a miniature trial with different concentrations of Teazyme to find out its impact on quality of made tea. The results showed that Teazyme applied at 0.2% had increased TF content and water extract significantly.
- Field experiment carried out on the comparative efficacy of urea and neem coated urea under Nilgiris condition revealed that application of 100 per cent nitrogen as neem coated with N:K₂O in the ratio of 4:3 had given significantly higher yield in comparison to application of 100 per cent nitrogen as urea.
- Shelf life studies on vacuum packed teas by UPASI scientists showed reduction in theaflavin levels of whole leaf grade after 13 months while reduction in polyphenols and catechins was observed after 24 months of storage. Similar trend was observed in fanning grade.

Regulatory Issues:

Pesticide Residue data: Residue data on Copper formulations received from TRIs has been submitted to CIB& FSSAI for restoration of already existing ML of Copper. Effort had also been taken for expansion of MRL list of tea at FSSAI by adopting CODEX MRLs wherever possible.

Plant Protection Code: Version 2 and 3 of PPC has been revised and updated as per the suggestions of the “*Technical Group on PPC*” and released to industry.

Iron filings: The final report of Tea Board funded project done by NIN, Hyderabad on Sub clinical study on iron filing in tea was submitted to FSSAI on 30th October, 2014. ICMR held an expert group meeting on ‘Issue of safety of presence of iron filing in tea’ on 6th May 2015 at ICMR. The final report of NIN was presented along with the findings of Tea Board funded project on effect of iron filing in tea under *in vivo* conditions by IPGMER, Kolkata. In both the studies, Investigators have not found any adverse effect of the presence of iron filing in tea on the health of experimental animals during acute and chronic exposure. Under these circumstances based on the request made by Tea Board, FSSAI has kindly extended the date of statutory advisory of FSSAI (F. No. P. 15025/6/2004-PFS/FSSAI dated 21.11.14) on iron filing up to 21st Nov 2015 or till further order whichever is earlier.

Quality Control Laboratory (QCL): Tea Board of India had established a Quality Control Laboratory (QCL) at Tea Park, Siliguri under ASIDE scheme of the Ministry of Commerce & Industry, Govt. of India. The G+3 building has been completed and state-of-the-art instruments for analysis of quality parameters, heavy metals and pesticides residues have been procured. Seven scientific personnel have been engaged on contract basis for undertaking analytical work. Estimation work of FSSAI parameters of made tea samples is on progress.

Important meetings:

- Director (Research) attended FAO IGG meeting in Rome from 5-6 May, 2014. The issues which were discussed in the meeting includes pesticides residue, harmonization of MRL, Fixation of MRL in tea brew, organic farming, Tea Trade and Quality, Climate change etc. Indian delegation participated in the discussion and contributed in above mentioned areas with the inputs from Research institutes.
- The second meeting of the Technical Group on Plant Protection Code was held on 22nd August, 2014 at Tea Board, Kolkata. The approved list of PPFs were revised and 3 CIB&RC approved PPFs viz. Clothianidin, Etoxazole and 2,4-D were included in the list. With some clarification/suggested modification, the Plant Protection Code Ver. 2 (September, 2014) was endorsed by the Technical Committee.
- Director (Research) attended a meeting in FSSAI, New Delhi on 11 & 12 September, 2014 to discuss on the pesticide residues on tea and fixation of MRL of certain pesticides based on the scientific data generated and submitted by TRIs.
- A four member Iranian Delegation visited Tea Board of India, Kolkata during 26-30 October, 2014 to meet Tea Board officials and stakeholders (including representatives from Industry Associations, Traders Association, Tea Research Institutes) to discuss various food safety and quality issues of Indian Tea and its smooth export to Iran. The delegation also visited tea warehouses, tea testing laboratories to understand how quality and safety of tea manufactured in India is maintained.
- The 3rd meeting of Technical Group on PPC was held at TTRI, Jorhat on 26th November 2014. The committee recommended that the issue of Green Leaf testing (Made tea from BLFs if needed), the details of modality shall be considered in due

course of time and will be updated subsequently following due procedures. It was also suggested that TRIs with the help of private players of the industry will endeavor for developing SOP for green leaf analysis to enable the industry to get their green leaves tested.

- Research reviews of TTRI, Jorhat, DTR&DC, Kurseong and UPASI-TRF, Valparai were conducted at Tocklai and Kurseong from 26-28 November, 29-30 November and 8-9 December, 2014 respectively. A team of three scientists from CSIR, ICAR and Industry along with Tea Board officials visited the institutes. Interaction and discussion was made with all the scientists. The progress of field and laboratory work was noted.
- Director (Research) visited Iran from 22-26 February, 2015 as a member of Indian Tea Delegation led by Shri. R. R. Rashmi, Addl. Secretary, MOC&I along with members from the Tea Industry and tea research institutes. The delegation Participated in the meeting with the Health Ministry and Iran Standard Research Institute of Iran with regard to quality and pesticide related issues of Indian tea exported to Iran.
- Tea Research Evaluation committee meeting was held on 24th March, 2015 to evaluate the ongoing progress of research work undertaken by Tea Research Institutes and few new proposals submitted for consideration.



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.

Overview of Tea consumption in India and exports from India during 2014-15

India produced 1197 million kg of tea during 2014-15 and registered a negative growth of 0.96% as compared to 2013-14, which is modest and can be attributed to seasonal fluctuations. Out of that, 932 million kg was consumed domestically witnessing a growth of 2.31% p.a. in comparison to 2013-14. At the export front, there was decline in volume of exports by 11.82% and unit price earning by 5.14% as compared to 2013-14. The country wise export details for the year under report over the corresponding period in the previous year are furnished in Annexure-II. In brief the comparative position is given below:

2014-15					2013-14				
Qty (in m. Kg)	Value (in Rs. crs.)	Value (in m. USD)	UP (Rs/Kg.)	UP (\$/Kg.)	Qty (in m. Kg)	Value (in Rs. crs.)	Value (in m. USD)	UP (Rs/Kg.)	UP (\$/Kg.)
199	3824	626	192.07	3.14	226	4509	747	199.73	3.31

Overall, 199.08 m. kg of tea was exported at an aggregate value of Rs. 3823.64 crores or USD 625.55 million, which shows an overall decline of 26.68 m. kg in export volume (-11.82%) and Rs. 685.45 crores in export value (-15.20%) or USD equivalent of 120.91 million (-16.20%).

Some prominent destinations like Egypt (1.21% positive volume growth but 11.38% negative value growth), Kazakhstan (11.89% volume growth & 6.0% value growth), Ukraine (21.27% volume growth & 12.42% value growth) and Saudi Arabia (15.59% volume growth & 23.60% value growth) have registered positive growth. Although Russia scored positive growth on volume front (2.02%), it registered 9.01% negative growth on value aspect. In contrast, key markets like Iran, USA have registered negative growth (20.79% and 3.48% respectively in volume). Moreover a prominent re-export hub like UAE registered a negative growth of 42.52% in volume and 43.12% in value. On closer examination, it is evident that the 26.68 m. kg of decline in export on aggregate can be

primarily attributed to the four countries mainly viz. Iran (4.76 m. kg), UAE (9.92 m. kg), Bangladesh (8.91 m. kg) and Pakistan (4.72 m. kg).

Overview of Promotional activities in other countries during 2014-15

During 2014-15, Tea Board carried out various promotional activities through its three overseas offices located at London, Moscow and Dubai and the Head Office to enhance demand for Indian tea and increase market shares in the key markets of Russia, Kazakhstan, Iran, Egypt, USA, Germany, Japan, UAE, Australia, China. Other activities included sustainability of Indian Tea through events in important markets of Russia, Kazakhstan, Iran, USA and Egypt, 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 continues to be a member of the Tea Councils of USA, Canada and Japan and Canada and benefited from the generic tea promotion conducted by the Tea Councils. The Board has organized a number of promotional activities in the overseas markets as well as domestic market such as participation in overseas exhibitions (14) and domestic trade fairs (20) for effecting two-way exchange processes and for propagating the health and wellness benefits of India tea. Advertisements extolling the virtues of tea have also been released in important publications. As part of the domestic tea promotion, a B-2-C campaign showing "Tea" as an upscale beverage was launched and sustained toward comprehensive engagement of the youth and house wives through appreciation of single-origin, specialty and masala teas.

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 overarching 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.

Exchange of trade delegations were given added thrust for Iran and Russia, the two key orthodox markets. For Iran, there was one inbound delegation to India during October 2014 and one outbound delegation headed by the Additional Secretary, MOC during February 2015 to address various issues concerning quality & safety protocols being followed in India & Iran (ISIRI Standards), GMP registration & renewal, Iranian Customs valuation, short shipment etc.

For Russia, the outbound trade delegation to that country was mounted during February 2015 coinciding with our participation in "ProdExpo 2015" to deliberate on strategic issues relating to Rupee-Ruble trade mechanism, promotion of Indian tea in reputed retail chains, arbitrary customs valuation as well as difficulty faced in sending tea samples for the prospective buyers, IPR issues including our GI registration etc.

Promotional activities were carried out under the Market Promotion Scheme (MPS) under the following heads:

1) 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.

- Activities under Project 5-5-5 were 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”

2) 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 – III.
- Launch of a B-2-C campaign in some selected cities targeted at engaging youth and house-wives.
- 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.

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.

IPR protection and enforcement

- Close monitoring mechanism was put in place for protecting Darjeeling teas and enforcing its equity in key export markets which ensured (i) all sellers of genuine Darjeeling tea are licensed under Certified Trade Mark Regime, and (ii) Teas being sold as Darjeeling tea in India and abroad are genuine.

Expenditure incurred during the last two years of the 12th five Year Plan Period:

(Rs. crores)

Major head	2014-15	2013-14
Domestic Promotion	1.15	0.86
Overseas Promotion	6.99	9.14
Trade Related Activities	1.22	0.38
Incentive to Exporters/Associations	2.67	5.94
Publicity Material	2.09	1.72
Legal / Consultancy	1.24	0.49
E-auction	3.99	1.21
Miscellaneous	1.39	0.94
Total	20.74	20.68

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 important countries like Russia & Iran 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, addressing various issues related to quality & safety regulations for key markets like Iran, keeping the tea trade informed of developments related to exports as well as dissemination of market and trade information.
 4. Various publicity functions initiated for maintaining the image of India Tea and for influencing public attitude in a positive manner toward Tea Board of India.

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.

OVERSEAS PROMOTION

Promotional activities through the overseas offices

MOSCOW OFFICE

Countries under the jurisdiction of Moscow Office: The Tea Board Moscow 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)	Per capita consumption (Kg/pa)
Russia	158	1.27
Kazakhstan	31	1.50
Ukraine	19	0.94
Uzbekistan	17	0.80

The total market size in the CIS region is estimated to be 252 million kg and the above countries collectively account for 90% of the import market for tea in that region.

During the period under report, Tea Board of India's participation was organized for the following events:

(A) Trade fairs and exhibitions

- 1) Food Week Kazakhstan during May 21 to 23, 2014
- 2) World Food Moscow 2014 during Sep 21 to 23, 2014
- 3) World Food Kazakhstan in Almaty during November 4 to 7, 2014
- 4) PRODEXPO in Moscow during February 9 to 13, 2015

(B) Other events

- 1) Public Tea Tasting during Sham a Ghazal programme :** Tea Board of India and Jawaharlal Nehru Cultural Centre, Embassy of India, Moscow organized a Ghazal evening "Sham-e-Ghazal" on 4 April 2014 at the Concert Hall of Golovinsky District Council, Moscow along with a public tea tasting programme for the audience .
- 2) Tea promotion event in TVER CITY**
India tea special tasting and sampling programme was held in Tver City during City day celebrations on 28th of June 2014. Tea Board also sponsored India Tea gifts viz. India Tea caddies, scarves, ties and India Tea shirts.
- 3) Publicity through Social Media**
In connection with FIFA world cup football a competition was held in Face Book Kazakhstan for prediction of 8 quarter finalists, 4 semi finalists and Champion & Runners-up. Football lovers have responded to the FB completion and the first winning predictions were awarded with India Tea gifts and T shirts.
- 4) India day celebration at Minsk Belarus**
Tea Board of India participated in India Day celebration in Minsk, capital of Republic of Belarus, which was jointly organized by Embassy of India in Minsk, Indian Business Alliance and City administration in Gorky Park, Minsk through a massive tea tasting and sampling.
- 5) Participation of Tea Board in IWC International Charity Winter Bazar**
Tea Board of India conducted a public tea tasting function during IWC Winter Bazaar in Hotel Radisson Moscow on 29th November 2014.
- 6) Presentation of Indian Tea During the Winter Charity Bazaar at Kiev, Ukraine**
As per the invitation extended by the Embassy of India Kiev, Moscow office participated in the winter charity bazaar at Olympic stadium Kiev.
- 7) Presentation of Indian Tea During Republic Day reception at HOTEL RITZ CARLTON, MOSCOW**
India Tea Presentation was organized in Hotel Ritz Carlton during the Republic Day reception 2015 on 26th January 2015.
- 8) Publication of Article on Popular Kazak Magazine – “Caravan”**
Agreement was finalized between Almaty Trust and Tea Board for publication of Indian Tea article in the most popular Magazine which was published on 17th April 2015.
- 9) Tea Promotional programme during Moscow International Exhibition of Tourism and Travel**
As per invitation from India Tourism Tea Board of India conducted tasting and sampling session in Incredible India pavilion in MITT (Moscow International Exhibition Travel and tourism) during 18th to 21st March 2015.
- 10) India Tea promotional Event at Atyrau**
India Tea presentation was held at Atyrau, the oil rich city of Kazakhstan during Indian Expo for three days during 26th to 28th March 2015.

11) Visit of India Tea Delegation

Parallel to participation in the Prodexpo 2015, India Tea delegation comprising seven members from Indian Tea Industry also visited ProdExpo and participated in various meetings and negotiations. Members of Indian Tea delegation had successful meetings with Moscow and St. Petersburg based Tea Companies viz Ahamed Tea, Mai Company, Orimi Trade, Nadin Tea, Riston, Rubin Tea, Retail Chains like 7 Continent , members of Rusteacoffee Association and Government bodies like Russian Customs, Rospatent and Rospotrebyznadzor and Central Bank of Russia. On behalf of India tea delegation, Buyers Seller Meet and India Tea Get -together Dinner was organized on 11th February 2015 in World Trade Center at Indian Restaurant Fusion Plaza. JNCC artists performed Indian dances during the event.

DUBAI OFFICE

Countries under the jurisdiction of Dubai Office: 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, Saudi Arabia and Afghanistan 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, Afghanistan and Libya are the prominent markets in the WANA Region (with a combined import market size of 518 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 mostly without milk and the appearance & the colour of tea is the foremost yardstick for choice. Being a major tea consuming area, African teas are finding their way into the market due to their price competitiveness and very little climate-induced variations in quality. It has, however, been noticed that in some countries like Iran, Syria, Saudi Arabia which traditionally show preferences for orthodox teas, has 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, offers world-class facilities for storage, blending, tasting, and packaging for the Tea traders and merchants. Its market size is around 86 m.kg. The UAE's tea re-exports account for approximately 70% of the global tea re-exports. Around 86% of the geographic distribution of UAE re-exports was directed at three countries: Iraq (42%), Iran (21%) and Russia (23%).

While the UAE domestic market for tea is not very large due to its small population, the market as a hub for tea re-exports is huge. This market is largely dominated by tea bags &

packed teas and orthodox teas (leaf/brokens) have a steady market here. CTC grades viz. BOP, BP, PD are mainly used in tea bags. 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 teas.

Arab Republic of Egypt

The Arab Republic of Egypt with a population of 83 million has a market size 103 m. kg and per capita consumption of 1.22 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 (Dust and Fannings). Generally teas are imported in bulk form and then blended & packed for domestic consumption by the private players. Small proportion of packet teas is also imported. "Tea Bags" is a small and slowly growing segment. Kenya still holds the overwhelming majority with 88% of import share on average as compared to India's 6% and Sri Lanka's 3%.

Iran

Iran is a tea producing country with annual tea production of about 14 m. kg. Annual tea consumption is 68 m. kg (primarily orthodox tea) with a per capita consumption of 1.05 kg p.a. Iran imported around 61 m. kg of orthodox tea in 2014 as compared to 80 m. Kg in 2013 (24% decline). Iran re-exported around 9% its total output 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 2014, Iran had imported 16.60 m. kg tea from India (27%). Major supplier of tea to Iran is Sri Lanka (44%) followed by India.

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 16 million kg) remained healthy with four countries collectively accounting for 69% share viz. India (18%), Sri Lanka (27%), Kenya (20%) and Vietnam (9%). 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 138 m. kg & 0.73 kg p.a and 68 m. kg & 2.73 kg p.a. respectively.

During the year 2014, Pakistan had imported 16 million kg of Indian tea, mainly CTC variety, whereas Afghanistan imported around 2.3 m. kg from India.

During the period under report, Tea Board of India's participation was organized for the following events:

(A) Trade fairs and Exhibitions

1. Global Tea Forum during April 8-10, 2014 in Dubai, UAE
2. World Tea Expo during April 10-12, 2014 in Istanbul, Turkey
3. Tehran Agro fair during May 30– June 2, 2014
4. Saudi Agro Food during September 7-10, 2014 in Riyadh
5. HACE-2014 during November 11-14, 2014 in Cairo, Egypt
6. Dubai Drink Technology Expo during Dec 14-16, 2014
7. Gulf Food, Dubai during February 8-12, 2015

(B) Other events

1) India Tea Promotion in Super markets of Iran

Tea Promotional activities were taken up in different Supermarkets of Iran through distribution of promotional material on India tea along with tea bags, tea samples etc. Total number of super markets covered was forty five (45).

2) India day celebrations in Dubai and Tehran

On account of Republic day of India, India day was celebrated in Dubai and Tehran along with the Indian Missions. India tea sampling was done during the function and the publicity material on India tea was distributed to the visiting dignitaries.

3) India tea promotion in tier II cities

Tea Promotional activities were taken up in tier II cities of Iran namely Qum, Urmia, Isfahan and Rasht under the 5-5-5 program by Mr. Mahmoud Reza Movassaghi, Consultant of Tea Board of India. During this program tea tasting was organized with the wholesale tea traders in these cities and they were provided with the promotional material on Indian tea.

4) India tea promotion in schools, Iran

Tea Promotional activities were taken up in 100 different schools of Iran under 5-5-5 Program by Mr. Mahmoud Reza Movassaghi, Consultant of Tea Board of India. During this program tea quiz was organized with the school children and they were provided with the promotional material on Indian tea.

5) India by the Nile, Cairo, Egypt

As part of the trade promotional activities, the Indian Embassy in Egypt had organized the 3rd India Food festival during the "India by the Nile 2015" Cultural Festival - a joint promotion of Indian tea was organized by the Mission alongside the "Indian Food Fiesta" held in opera house, Al Azar Park and Fairmont Hotel, Cairo from 30 March 2015.

(C) DELEGATIONS

1) Iranian delegation to Kolkata India during October 26-30, 2014

After the publication of Green peace report on the presence of pesticide residue in India tea, the ministry of health Iran raised objections on import of Indian tea to Iran. In this regard, a four member Iranian Delegation comprising **Ms. Maryam Amir Ahmadi, Ms. Solmaz Choubaki, Mr. Ataollah Shakoori, Mr. Mahmoudreza Movassaghi and DTP (Dubai)** visited Tea Board of India, Kolkata during 26-30 October, 2014 to meet Senior Tea Board officials and other stake holders including members from Industry Associations, Traders Association, Tea Research Institutes to discuss various aspects of food safety and quality toward facilitating smooth export to Iran in future. The team visited tea factories, manufacturing and processing units of some prominent companies, Tea research Association as well as its Pesticide Laboratory in Kolkata and the SGS laboratory in Kolkata to witness the detailed method of analysis of pesticides including sampling method, scientific methodology being followed, results obtained and reporting structure etc.

2) India tea delegation to Iran 22-26 February 2015

Considering the importance of Iranian market for Indian tea and with a view to augment the Indo-Iran tea trade, the Additional Secretary (Plantations), Ministry of Commerce, GOI led a high power tea delegation comprising 18 members during February 22-26, 2015 to Iran. During this period, the AS, MOC (Plantations) along with the DTP and the delegates from India, held separate meetings with the officials of Indian Embassy, Mr. Hamid Reza Movassaghi, Chairman, Iranian Association of Tea and member tea importers and other stakeholders and urged upon the Iranian Government to keep the tea high in the priority list and simplify the procedures for GMP certification and its renewal. Tea Board of India had arranged two BSM's - one each in Tehran and Shiraz and a considerable number of importers, tea packeteers had participated in the same. The positive outcome of the visit was that the Iranian Industry members could find new opportunities of import of Indian tea into Iran and the Government of Iran had agreed to smoothen GMP procedure and the customs evaluation procedures.

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

Sr. no.	Country	Market size (m. kg)	Per capita compilation (kg p.a.)
1	U.K.	128	1.81
2	Germany	58	0.37
3	Poland	36	0.85
4	Netherlands	8	0.48
5	France	17	0.23
6	Ireland	8.5	1.56
7	Italy	7	0.10
8	Switzerland	6	0.22
9	Austria	3.4	0.29
10	Czech Republic	3.2	0.29
11	Denmark	2	0.24
12	Finland	2	0.25
13	Norway	1.2	0.22
	Total	280.3	-

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 mainly in packed form. It imported around 128 m. kg tea in 2014 valued at USD 373 million. With 7% share in world imports during 2014, UK is the second largest tea market in the world after Russia with a PCC of 1.81 kg p.a. Kenya, which accounted for 51% of imports into U.K, is the major competitor to India, which has 16% share.

Germany

With a total import of 58 m. kg during 2014, 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 the third largest in tea consumption. Darjeeling tea traditionally 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 after considerable value-addition (46% re-exported in 2014). Germany consumed 54% of imports and re-exported the remaining 46% after value addition to countries like USA, France, Poland, U.K. etc. It is worth mentioning that per capita consumption of tea in East Friesland is about 3 kg as compared to 0.37 kg in the entire Germany.

Poland

With total import of 36 m. kg and per capita consumption of 0.85 kg during 2014, Poland is the third important market in Euro Zone with a clear preference for CTC variety. Imports were mainly from Kenya (17%), India (12%), Indonesia (9%), Vietnam (7%), China (5%), Sri Lanka (5%) and Argentina (5%) amongst the producing countries, whereas Germany and Netherlands accounted for 22% and 5% respectively.

India exported approximately 17.83 m. kg of tea to UK, 7.28 m. kg of tea to Germany and 4.15 m. kg to Poland in 2014 accounting for 9%, 4% and 2% of total exports respectively. Overall, Tea Board office, London organized and participated in Promotional programmes with an ultimate objective of enhancing demand and increasing market share of Indian tea, which included participation in trade fairs and exhibitions, facilitation of buyer's meet with the Indian exporters, co-coordinating 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, 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.

(A) Promotion through trade fairs and exhibitions

- 1) India Show at Poznan, Poland during June 3-6, 2014
- 2) SIAL, Paris during September 19 – 23, 2014
- 3) Krakow Gastro Food, Poland during November, 2015
- 4) Bio Fach, Nuremberg, Germany during February, 2015

(B) Other events

- 1) **Promotion of Indian Tea at Nehru Centre on the occasion of Tea morning organised by NALA on 22nd April, 2014:** Board's London office supported an event organised by wife of Naval Adviser and President of Naval Attaches Ladies Association (NALA). The main objective of this get together was to introduce Indian culture, food and traditions to these people. Indian tea being an intrinsic part of Indian culture, the occasion offered a good opportunity to promote India tea through this event to a wide audience from 40 different countries.
- 2) **Tea Board of India participated in the CFAB 55th International Spring Fair and Food Festival** along with the Indian High Commission Ladies Association by putting a Tea Board stall on 14th & 15th May 2014 at Kensington & Chelsea Town Hall, London. Tea Board had organized tea tasting and displayed teas along with publicity material and posters at the venue.
- 3) **Promotion of Tea at Make in India Lounge, Davos**
As every year Indian tea was promoted at the prominent venue and event World Economic Forum at Davos. Indian tea was served and displayed in India Lounge organised by IBEF. The Lounge was visited by the corporate and political leaders of various hues and it served a good platform for promotion of Indian teas among the top leaders from important countries.

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 had an estimated market size of around 129.17 m. kg with import from Indiabeing at 13.55 m.Kg (10%) during 2014. The primary driving force propelling tea sales is health benefit of tea consumption, where Organic, Green teas evoke keen interest. Specialty teas is another category which holds promise as the consumers are getting more interested about the origin specific teas . Globally it ranks 3rd in tea consumption. The tea consumption pattern in the USA is mostly in the form of iced tea (95%). USA 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 some important deliberations with the key stakeholders of the US Tea Industry on different occasions.

Some of the activities under 5-5-5 project

- Advertisements in Tea magazines and promotion through their social and digital platform e.g facebook, teamag.com, digital magazine edition
- Promotion of Indian tea through promotional film on Indian tea at the classes of Specialty Tea Institute in USA
- Advertisement in bookazine (coffee table book on tea) which was sold through 'Whole Food Stores', Wegman's markets and specialty retailers and through their website
- Delegation to "5th North American Tea Conference" was mounted during September 2014

Tea Board's participation at 5th Annual North American Tea Conference during September16-18, 2014 at Niagara in Canada

Tea Board sponsored the welcome evening reception on 16th 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 Goodricke Group and Rossell Tea won the 1st and 2nd place respectively.

Canada

Canada is a hot tea market having import volume of 17.28 million. About 60% of the population in Canada consumes hot tea unlike USA. The volume of Indian tea export to Canada is around 1.38 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 11million kg imported and less than 1% share in world imports, India is the leading exporter to Australiawith 3.23 m. kg exports.It is a small market with a scope for lot of value-added teas, especially branded black teas

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.

Tea Board participated at 'Fine Food Australia', Sydney through active help of the Indian Embassy in September 2014.

Japan

Japan imports around 33 million kg of tea, of which black tea and Green tea account for 44% and 15% respectively and the rest are other types. Import from India was to the tune of 3.0 m kg (9%). 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. Amongst all the export destinations for India tea, the market traditionally offers the highest unit export price realisation to the tune of USD 7.5.

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). 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 2015 along with a retinue of exporters and a buyer seller meet was also conducted successfully.

China

It has been noted from recent trends in tea market in China that Instant tea market has risen 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's export volume to China was 3.27 m. kg during 2014-15. Even though China is 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 its domestic consumption.

Tea Board of India participated along with a number of exporters at China (Xiamen) International Tea Fair during October 15-19, 2014, which proved to be hugely successful.

Major Country wise Exports of tea from India during 2014-15

Country Name	2014-15					2013-14				
	Qty (M.Kgs.)	Value (Cr.₹)	Value (Mill US\$)	Unit Price (Rs/Kg)	Unit Price (\$/Kg)	Qty (M.Kgs.)	Value (Cr.₹)	Value (Mill US\$)	Unit Price (Rs/Kg)	Unit Price (\$/Kg)
Russian Fed	39.40	582.28	95.26	147.79	2.42	38.62	639.91	105.93	165.69	2.74
Ukraine	2.68	40.09	6.56	149.59	2.45	2.21	35.66	5.90	161.36	2.67
Kazakhstan	11.48	220.16	36.02	191.78	3.14	10.26	207.69	34.38	202.43	3.35
Other CIS	0.70	14.69	2.40	209.86	3.43	1.70	37.77	6.25	222.18	3.68
Total CIS	54.26	857.22	140.24	157.98	2.58	52.79	921.03	152.46	174.47	2.89
United Kingdom	17.83	338.32	55.35	189.75	3.10	17.64	338.13	55.98	191.68	3.17
Netherlands	2.87	86.64	14.17	301.88	4.94	3.26	98.21	16.26	301.26	4.99
Germany	7.28	215.44	35.25	295.93	4.84	7.77	259.25	42.92	333.66	5.52
Ireland	1.86	72.33	11.83	388.87	6.36	2.21	94.44	15.63	427.33	7.07
Poland	4.15	63.17	10.33	152.22	2.49	4.72	71.91	11.90	152.35	2.52
U.S.A	13.60	348.34	56.99	256.13	4.19	14.09	396.55	65.65	281.44	4.66
Canada	1.48	39.56	6.47	267.30	4.37	1.24	31.33	5.19	252.66	4.18
U.A.E	13.41	269.06	44.02	200.64	3.28	23.33	473.03	78.31	202.76	3.36
Iran	18.14	478.51	78.29	263.79	4.32	22.90	603.85	99.97	263.69	4.37
Saudi Arabia	3.04	71.69	11.73	235.82	3.86	2.63	58.00	9.60	220.53	3.65
Egypt (ARE)	7.54	79.35	12.98	105.24	1.72	7.45	89.54	14.82	120.19	1.99
Afghanistan	1.95	19.72	3.23	101.13	1.65	2.46	24.81	4.11	100.85	1.67
Bangladesh	5.03	38.25	6.26	76.04	1.24	13.94	131.42	21.76	94.28	1.56
China	3.27	65.15	10.66	199.24	3.26	4.14	88.45	14.64	213.65	3.54
Singapore	0.40	11.53	1.89	288.25	4.72	0.34	10.73	1.78	315.59	5.22
Sri Lanka	2.93	37.15	6.08	126.79	2.07	1.55	23.16	3.83	149.42	2.47
Kenya	1.71	16.90	2.76	98.83	1.62	2.69	25.19	4.17	93.64	1.55
Japan	3.20	145.74	23.84	455.44	7.45	3.61	155.26	25.70	430.08	7.12
Pakistan	15.20	125.12	20.47	82.32	1.35	19.92	196.01	32.45	98.40	1.63
Australia	3.23	107.22	17.54	331.95	5.43	3.16	116.71	19.32	369.34	6.11
Other countries	16.70	337.23	55.17	201.93	3.30	13.92	302.08	50.01	217.01	3.59
Total	199.08	3823.64	625.55	192.07	3.14	225.76	4509.09	746.46	199.73	3.31

Participation in domestic events during 2014-15

Domestic Calendar Year of Events - 2014-15			
Sl.No	Event Name	Venue	Date
1	10th Food & Technology Expo-2014	Pragati Maidan, New Delhi	25-27 July, 2014
2	AAHAR - The Food & Hospitality Fair 2014	Chennai	14-16 August, 2014
3	18th National Exhibition	Amarabati Maidan, Kolkata	3-7 September, 2014
4	Global Economic Summit	Expo Centre, WTC Mumbai	11-13 September, 2014
6	6th East Himalayan Expo	Kanchanjangha Stadium, Siliguri	7-15 December, 2014
7	101 st Annual Conference and Exhibition, UPASI	Coonoor	September, 2014
8	Annapurna- World of Food	Mumbai	23-25 September, 2014
9	Tea Festival of Women Farmers of Meghalaya	Delhi	November, 2014
10	North East Festival	Delhi	7-10 November, 2014
11	Biofach India	Cochin	6-8 November, 2014
12	Science Expo	Solan	18-20 September, 2014
13	IITF	Delhi	14-27 November,, 2014
14	Konark Dance Festival	Konark, Odisha	1-5 December, 2014
15	India International Mega Trade Fair	Kolkata	18-28 December, 2014
16	Shivratri Mela	Mandi, Himachal Pradesh	17-21 February, 2015
17	Agrotech	Lucknow	12-14 March, 2015
18	Look East Business Meet	Shillong	25-28 Feb 2015
19	N.E Business Summit	Delhi	March 13-14, 2015
20	DOOARS Utsav	Jalpaiguri	Dec 30, 2014 - Jan 9, 2015



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 2014-15 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/- (Rupees two thousand five hundred only).

During the year under review, Tea Board granted 24 such registrations in favour of tea manufacturing units. The total amount collected during the period from 01.04.2014 to 31.03.2015 from registration of tea manufacturing unit is Rs.60,000/-(Rupees Sixty Thousand 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, 257 buyers obtained registration from the Tea Board. The total amount collected was Rs.6,42,500/-(Rupees Six Lakh Forty Two Thousand & Five Hundred 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.4,000/-(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 31st December of each year and is renewable each year. During the year 2014-15, Tea Board renewed licence in favour of 26 brokers and no fresh licence was issued in favour of broker. Total amount collected during the period for renewal purpose was Rs. 13,000/-(Rupees Thirteen Thousand 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.2,500/-(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 2013-14 & 2014-15:

SI No.	Exporters' Licenses	2014-15		2013-14	
		Issuance of License (Number)	Amount collected (Rs)	Issuance of License (Number)	Amount collected (Rs)
1.	Valid Fresh License (Temporary)	242	2,42,000/-	197	1,97,000/-
2.	Renewal of License (Temporary)	46	46,000/-	38	38,000/-
3.	Permanent License	4	10,000/-	1	2,500/-

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.

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.2,500/-(Rupees two thousand five hundred only). Number of Distributor Licence issued during the year 2014-15 is 14 and the fees collected against the licenses amounting to Rs.35000-(Rupees Thirty Five Thousand only) compare to issue of 11 Distributors' licence during the year 2013-14 amounting to Rs.27,500/-(Rupees Twenty Seven 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 2014-15 total amount of Rs.30,000/- (Rupees Thirty Thousand only) was collected against issuance of 01 fresh enlistment of tea testing laboratory and renewal of 01 case.

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 Licence remains valid up to 31st December of the year of issue, unless suspended or cancelled earlier and is renewable every year. During the year 2013-14 total amount of Rs.6,300/- (Rupees six thousand and three hundred) was collected against issuance of 63 fresh tea waste licences and 893 licenses renewed for which amount collected was Rs.44,650/- (Rupees forty four thousand six hundred and fifty) as against 80 fresh tea waste licence (amount collected Rs.8,000/-) and 997 renewed (amount collected Rs.49,850/-) during the year 2013-14.

In accordance with the amendment made on 31.08.2001, Tea Board Zonal office located in Coonoor and Guwahati (presently shifted in Jorhat) are also issuing Tea Waste Licenses and renewing Tea Waste Licence on the basis of receipt of applications by the

respective office after observing norms. As per the amendment effected from 05.03.2002, there should be a minimum volume of tea waste and made tea at the ratio of 2:100 kgs when processed out of the tea leaves, buds and tender stems of plant *Camellia Sinensis(L) O Kuntze* in a factory.

Table-3. Position of issuance/renewal of Tea Waste License during the year 2014-15

Region	Fresh License issued @ Rs. 100/-		License renewed @ Rs. 50/-		Total
	Number	Amount (Rs.)	Number	Amount (Rs.)	Amount (Rs.)
North India	85	8,500/-	701	70,100/-	78,600/-
South India	42	4,200/-	278	27,800/-	32,000/-
All India	127	12,700/-	979	97,900/-	1,10,600/-

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 2014-15

Region	Fresh License issued @ Rs. 1,000/-		License renewed @ Rs. 200/-		Total
	Number	Amount (Rs.)	Number	Amount (Rs.)	Amount (Rs.)
North India	74	74,000/-	52	10,400/-	84,400/-
South India	19	19,000/-	46	9,200/-	28,200/-
Total	93	93,000/-	98	19,600/-	1,12,600/-

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 (RCMC) to the registered exporters is done free of charge. The number of such registered exporters who have obtained/renewed Registration-cum-Membership-Certificate from the Tea Board during the period from 01.04.2014 to 31.03.2015 was 276.

7.4 Registration of Manufacturers of tea with Added Flavour:-

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

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

i) Flavoured tea shall be sold or offered for sale only by those manufacturers who are registered with Tea Board; Registration No. shall be mentioned on the label.

ii) It shall be sold only in packed condition with label declaration, viz. I) FLAVOURED TEA common name of permitted flavour/ percentage/Registration No. Initially only one flavour viz Vanillin flavour up to maximum extent of 8.5% by weight has been allowed for sale of flavoured tea in the domestic market.

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

Table-5.Flavours allowed in tea

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

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

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

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

The amendment dated 11.10.1999, in fact, sought to enlarge the scope for use of flavours in tea by linking it to an existing and unaltered definition as mentioned in rule 63 of PFA

Rules which was applicable to all food items including tea. While the definition as mentioned in rule 63 of PFA Rules may lead to confusion of using flavours of animal origin in any food item, it is not possible for use 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 2014-15, 41 manufacturers of flavoured tea registered with Tea Board and total fees collected for this purpose was Rs. 2,96,000/- (Rupees two lakh and ninety six 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. Position of Permits issued during 2014-15

Office-wise	Extension Permit		Replacement Permit	
	Number	Area in Hect.	Number	Area in Hect.
North India	Nil	Nil	22	239.93
South India	Nil	Nil	06	42.30
Total All India	----	----	28	282.23

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. Position of granting permission for planting tea during the year 2014-15

A. Registration of Tea Garden in All India	Total	
	No	Area in Ha
a) In Non-Traditional tea growing areas (upto 10.12 hac)	1	1.1
b) In non traditional tea growing areas (above 10.12 hac)	0	0
c) In other than non traditional tea growing areas (upto 10.12 hac)	309	82.7
d) In other than non traditional tea growing areas (above 10.12 hac)	1	332.23

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. Change of ownership recorded during the year 2014-15

Change of ownership			Total	
	Number	Amount in Rs.	Number	Amount in Rs.
Estates	24	2,40,000/-	32	3,20,000/-
Factories	8	80, 000/-		

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:

Auction	Status of live e-auction
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
Jalpaiguri	Fully electronic auction for both Leaf and Dust teas since 9th
Cochin	Fully electronic auction for both Leaf and Dust teas since 14th
Coonoor	Fully electronic auction for both Leaf and Dust teas since 7th
Coimbatore	Fully electronic auction for both Leaf and Dust teas since 8th May 2009
	**Darjeeling leaf is being sold manually

Table-4. Sale of tea through E-Auction during the financial year 2014-15 vis-a-vis 2013-14

Auction Centre	April 2014 to March 2015		April 2013 to March 2014	
	Qty (MKgs)	Price (Rs/kg)	Qty (MKgs)	Price (Rs/kg)
Kolkata Leaf	103.59	157.94	107.48	151.16
Kolkata Dust	40.48	153.69	38.95	145.16
Total Kolkata	144.07	156.75	146.43	148.16
Guwahati Leaf	96.09	136.33	88.43	128.65
Guwahati Dust	42.87	142.91	39.23	132.75
Total Guwahati	138.96	138.36	127.66	130.7
Siliguri Leaf	106.01	124.89	93.39	120.03
Siliguri Dust	15.58	119.5	13.98	117.88
Total Siliguri	121.59	124.2	107.37	118.95
Coichin Leaf	8.17	105.42	7.08	116.42
Cochin Dust	46.44	98.41	45.93	114.17
Total Cochin	54.61	99.46	53.01	115.29
Coonoor Leaf	38.62	70.67	40.33	82.65
Coonoor Dust	18.21	75.31	17.71	91.18
Total Coonoor	56.83	72.15	58.04	86.92
Coimbatore Leaf	5.16	73.36	6.14	84.98
Coimbatore Dust	11.35	80.47	11.78	95.31
Total Coimbatore	16.51	78.24	17.92	90.14
Jalpaiguri Leaf	0.0982	108.96	0.37	67.64
Jalpaiguri Dust	0.0019	119	0.017	36.24
Total Jalpaiguri	0.1001	109.16	0.387	51.94
Grand Total	532.67	127.18	510.81	106.02

Table-5. Sale of Darjeeling tea through manual auction during the financial year 2014-15 vis-a-vis 2013-14

Year	Quantity (in Mkgs)	Price (Rs/kg)
2013-14	3.234	299.64
2014-15	2.724	262.49

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 centres as well. Moreover a buyer can participate in the auction process of two centres parallelly through a single window as against the current process which does not allow accessing all auction centres through a single log in.

The finalisation of Pan India rules and the system development is under process at present.

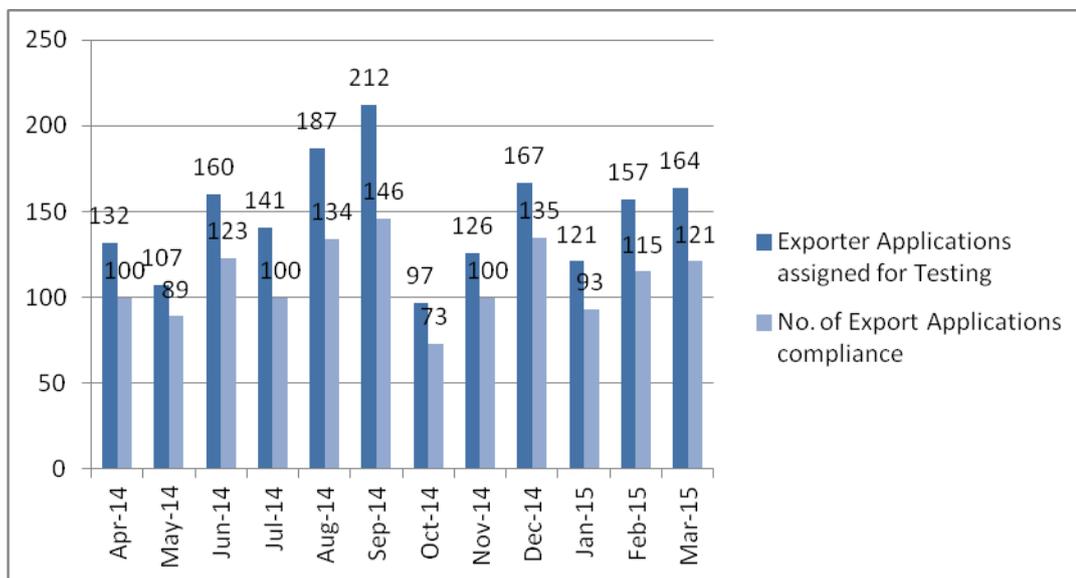
7.8 Tea Council:-

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 1st June, 2013.

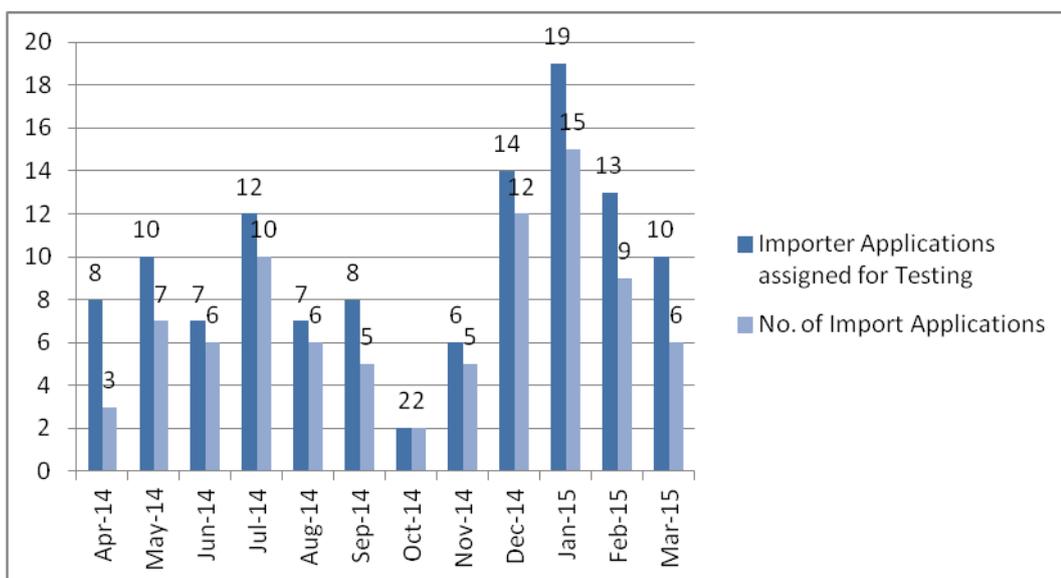
Before exporting or importing of teas into the country, the concerned exporter or importer has to mandatorily submit details of his consignment in the Tea Council portal (www.teaauction.gov.in/teacouncil) and obtain a clearance certificate. The applications of exporters so logged in are randomly selected 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 April 2014 to March, 2015 are presented below:

Status of Exporter Applications in Tea Council during 2014- 15



Status of Importer Applications in Tea Council during 2014- 15





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.

Publication :

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

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

Monitoring of Tea Prices :

The Statistics Branch has been monitoring and providing required information on auction prices to Ministry of Commerce, Ministry of Consumer Affairs, Food & Public Distribution in connection with the construction of Wholesale Price Indices (WPI) of Plantation Crops and Index of Industrial Production (IIP) respectively. The retail price of tea at different cities/towns is also being monitored by the Statistics Branch.

Taxes & Duties:

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

Export Duty: Nil

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

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

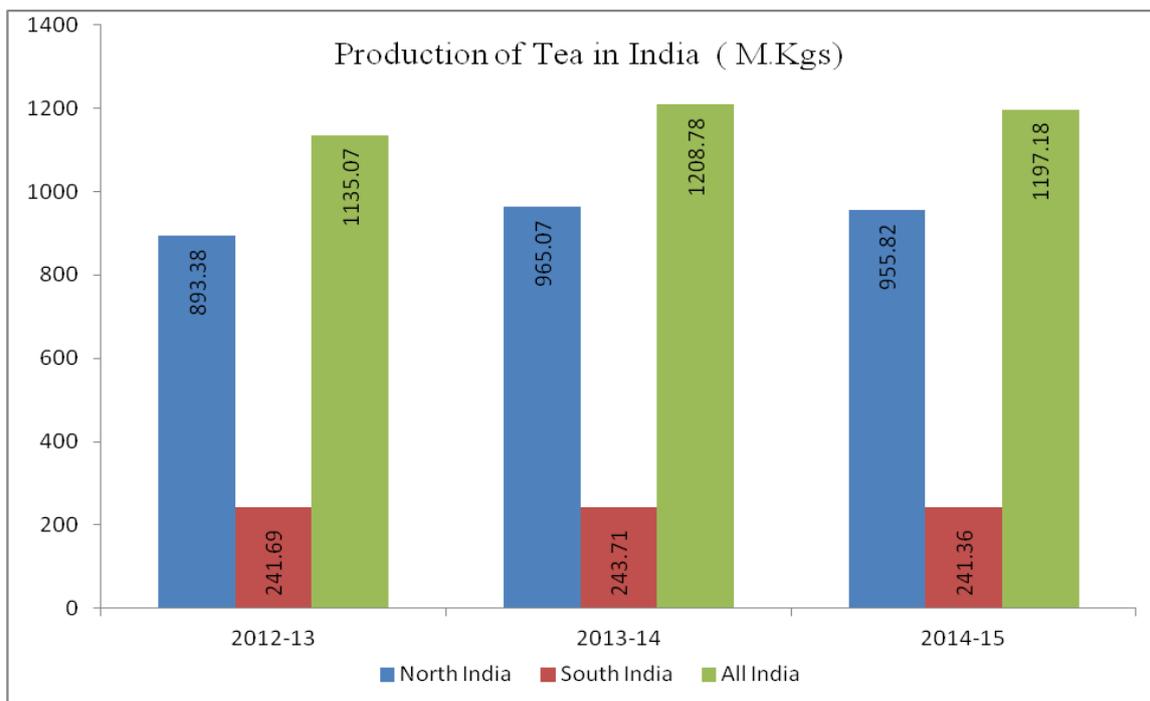
STATUS OF TEA INDUSTRY AND TRADE DURING THE YEAR 2014-15

AREA as on 31-12-2014 & PRODUCTION IN 2014-15

State / Districts	Area under tea* (in Th. Hectares)	Production (Million Kgs)
Assam Valley	273.60	557.77
Cachar	33.48	49.03
Assam	307.08	606.80
Darjeeling	17.82	8.48
Dooars	72.92	187.08
Terai	49.70	128.70
West Bengal	140.44	324.26
Other North Indian States (Includes Tripura, Uttarakhand, Bihar, Manipur, Sikkim, Arunachal Pradesh, Himachal Pradesh, Nagaland, Meghalaya, Mizoram and Orissa)	12.29	24.76
NORTH INDIA	459.81	955.82
Tamil Nadu	69.62	167.42
Kerala	35.01	67.20
Karnataka	2.22	6.74
SOUTH INDIA	106.85	241.36
ALL INDIA	566.66	1197.18

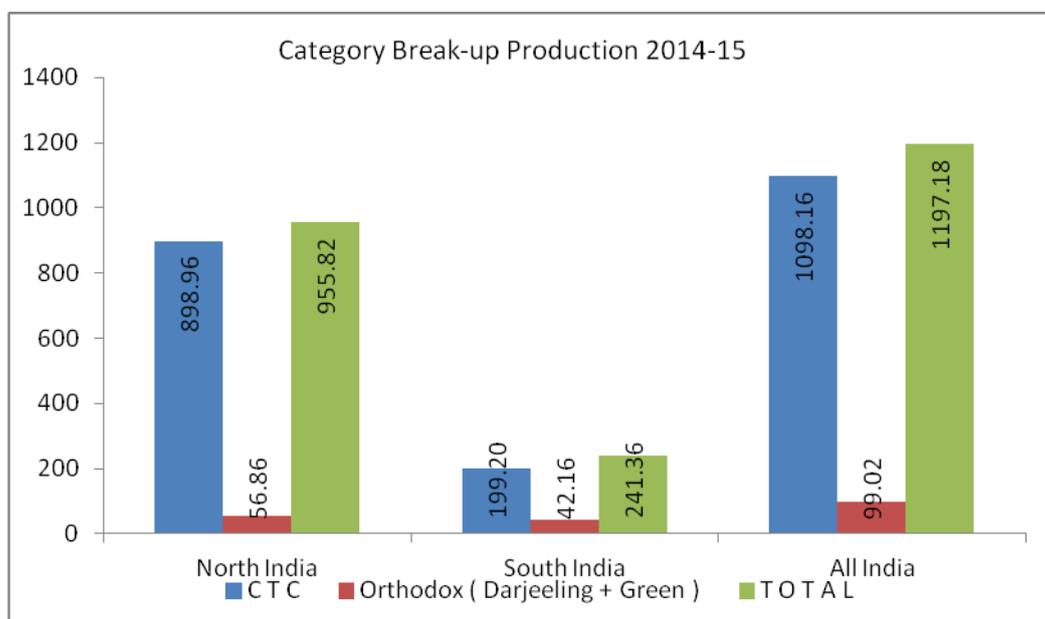
PRODUCTION OF TEA IN INDIA DURING LAST THREE FINANCIAL YEARS (in M.Kgs)

Year	North India	South India	All India
2012-13	893.38	241.69	1135.07
2013-14	965.07	243.71	1208.78
2014-15	955.82	241.36	1197.18



**CATEGORY WISE PRODUCTION OF TEA IN INDIA DURING 2014-15
(in M Kgs)**

Category	North India	South India	All India
CTC	898.96	199.20	1098.16
Orthodox (Darjeeling + Green)	56.86	42.16	99.02
TOTAL	955.82	241.36	1197.18

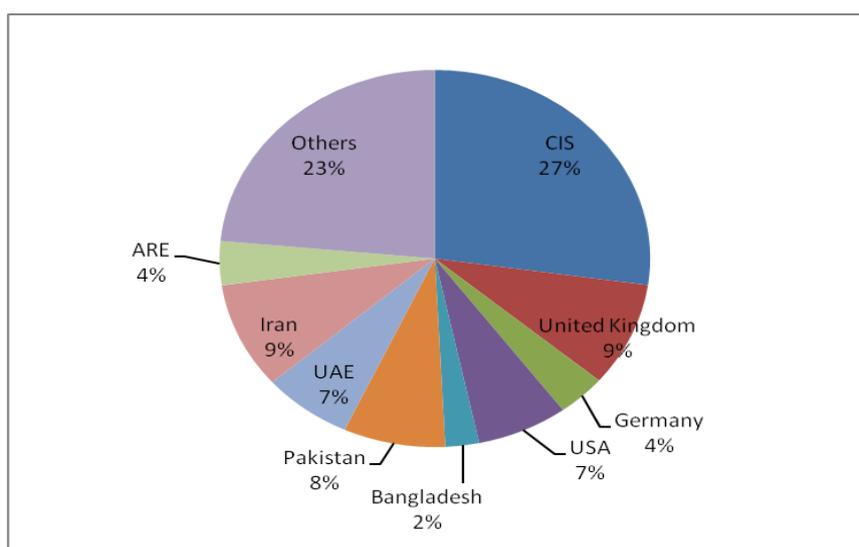


EXPORTS OF TEA FROM INDIA

(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.
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
2014-15	111.59	2636.46	236.26	87.49	1187.18	135.69	199.08	3823.64	192.07

EXPORTS TO MAJOR COUNTRIES DURING 2014-15

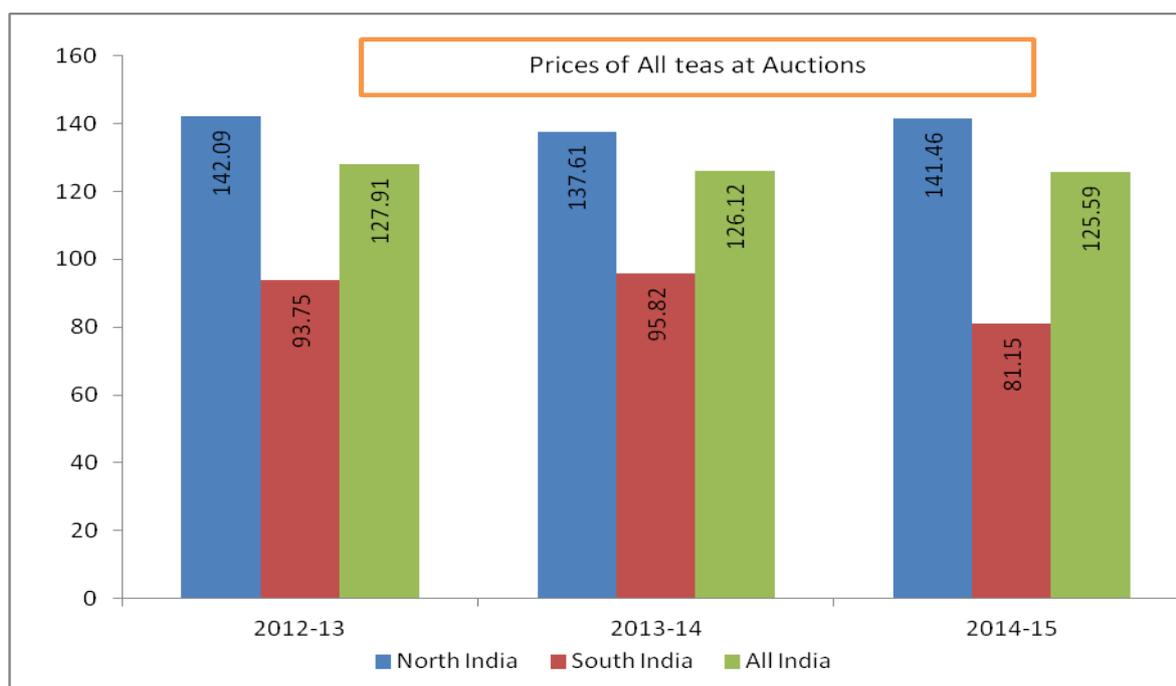


IMPORT OF TEA INTO INDIA :

Year	Quantity (M.Kgs.)	CIF Value (Rs Crores)	Unit Price (Rs /Kg)
2012-13	21.90	282.56	129.02
2013-14	19.23	237.33	123.42
2014-15	21.02	279.67	133.05

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)
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
2014-15	407.48	141.46	145.54	81.15	553.02	125.59



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	312437	334258	646695	157133	228567	385700	469570	562825	1032395
South India	30819	44795	75614	7444	13005	20449	38263	57800	96063
All India	343256	379053	722309	164577	241572	406149	507833	620625	1128458

PRODUCTION SHARE OF MAJOR PRODUCING COUNTRIES IN 2014

Country	Quantity in M.Kgs	Share in total production (%)
China	2095.72	40.51
India	1207.31	23.34
Kenya	445.11	8.60
Sri Lanka	338.03	6.53
Turkey	230.00	4.45
Vietnam	175.00	3.38
Indonesia	132.00	2.55
Bangladesh	64.48	1.25
Malawi	45.86	0.89
Uganda	65.37	1.26
Tanzania	36.12	0.70
Others	338.47	6.54
Total	5173.47	100.00

EXPORTS SHARE BY MAJOR PRODUCING COUNTRIES IN 2014

Country	2014	share in total exports %
Kenya	499.38	27.30
Sri Lanka	317.89	17.38
China	301.48	16.48
India	207.44	11.34
Vietnam	132.00	7.21
Argentina	76.11	4.16
Indonesia	66.40	3.63
Uganda	57.19	3.13
Malawi	39.77	2.17
Tanzania	25.28	1.38
Zimbabwe	11.00	0.60
Bangladesh	2.66	0.15
Others	92.95	5.07
Total	1829.55	100.00

(Source : ITC Annual Bulletin 2015)

World Auction Price of Tea sold

Year	International Auction price (US\$/Kg)					
	India	Bangladesh	Sri Lanka	Indonesia	Kenya	Malawi
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
2014	2.08	2.19	3.53	1.66	2.03	1.43

World Demand and Supply of Tea

Figures in M.Kgs)

Year	World Production	Apparent Global Consumption	(+) or (-)
2012	4693	4513	180
2013	4990	4655	335
2014	5173	4764	409

(Source : ITC Annual Bulletin, 2015)



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. Grant to the Institutions that are running rehabilitation and therapy center for the physically challenged persons amongst tea garden population.
4. 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 2014-15 are as under:

Activity	* No. of Units/Beneficiaries.	Rs.(lakhs)
1..Medical Equipment.	15(u)	31.18
2..Assistance to disabled persons.	141(p)	02.22
Total:		33.40

*(u) indicates units and (p) indicates number of persons.

1. **S.B. Sanatorium Kurseong, Darjeeling** : 5 beds have been reserved for treatment of tea plantation workers and their dependants suffering from Tuberculosis. The beds have been allotted to Tea Producers' Associations in North Bengal who share 1/3rd of maintenance charges. The balance 2/3rd share is being borne by the Board.

2. **Ramalingam T.B. Sanatorium Perundurai, Tamilnadu**: 17 beds have been reserved in the Ramalingam T.B. Sanatorium, for the benefit of tea garden workers and their dependants suffering from Tuberculosis. 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 3rd installment of grant towards construction of hospital building.

4.No expenditure was incurred in respect of purchase of Ambulance during the year 2014-15.

5. Total sum of Rs. 31.18 Lakhs was released being the grant of purchase of Medical Equipments, 10(Ten) nos from North East.

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 2/3rd of hostel charges subject to a ceiling of Rs. 20,000/- per annum are paid. The stipend is limited to two children per family provided. The ceiling limit of family income should not exceed Rs. 25,000/- per month.

Students securing a minimum of 60% 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. 3,00,000/-.

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 bulbuls 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 Rs 2.92 lakhs for scouting and guiding activities 11 nos. 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 2014-15 are as under:

Activities	* No. of Units/Beneficiaries.	Rs./(lakhs)
1.Education stipend	2932 (p)	478.50
2.Nehru Award	193(p)	4.18
3..Book, uniform grant & scholarship	172(p)	1.72
4.Assistance to scouts & guides.	11 units	2.92
5.Capital grant of XI plan period cases.	18 units	52.46
Total		539.78

9.3.1 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. 2,80,0,000.00 was released being the 2nd installment of grant towards construction of school building.

2.Ginjia High School, Assam: A sum of of Rs. 1,40,,000.00 was released being the 3rd installment of grant towards construction of college building.

3.Judhabir H.S. School, Darjeeling: A sum of of Rs. 2,99,250.00 was released being the 3rd installment of grant towards construction of school building.

4.Chundsvurrai Dispensary,Kerala: A sum of of Rs. 1,31,860.40 was released towards purchased of medical equipments.

5.Nettigudi Dispensary & Arivikad Dispensary, Kerala: A sum of of Rs. 2,63,720.80 was released towards purchased of medical equipments.

6.Gudumally Dispensary & Thenmallay Dispensary, Kerala :A sum of of Rs. 2,63,720.80 was released towards purchased of medical equipments.

7.Letchmi Dispensary, Kerala: A sum of of Rs. 1,31,860.40 was released towards purchased of medical equipments.

8.Chokanad Dispensary, Kerala: A sum of of Rs. 1,31,860.40 was released towards purchased of medical equipments.

9.St. Antony's H.S. School, Tamilnadu: A sum of of Rs. 3,00,000.00 was released being the final installment of grant towards construction of school building.

10.Kalar Dispensary & Periaurrai Dispensary, Kerala: A sum of Rs. 2,63,720.80 was released towards purchased of medical equipments.

11.Kanniamally Dispensary & Rajamallay Dispensary, Kerala: A sum of of Rs. 2,63,720.80 was released towards purchased of medical equipments.

12.Chittavurraui Garden Hospital, Kerala: A sum of Rs. 1,31,860.40 was released towards purchased of medical equipments.

13..Mdupatty Garden Hospital, Kerala: A sum of Rs. 1,44,284.00 was released towards Purchased of medical equipments.

14.Vagavurrai garden Hospital, Kerala: A sum of Rs. 1,44,284.00 was released towards purchased of medical equipments.

15..Guderale Garden Hospital, Kerala: A sum of Rs. 1,31,860.40 was released towards Purchased of medical equipments.

16. Sevenmally Garden Hospital, Kerala: A sum of Rs. 1,31,860.40 was released towards purchased of medical equipments.

17. Nyamakad Garden Hospital, Kerala: A sum of Rs. 1,31,860.40 was released towards purchased of medical equipments.

18. Nullatanni Garden Hospital, Kerala: A sum of Rs. 1,31,860.40 was released towards purchased of medical equipments.

9.4 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.

1.5 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. 672 wards of tea garden workers attended the courses. Several awareness campaigns have been organized for creating awareness amongst the workers as to the various welfare measures of the Board available for them as well for their child

The particular of expenditure incurred towards training during the year 2014-15 are as under:

State wise	Name of the Scheme	No. of Beneficiaries.	(Rs./Lakh)
North East	1.Short term training for workers in new skill and Organizing campaigns in creating awareness among the workers.	672 (p)	20.00
North zone	- do -	0	
South zone	- do -	0	
Total		672(p)	20.00

Summary of Expenditure incurred during 2014-15

Activity	(Rs.lakhs.)
1.Health	33.40
2.Education	539.78
3Training	20.00
4.Miscellaneous/other expenditure	1.48
Total	594.66

Expenditure incurred during 2014-15.

Activity	*No. of Units / beneficiaries	(Rs.Lakhs))
(a) HEALTH		
Medical equipments	15 units	31.18
2. Assistance to disable persons	141 persons	2.22
Total Health (a)		33.40
(b) EDUCATION		
1) Educational Stipend	2932 persons	478.50
2) Nehru Award	193 persons	4.18
3) Book and Uniform grant scholarship.	172 persons	1.72
4) Assistance to Scouts and Guides		2.92
5) Capital grant of XI plan period cases.	18 units	52.46
Total Education (b)		539.78
(c) TRAINING		
1) 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, Alcoholism etc.	11 units	20.00
Total Training (C)		20.00
(d) Miscellaneous/other expenditure.		1.48
TOTAL EXPENDITURE (a+b+c+d)		594.66



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.

The Hindi Cell of the Board has the nodal responsibility for effective implementation of Official Language Policy of the Government of India, the Official Language Act 1963 and rules 1976 made there under. The work related to Official Language Policy and translation of important documents of the Board, is being performed under the supervision of Deputy Director(Hindi) who is assisted by Assistant Director(Hindi), one Senior Translator(Hindi), one Senior Secretarial Assistant, Junior Translator(Hindi) and Assistant(Hindi).

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

During the period 2014-15 provisions/sections including section 3(3) of the Official Language Act 1963 which is the main regulatory Act guiding Official Language Policy of the Government of India, were fully complied with.

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 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 Department of Commerce, Ministry of Commerce & Industry.

10.6 Organising Hindi Workshop

During the year under review four Hindi Workshop were organized from time to time in which Assistants/Senior Assistants/Asstt Administrative Officers and other officers of the Board were trained in doing official work in Hindi. Faculties from different Government

offices conducted the classes. This resulted in a favourable orientation and inclination amongst officials 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. As such during the year under review we approached Department of Commerce, Ministry of Commerce & Industry to issue a notification in respect of Tea Board of India, Head Office, Kolkata. 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 March, 2015. During the course of the week, several competitions were held and there was active participation of the employees. Similar programmes were organized in regional offices of the Board in India.

10.9 Hindi website

In the era of e-governance when internet has become a powerful medium, Tea Board is running its website in Hindi also on www.teaboard.gov.in because even today Hindi is the language of the most of the Indian populace. Vigorous efforts were taken to update the Hindi website of the Board and make it match with English version, which is a continuous process.

10.10 Participation in TOLIC activities.

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

10.11 Meeting of OLIC of the Board:

The meeting of Official Language Implementation Committee (OLIC) was held in each quarters 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 officials and employees were benefited by these Schemes. Some employees participated and were awarded with cash prize.

10.14 Annual Programme for transacting the Official work in Hindi

In pursuance of Official Language Resolution 1967, department of OL issues programme every year to speed up propagation and development of OL Hindi and also to accelerate its progressive use for official purpose. The Annual programme of the year 2014-15 is a continuation of this, whereby considerable progress has been made in the 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.

10.15 Quarterly Progress Report :

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



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.

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 2014 to March 2015 is given below in a tabular form :-

(Qty in M.T.)

FERTILIZER	QUANTITY OF UREA SUPPLIED DURING THE YEAR 2014-15							
	Assam		West Bengal		Tripura		Total	
Name of the manufacturer /Supplier	Fertilizer	Nutrient	Fertilizer	Nutrient	Fertilizer	Nutrient	Fertilizer	Nutrient
BVFCL	55,975.0	25,748.0	5256.0	2417.76	610.0	280.0	61,841.0	28,445.76
NFCL	7044.0	3249.24	7044.0	3249.24
TOTAL	55,975.0	25,748.0	12,300.0	5658.0	610.0	280.0	68,885.0	31,686.60

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 2014 to March 2015, 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
-	-	698	152	698	152

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.

Any Other activity:

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



Human Resource Development

Human Resource Development Cell of Tea Board Head Office in Kolkata and other departments arrange various types of training programmes, workshops, seminar etc., from time to time for the employees, officers of Tea Board and different stakeholders of Tea Industry.

During the year 2014-15, the following activities were undertaken by Tea Board relating to HRD:

- A Fire Fighting Training was organized among the officials of the Tea Board, Head Office, Kolkata on 30/12/2014 conducted by a reputed service provider.
- Computer training on Hindi was held from 15th to 19th September, 2014.
- 05 day training programme on application of Tally for the employees working in Finance Branch.
- 02 days seminar on reservation on SC/ST/OBC/PWD/Ex-Serv./Sports Personnel and Compassionate appointment cases for the employees working in Establishment branch.
- A free health check-up Camp was organised with the help of a renowned Hospital at Head Office, Kolkata for the benefit of Board's Officers and employees.



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(CVO). 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(CVC), 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 etc. 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 received 02 (two) Complaint and there is no such Vigilance case pending with this as on date.



Legal Cell and RTI Act, 2005

Tea Board's Legal Cell is working under the Law Officer. He is 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 Offices. 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 statutes in India and abroad.

This cell is also responsible for performing the job relating to the disposal of applications and appeal made under the Right to Information Act, 2005 and sending monthly as well as yearly return to the Ministry. The number of cases pending as on 31.03.2014 was 46. During the year under review, 13 new cases arose and 02 cases were disposed of. As on 31.03.2015 the total number of pending cases was 57.