

Modalities and Scheme Guidelines of चाय विकास एवं संवर्धन योजना Tea Development and Promotion Scheme 2021-2026

**टी बोर्ड TEA BOARD
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1. INTRODUCTION

The Government of India has conveyed its approval for the Tea Board's Scheme "Tea Development & Promotion Scheme" for implementation during the 15th Finance Commission 2021-26 vide letter No. F.NO.K-57013(11)/1/20212-Plant (A) dated 16th July, 2021.

The date of commencement of the scheme is on _____. The duration of the scheme will be from _____ to 31.03.2026 till such time the target or the fund is achieved/available whichever is earlier. The Board will reserve the right to declare any cut-off date for receipt of applications.

The scheme has the following seven major components covering the broad areas of Tea Board's operation for overall protection, growth & sustenance of the Indian Tea Industry:

- Component 1: Plantation Development for small tea growers
- Component 2: Sector Specific Action Plan for NITI Forum for North East
- Component 3: Market Promotion
- Component 4: Welfare of Workers (wards of the small tea growers)
- Component 5: Research and Development
- Component 6: Regulatory Functions & Auction Reforms
- Component 7: Establishment expenses.

The objective of the scheme is to improve the production, productivity, quality of the Indian teas in order to remain competitive in global markets, focus on the development of the small tea growers, their collectivization for moving up in value chain, value addition in teas for better price realization and share in export markets, explore the potential of tea grown in North Eastern States, focus in improving the per capita consumption of tea, improving tea exports from India to high value markets, encouraging research and development and other technological innovation to bring transparency in the entire supply chain as envisaged in the Tea Act, 1953.

Certain activities for big growers and small tea growers which were approved under the earlier schemes have been discontinued and not included as eligible activities under the instant scheme. However, for these activities, while no fresh applications will be entertained, financial assistance would be considered under the instant scheme subject to completion of such activities in conformity with the erstwhile scheme guidelines. The rate of financial assistance will be considered for eligible cases as per the erstwhile scheme guidelines. These erstwhile sub components are as follows:

1. Plantation Development (Big Tea Growers)
2. Plantation Development (Small Tea Growers)
3. Quality Up gradation & Product Diversification including Incentive for Orthodox Tea Production
4. Market Promotion
5. Human Resource Development
6. National Program for Tea Regulation

The Tea Board of India has finalized the modalities for implementation of subsidy/ financial incentives/ grant in aid under various components, clearly describing the eligibility norms, unit costs, and extent of support for various categories of stakeholders. The subsidy/ financial incentives under the various components will be disbursed by various departments of the Board depending on the types of activities/ beneficiaries. The details of the scheme procedure, application form, documentation, eligibility etc., will be

available in the online portal. The implementation and monitoring of the subsidies will be carried out as under:

2. IMPLEMENTATION AND MONITORING OF THE SCHEME

The implementation and monitoring of the scheme will be done by the Deputy Chairman, Tea Board, through its Zonal and Regional offices located throughout India

All the services for implementation of the various components of the scheme will be provided through development of online e-governance mechanism and all payments will be through electronic mode i.e., RTGS/NEFT/PFMS.

The modalities containing the details such as eligibility criteria, unit cost, scale of subsidy/grant in aid, release of subsidy/ grant in aid, list of documents, procedure for claiming subsidy/grant-in-aid, processing of application and claims for the components/sub-components involving subsidy support/grant-in-aid are defined in this document. The application forms and other relevant formats for all the schemes will be available only through online mode in the dedicated portal. Physical submission of application will not be entertained and shall be rejected/cancelled. However, the Competent Authority at his discretion may accept the physical submission of application till such time the online platform is not ready for the use of stakeholders.

3. ELIGIBILITY CONDITIONS – GENERAL (for components 1 and 2 and 4)

1. Applicant small tea growers including members of self-help groups and farmers Producer Organizations having Tea Board registration or identity smart card (QR based) issued by Tea Board/ have unique identification number generated will be accepted for the purpose of the scheme. For growers already in possession of the identification card, any additional area shall be updated in the growers' enumeration database. Applicant (small tea growers) who does not have the Identity Card issued by the Tea Board can obtain the same on production of documents to establish the ownership of land and where title deeds are not available, possession certificate issued by the concerned State Government from the nearest field office. Once the identity card is obtained, he/she can apply for the scheme component as per his/her eligibility.
2. Survey map (A-4 size) of the tea area in case of individual small tea growers drawn by Government approved surveyor/Land Revenue department duly certified and signed by both the issuing authority as well as the applicant, wherever applicable

3. Self-Declaration under PPC compliance
4. Aadhar Card in case of individual/ PAN/TAN/GST registration in case of others, as applicable
5. Details of Bank Account (linked with mobile number and Aadhar) for claiming the financial assistance with IFSC code (one cancelled cheque is to be uploaded)
6. Copy of recent resolution in case of SHGs/FPOs/FPCs along with the details of office bearer and members with tea area in command
7. Only one application under each component will be considered, however, applicant may apply for more than one activity in single application as per eligibility
8. The application will be submitted online only and physical receipt of application in any field offices (ZO/ROs/SROs/HQ) will not be entertained until and unless permitted by the Competent Authority till such time the online platform is not ready.
9. Incomplete application, application devoid of requisite document, application fees etc., will be rejected by the system (online portal) or the Officer of Tea Board who receives the application is authorized to reject it in case on incomplete document / non conformities till such time the online portal is not ready for the use of stakeholder. After successful submission of application an "Acknowledgement" will be generated by the system. Generation of acknowledgement does not entitle the applicant for receiving the financial assistance. **Acknowledgement will not guarantee the applicant for the sanction or the receipt of financial assistance at this stage. The commencement and completion of the activity is to be undertaken by the applicant at their own cost without any commitment from the part of Tea Board till such time the "sanction" is accorded subject to availability of fund.** Assistance will be considered based on the post activity report and documents followed by verification by the concerned field office and satisfactory report.
10. The activity proposed shall be commenced & completed within **06 months (except under certain component wherever mentioned)** from the date of submission of application. Activities not completed within the stipulated time period will get automatically rejected by the online system. However, such applications can be revived based on budget available and based on discretion of the Sanctioning Authority
11. The applicant shall submit a completion report together with supportive documents immediately after completion of activity. Post activity Inspection/verification by Tea Board will be carried out immediately (within 15 days) after receipt of completion report from the applicant.
12. The entire processing of application right from receipt of application till disbursement of subsidy shall be completed within the scheme period (2021-26) and in no case will be carried forward/spilled over beyond 31.03.2026
13. All the necessary statutory compliances/laws/bylaws if applicable under the respective State Government or the Central Government have to be obtained by the applicant before submission of application. Conditional application form will not be accepted and summarily rejected.

14. All the applications shall be accompanied with a non-refundable application fee of Rs. 100/- (Rupees one hundred only) + GST (**Exempted for SC, ST, female and differently abled person**). No application will be accepted without payment of application fees except for exempted stakeholders
15. In the event of change in the ownership of the tea garden before completion of disbursement of sanctioned subsidy amount, the transferor / seller of the tea garden shall cease to receive any further subsidy remaining to be paid by the Tea Board after the transfer / sale is affected.
16. The applicants shall submit a Letter of Undertaking on Non-Judicial Stamp paper of minimum value of Rs. 20.00 along with Board Resolution/Office bearer at the time of submission of post activity documents. The format will be available in the online portal.
17. The subsidy payable by Tea Board for any of the above-mentioned activities will be adjusted against any defaulted amount that has become due and / or remain unsettled by the applicant tea company under any of the components / sub components of the Boards' scheme or any other account to the Tea Board including outstanding and defaulted loan amount at the time of release of subsidy. After adjustment of all dues of the Tea Board, the balance amount of subsidy, if any, shall be paid to the applicant
18. Expenses on account of stamp duty, registration fees or any other expenses in connection with execution of contracts, preparation of maps or other documents for the purpose of the scheme should entirely be borne by the applicants. Such expenses shall not be adjusted with the subsidy to be paid by the Board
19. In the event of any violation of the Tea Act 1953, or any fraudulent activity on part of the applicant, or any non-conformity to scheme guidelines, financial assistance/ subsidy will be re-covered subsequently with @ repo rate + 5% interest per annum

4. Process Flow of Processing of application: The procedure, eligibility criteria for each components, documentation, approval, sanction and disbursement etc., will be finalized by the Competent Authority of the Board (Deputy Chairman) and will be available in the online portal.

5. Component- 1: Plantation Development for Small Tea Growers

5.1. OBJECTIVES

The objective of this component is to increase production, productivity and quality of tea, overall development of small tea growers to help them to move up in the value chain, sustainability of production by promoting organic tea cultivation & climate resilient tea and to make them self-reliant by setting up their own processing units.

5.2. ACTIVITIES / SUB COMPONENTS

The following are the activities / sub-components that would be eligible under the scheme:

For Small Growers (tea area owning up to 10.12 ha):

1. Mechanization for individual small growers
2. Assistance to Self Help Groups
3. Assistance to Farmer Producer Organizations
4. Annual Award
5. Assistance for setting up of tea Factory by FPOs
6. Assistance for setting up Mini Tea Factory
7. Traceability and publication of news letters
8. Workshop and training
9. Strengthening of field offices
10. Soil testing
11. Organic certification
12. Organic conversion
13. Organic farm inputs
14. Up gradation of skill of officials
15. Contribution to NAFCC funded Climate Adaptation Project

6. ACTIVITY SPECIFIC ELIGIBILITY CONDITIONS AND FINANCIAL ASSISTANCE

6.1. MECHANIZATION FOR INDIVIDUAL SMALL GROWERS

6.1.1 Equipment and scale of assistance

The following are the equipment for which subsidy @ 25 % of actual cost would be considered subject to the ceiling limits:

Sl. No.	Equipment	Ceiling limit (Rs)	Other eligibility
1	Pruning machine	30,000.00	One (1) Machine for each / upto 5.00 ha of tea area
2	Mechanical harvester Single man harvester Double man harvester	25,000.00 40,000.00	For each / up to 10.00 ha of tea area
3	Power Sprayer	15,000.00	For each / up to 5.00 ha of tea area
4	Brush cutter	28,000.00	For each / up to 10.00 ha of tea area
5	Plucking shear	550.00	For each/ up to 0.40 Ha of tea area

6.2. ASSISTANCE TO SELF HELP GROUPS

6.2.1. Eligible items and scale of assistance

The Self Help Groups shall be informal bodies consisting of minimum 15 numbers without any restriction on minimum combined command area. The minimum numbers are for enabling formation of SHG where there are limitations in terms of contiguity of small growers' plantations.

The following are the equipment for which actual cost would be considered subject to the ceiling limits:

SI No.	Item	Scale of assistance (Rs)	Other eligibility
1	Weighing scale	100 % of cost subject to ceiling limit of Rs. 4000 per scale	2 numbers per SHG
2	Plastic crate	Ceiling limit Rs. 400 per crate	1 Crate for each 20 Kgs of green leaf
3	Nylon bag	Ceiling limit Rs. 100 per nylon bag	1 bag for each 15 Kgs of green leaf
4	Pruning machine	Ceiling limit Rs. 30,000 per pruning machine	1 Pruning machine for 10 ha of tea area
5	Mechanical harvester	Ceiling limit Rs. 40,000 per harvester (double man operating) & Rs.25000/- for single man operating	Double Man Harvesting Machine for each 10 ha of tea area and single handled harvesting machine for each 5.00 ha of tea area
6	Power sprayer	Ceiling limit Rs. 15,000 per power sprayer	1 for each 5.00 ha of tea command area
7	Brush cutter	Ceiling limit Rs. 28000	One (1) for each 10.00 ha of area
8	Plucking shear	Ceiling limit Rs. 550 per plucking shear	One (1) for each 0.40 ha of tea area

6.3. ASSISTANCE TO FARMER PRODUCER ORGANISATIONS (FPOs) / FARMER PRODUCER COMPANIES (FPCs)

Collectivizing the small tea growers, especially small and marginal farmers, into producer organizations and producer companies has emerged as one of the most effective pathways to address the many challenges faced by the small growers' sector and most importantly, improved access to investments, technology, inputs and markets. It is thus imperative for Tea Board to build a prosperous and sustainable small tea sector by promoting and supporting member-owned Producer Organizations and companies that enable small tea growers to move to a higher plane through efficient, cost-effective and sustainable resource use and realize higher returns for their produce. The primary objective of federating the SHGs and moving them higher up the value chain through FPO formation is to enhance production, productivity, profitability of the small growers (in the participating SHGs) and quality of tea produced in various tea growing regions across the country. The Farmers Producers' Organisation can be registered as a society/ cooperative society/ producer company or any other legal entity which provides for sharing of profits / benefits amongst

the grower members. The SHG being an informal body, it shall have a compulsory stipulation of registering as a Farmers Producers organization under a legal provision on the inclusion of more than 20 members.

The typical services that a FPO needs to provide include the various aspects of cultivation (field inputs, cultivation techniques and processing knowhow in factory) along with helping them in getting market access. In addition, the FPO should allow the member SHGs (or the member small growers) to use the common infrastructure for transportation, weighing, processing, packaging, value addition, storage and any other logistics facilities which are essential in the tea value chain. Apart from that the FPO should also act as agents for knowledge dissemination about various aspects of tea cultivation, processing and marketing.

FPOs / FPCs may be federated in any of the following structures:

- Two or more SHGs with a total of more than 20 members coming together to form an FPO
- A single SHG with more than 20 members
- A single SHG with more than 20 members and additional individual small tea growers having Tea Board identification card / UIN
- Multiple SHGs with additional individual small tea growers having Tea Board identification card / UIN
- However, depending on the need and ground reality, the minimum number will be arrived at as per the discretion of Boards field Officer. There shall be no bar on the maximum number of members

6.3.1 Eligible items and scale of assistance

SI No.	Item	Scale of assistance	Other eligibility/ceiling
1	Revolving Corpus	Rs. 20,000 per Ha. Ceiling limit Rs. 5,00,000 per SHG/ FPO / FPC	One-time Revolving Corpus Fund is for purchase of inputs including fertilizers, PPFs, sticky traps and light traps. Any expenditure to be charged to revolving corpus shall be incurred only with the prior recommendation of the Development Officer attached to the FPO for which the proposal must have the endorsement of the Management Committee. The Management Committee will ensure suitable reimbursement from the members to the Revolving Corpus Fund against the amount spent by the FPO for purchase of inputs, for topping up and

			maintenance of the corpus fund
2	Storage godown and office	Ceiling limit Rs. 1,00,000 per FPO	1 unit for each FPO
3	Leaf collection shed	100 % of cost subject to ceiling limit of Rs. 75,000 per shed	1 for every 1000 to 1500 Kgs of Green leaf handling (average of peak season)
4	Weighing scale	100 % of cost subject to ceiling limit of Rs. 4000 per scale	2 unit for each FPO
5	Plastic crate	Ceiling limit Rs. 400 per crate	1 Crate for each 20 Kgs of green leaf handled per day
6	Nylon bag	Ceiling limit Rs. 100 per nylon bag	1 bag for each 15 Kgs of green leaf handled per day
7	Pruning machine	Ceiling limit Rs. 30,000 per pruning machine	1 machine for 10 ha of tea command area
8	Mechanical harvester	Ceiling limit Rs. 40,000 per harvester (double man operating) & Rs.25000/- for single man operating	Double Man Harvesting Machine for each 10 ha of tea area and single handled harvesting machine for each 5.00 ha of tea area
9	Power sprayer	Ceiling limit Rs. 15,000 per power sprayer	1 for each 5.00 ha of tea command area
10	Leaf carriage vehicle – tractors/trailers/LCV	50% for leaf carriage vehicle with ceiling of Rs. 7,50,000 lakhs per vehicle The assistance will be 75 % in case of non-traditional area of North East, Idukki in Kerala, Nilgiris in Tamil Nadu and Kangra in Himachal Pradesh and Uttarakhand	1 leaf carriage vehicle for every 1500 Kgs of green leaf handled per day (average of peak months). The 2 nd vehicle (if already granted in previous MTF period) will be granted only if the vehicle has completed minimum 7 years and is condemned by the concerned department.
11	Computer & Printer	Ceiling limit Rs. 50,000 per computer and printer	1 set (computer & printer with peripherals) for each FPO
12	Soil testing kit	Rs. 90,000 per kit	1 Kit for each FPO with condition that FPO will hire or engage or trained any one member, a technical person for its handling
14	Plucking shear	Ceiling limit Rs. 550 per plucking shear	One (1) for each 0.40 ha of tea area
15	Brush cutter	Ceiling limit Rs. 28,000 per brush cutter The assistance will be Rs.30,000/- per unit in case of non-traditional area of North East, Idukki in Kerala, Nilgiris in Tamil Nadu and Kangra in Himachal Pradesh and Uttarakhand	One (1) for each 3.00 ha of tea command area
16	Cost of Registration	Ceiling limit of Rs. 25,000 per group	For registration / incorporation of the FPO / FPC

6.4. ANNUAL AWARDS

To encourage and recognize the best performing SHGs and FPOs, region wise annual awards in North East, North West including Himachal Pradesh and Uttarakhand, West Bengal and Bihar and South India will be considered.

For Self Help Groups and FPOs, annual award will be given to the first, second and third in each region @ Rs. Rs. 1, 00,000, Rs. 50,000 and Rs. 30,000, respectively, yearly.

Tea Board will carry out the assessment of the SHGs and FPOs and upload in to the portal for sanction of the award.

6.5. ASSISTANCE FOR SETTING UP FACTORY BY FPO / FPC (Big Factory)

6.5.1. Scale of Assistance

SI No.	Item	Scale of assistance
1	Assistance for setting up of tea factory by FPO	40% of cost with ceiling limit of Rs. 2.00 crs /factory

6.6. ASSISTANCE FOR SETTING UP MINI FACTORY

6.6.1. Scale of assistance

1	Assistance for setting up of mini tea factory by Individual/Association of Small Tea Growers or farmers producer company	40% of cost with ceiling limit of Rs. 0.33crs /factory 50% in case of Non-traditional areas North East, Idukki (Kerala), Nilgiris, Tamil Nadu and Kangra in Himachal Pradesh and Uttarakhand with ceiling limit of Rs.0.33 Crores
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6.7. TRACEABILITY AND PUBLICATION OF MARKET INTELLIGENCE

- a) Technology based services would be put in place to address the issue of traceability in the supply chain and would include mobile based advisory services. The development of the applications would be outsourced to expert agency. The stakeholders would be integrated in the system after the system is put in place.
- b) The existing Chai Sahyog Mobile app would be scaled up based on stakeholders needs and feedback
- c) The Board may consider to meet out the user charges for the Chai Sahyog App for full scale Pan India implementation
- d) Besides, newsletters would also be published for dissemination of best field practices to small growers
- e) Expenditure will be made at actual and as per financial norms
- f) The user section first obtains the In Principal approval (IPA) of the competent authority by observing financial norms (GeM/other mode of selection) for selection of the outsource agency and once the same is selected and approved, application will be uploaded in the portal.

6.8. WORKSHOP AND TRAINING

- a) Small growers have significant skill-gaps and very large training needs which can't be catered to through a few centralized institutions. There is a need for undertaking more field oriented training programs for the small growers, while making available a team of qualified/trained advisors to address their needs on a continuous basis.
- b) In addition to technical trainings, small growers and SHGs will be provided extensive training on group formation, basic accounting and book keeping, office management, office automation, leadership skills, demonstration pruning, tea tasting, tea branding and packaging etc. Such trainings will be imparted through tie-ups with training through reputed institutes and resource persons
- c) Trainings will be on campus and off campus / field training. On campus training will be carried out at TRA / UPASI-TRF / Agricultural Universities having Tea Science course/ IIPM facilities / Indian Institute of Packaging and other Government recognized training Institutes
- d) Field trainings and workshops will be conducted by Boards Officers and the services of resource persons including Officers from TRA/UPASI-TRF, Tea Garden Managers, Planters etc. will be availed
- e) Trainers' Training Programmes for skill and knowledge up gradation of field trainers would also be conducted by bringing in industry experts and reputed institutes

6.8.1. Scale of assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Workshop & Training	20000.00	<p>Includes the logistic as well as honorarium to the resource person</p> <p>Minimum number of beneficiaries shall not be less than 20 in each such program.</p> <p>Assistance may be increased on pro-rata basis if the number of beneficiaries is high</p> <p>Beneficiary will be small tea growers/members of SHGs/FPOs</p> <p>The bills and voucher in original or the certified voucher (in case of remote areas) as submitted and certified by the Development Officer will be taken as cost/expenditure for payment</p> <p>Attendance sheet with the name of beneficiary</p>

		together with their mobile number is to be obtained for each such program
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6.9. SOIL TESTING

Soil testing plays an important role in the use of fertilizer and other agricultural inputs. The improvement of soil quality is critical to sustaining tea productivity and maintaining the soil health. Soil quality is the capacity to function effectively at present and in future use. Soil quality cannot be measured directly; it must be inferred from a wide range of soil quality properties (physical, chemical and biological) that influence the capacity of soil to perform effectively. Physico-chemical properties of soil samples are measured following the laboratory procedures.

6.9.1. Scale of assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Soil Testing through approved laboratory	Rs. 261/- or the actual per soil sample (not exceeding Rs. 261) + GST	<p>Maximum two samples from each field (continuous area of 1.00 ha) comprising of top soil and sub soil as per the random method prescribed by TRA/UPASI or other Tea Research Institute may be considered</p> <p>SHGs/FPOs may also collect sample with the details and send to Tea Board approved soil testing laboratory through Board's nearest field office</p> <p>The soil analysis will be done for its physical texture and minimum chemical parameters viz., Ph, Organic Carbon content, N, P and K within the scale of assistance, however, for any additional parameter the applicant will have to bear the cost on and above the Board's assistance. Cost of dispatch of samples will be met out of scheme funds, wherever necessary</p> <p>List of Tea Board approved laboratory is available in portal/website. In addition, the small growers would be able to get soil samples tested at any Government approved / Government laboratory</p>

6.11. ORGANIC CERTIFICATION: Financial assistance will be given for the certification cost only including fresh certificate and for renewals of certificate

6.11.1. Scale of assistance:

Sl.No.	Activity	Scale of Assistance	Other criteria/ceiling
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		(Rs.)	
1	Organic Certification	50% of the cost of certification or the renewals of certificate	Maximum ceiling limit Rs.2.00 Lakhs per certification Financial assistance will be given for the certification cost only including fresh certificate and for renewals of certificate. Certificate has to be obtained from only such accredited certification agencies that are empanelled with Tea Board/APEDA under National Program for Organic Production (NPOP) The cost is inclusive of the cost of certification only.

6.12. ORGANIC CONVERSION : Financial assistance will be extended for conversion of existing conventional tea plantations to organic tea plantations to a maximum extent of 5 ha

6.12.1. Scale of Assistance:

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Organic Conversion	Post 1 st year conversion: Rs. 50,000 per ha Post 2 nd year conversion: Rs. 50,000 per ha Post 3 rd year conversion: Rs. 1,00,000 per ha	Financial assistance will be extended for conversion of existing conventional tea plantations to organic tea plantations to a maximum extent of 5 ha. Only accredited certification agencies that are empaneled with Tea Board/APEDA under National Program for Organic Production (NPOP) will be considered The 1 st , 2 nd and 3 rd year conversion assistance will be paid either in continuity or independently

6.13. ORGANIC FARM INPUTS: The assistance would be restricted up to 4 ha per beneficiary small growers and upto 4 ha per member of SHG/FPO/FPC on Pro-rata basis and to only those who are either under Organic Conversion or had obtained the Organic Certification

6.13.1. Scale of Assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Organic Farm Inputs	Rs. 20,000 ceiling limit per unit	The assistance would be restricted up to 4 ha per beneficiary small growers and upto 4 ha

		subject to actual cost	<p>per member of SHG/FPO/FPC on Pro-rata basis and to only those who are either under Organic Conversion or had obtained the Organic Certification</p> <p>Unit here is the construction of Organic Liquid tank, Bio-fertilizer pit, vermin compost unit, botanical extract unit etc., as per the specification/standard available with TRA/UPASI/or any other recognized Institute</p> <p>Assistance would be provided for on farm input production infrastructure for organic cultivation such as liquid manure tanks, compost pits, botanical extracts etc.,</p> <p>Preference shall be given to SHG/FPO/FPC over individual small tea growers but it shall not be common or extended if the same is availed or proposed under proposed NAFCC (Climate Resilient tea proposal)</p>
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6.14. CONTRIBUTION TO NAFCC FUNDED CLIMATE ADAPTATION PROJECT

The contribution to NAFCC funded Climate Adaptation Project, proposals for which / DPR have been submitted by the Board. The total project cost is Rs. 147 Crs., for a duration of 4 years (2021-25). Tea Board's contribution in the project is arrived at 12 Crs. for various components as an Executing Entity. This sub-component is applicable only after approval cum sanction of the project submitted to the Ministry of Environment and Forest (MoEF) followed by DoC.

The share of the Board as the Executing will be met of the instant scheme. Separate guidelines would be submitted to Ministry of Environment and Forests through NABARD

7. LIABILITIES UNDER THE ERSTWHILE SCHEMES (12th Plan Period + MTF)

Certain activities for big growers and small growers which were approved under the earlier schemes have been discontinued and not included as eligible activities under the instant scheme. However, for these activities, while no fresh applications will be entertained, financial assistance would be considered under the instant scheme only for those cases for which a formal sanction order has been issued, and either one or no installment has been released, with priority given to those cases for which one installment has been released

subject to completion of such activities in conformity with the erstwhile scheme guidelines. These erstwhile sub components which have been discontinued are as follows:

1. Plantation Development (Big Tea Growers)
 - 1.1.1 Replanting and Replacement planting
 - 1.1.2 Rejuvenation pruning and consolidation
 - 1.1.3 Irrigation
 - 1.1.4 Mechanization
2. Plantation Development (Small Tea Growers)
 - 2.1. Replanting
 - 2.2. Rejuvenation pruning

For activities that have been continued the liability would be met out of the instant scheme. The Eligibility Criteria, terms and condition and the rate of subsidy will remain same as envisaged in the erstwhile 12th Plan period (2007-12) and Tea Development and Promotion Scheme (2017-20) subject the application was found complete in all aspects.

- The cases will be dealt as "First Come First Serve" basis only. The date of completion of activity under any component will be considered for deciding the chronology
- In case the date of completion of activity coincides, the Accounting Year of the application will be considered for calculating the seniority of the case. (Previous accounting year application will get weightage over the later)
- In case the Accounting Year also coincides then the date of submission of application completed in all aspect will be considered for calculating the seniority of the case.
- In case the date also coincides, the decision of the sanctioning authority will be considered as final for calculating the seniority and merit of the case.
- The rate of subsidy will be based on the date of commencement of the activity and not based on the date of completion of the activity
- The subsidy will be paid in **SINGLE INSTALMENT ONLY, instead of 2 installments** in case of Replantation/Replacement or Rejuvenation activity **in modification of the erstwhile scheme guidelines subject that all the others terms and condition have been fulfilled** in respect of completion of activity and maintenance of area to the satisfaction of the Board. This has been done to clear the past liabilities in the 1st year of implementation of the Scheme.
- The cases where the 1st Installment has already been paid and payment of 2nd installment is due will be given priority over any case for which 1st installment is yet to be paid subject it will fulfill other terms and condition of the scheme guidelines.

For payment of 2nd installment, the time gap of 24 months from the date of completion of replanting / replacement /rejuvenation is modified to a single installment depending upon the satisfactory first inspection report. However, cases where 2nd installment is due would get priority over cases for which payment is to be made in a single installment.

- In case of Incentive for Orthodox Production cases, the application that has been submitted through online portal only will be considered
- All such cases irrespective of the year of application but are alive as on date due to nature of the activity under scheme guidelines shall be cancelled **if the activity has not completed as on 31.03.2021.**
- The payment under pending liability shall be strictly restricted to the availability of the fund sanctioned by the Ministry and instruction issued by the HQ, Kolkata.
- The list of all such pending cases including the details and the progress of activity in requisite format shall be shared to HQ, Development Directorate

8. **COMPONENT 2: SECTOR SPECIFIC ACTION PLAN FOR NITI FORUM FOR NORTH EAST**

A. **OBJECTIVES**

The objective of the component is to collectivize the small tea growers of North Eastern Region, formation of SHGs, FPOs and FPCs, handholding them, providing training towards good manufacturing process, documentation in obtaining various certification etc., In order to promote the organic tea cultivation, financial & technical support shall be provided that will include the organic tea conversion to obtaining certification including organic farm inputs. Sample collection and its analysis towards meeting the national and international quality parameters shall be checked randomly. In order to exploit the geographical importance of Assam & other North Eastern region, separate brand building and its promotion are provisioned in the scheme. Incentive to the exporters will be provided for those exporting the teas from ICD Amingaon to boost the export potential from North East region.

B. **ACTIVITIES / SUB COMPONENTS**

Primarily the sub components would be extended to small tea growers unless specifically mentioned. The following are the activities / sub – components that would be eligible under the scheme:

1. Cluster Development by Tea Board and Formation of FPC / Cooperative: Registration and contribution to corpus for organic tea
2. Training, handholding, GAP / GMP management, documentation, for organic tea
3. Ensuring quality check and drawing & testing of tea samples (both big and small growers)
4. Value addition by organic tea factories (both big and small growers)
5. Setting up Organic factories (big) (both big tea estates and SHG, FPO)
6. Setting up Organic factories (mini)
7. Organic Certification
8. Organic Conversion
9. Organic farm inputs
10. Incentive for Exporters (big and small growers)
11. Brand building of tea produced in NER

c. ELIGIBILITY CONDITIONS – GENERAL (FOR ALL THE SUB COMPONENTS)

- i. The eligibility conditions as mentioned under item 3 of Component -1 would be applicable
- ii. For big growers there should not be any default in payment of provident fund dues (the dues shall not exceed Rs. 10,000/- at the time of application, however, relaxation made by the honorable court order / Provident Fund Authority for payment of due in installment shall be considered). Dues without the honorable Court order/ Provident Fund Authority, the application will be cancelled. If the applicant becomes defaulter at the time of sanction of the case, the sanction will not be accorded. The sanction will be cancelled if the dues are not cleared within one month from the date when the case is mature for sanction.
- iii. The big growers/tea estate / factory should be registered with Tea Board
- iv. Big growers should have paid current membership subscription to the TRA and made subscription to the NTRF (gardens without factory and gardens less than 50 ha are exempted)
- v. The application fee for the big tea growers will be Rs. 5000 + GST.
(Exempted for SC, ST, female and differently abled person)

Activities:

9.0. CLUSTER DEVELOPMENT BY TEA BOARD AND FORMATION OF FPO /FPC/ COOPERATIVE): REGISTRATION AND CONTRIBUTION TO CORPUS FOR ORGANIC TEA – For small tea growers

9.0.1. Scale of assistance

SI No.	Item	Scale of assistance (Rs)	Other eligibility and conditions
1	Registration and contribution to Corpus fund	Rs 1.00 Lakhs for Registration subject to actual cost and Rs 10.00 Lakhs for Contribution towards Corpus fund	Cluster of small tea growers shall be made who are willing to go for organic cultivation The amount will be parked in the bank account of the FPO/FPC/Co-operatives of which the Boards Officer will also be a signatory for withdrawing any amount The corpus of Rs. 10 lakhs will be a grant towards a corpus by the Board and this grant will on be given after the FPO/FPC is set up successfully Individual small tea growers who are cultivating organic tea shall be assisted to form FPO / FPC

9.2. TRAINING, HANDHOLDING, GAP MANAGEMENT, DOCUMENTATION, FOR ORGANIC TEA

9.2.1. Scale of assistance

SI No.	Item	Scale of assistance (Rs)	Other eligibility and conditions
1	Training, handholding, GAP management, documentation, for organic tea	Assistance will be @ Rs 0.25 lakhs per training /Programme	In case of larger groups assistance would be in multiples of unit cost including honorarium and transport of resource person.

9.3. ENSURING QUALITY CHECK AND DRAWING & TESTING OF TEA SAMPLES: For all tea manufacturing units (big or mini)

In order to ensure that the tea produced in the North East meets all the quality parameters as laid down under FSSAI and other exporting countries/standards including PPC compliance, the samples from each manufacturing units shall be drawn and sent to NABL accredited laboratory for its analysis on various quality parameters

9.3.1. Scale of assistance

SI No.	Item	Scale of assistance (Rs)	Other eligibility and conditions
1	Ensuring Quality Check and Drawing & Testing of Tea Samples	Ceiling @Rs 20,000/- per sample including the cost of drawing the sample (container, sealing instrument etc.,) and courier/transportation charge of the sample [The analysis consists of the package for all the FSSAI parameters for tea]	The sample would be drawn by the Board's officer from any tea manufacturing unit The sample will be sent for its analysis against FSSAI Parameters and other quality parameter in Board's approved laboratory or any other NABL approved laboratory only The samples will be drawn as per the procedure laid down under Tea Act and TMCO, 2003

9.4. VALUE ADDITION BY ORGANIC TEA FACTORIES -For both Big Grower and small tea grower sector

9.4.1. Scale of assistance

SI No.	Item	Scale of assistance (Rs)	Other eligibility and conditions
1	Colour sorter Modern Blending and Packaging Machine	50% of the Unit Cost with ceiling limit of Rs.100.00 Lakhs + GST or any other applicable tax including the cost of packing, transportation, transit Insurance and the cost of installation and commissioning of the machine but does not include the civil work for creating additional space for accommodating the machineries	Only registered Organic Tea Manufacturing Unit is eligible (Estate factory/Bought leaf tea factory/Mini factory) Standalone 100% Organic tea packaging unit is also eligible for installing Modern Packaging & blending unit subject the unit has got Organic Certification from the Tea Board approved certifying agency or APEDA The equipment to be imported under the Export Promotion Capital Goods Import (EPCG) scheme will not be considered The procurement and installation of the machinery will have to be

		<p>completed within six months from the date of submission of application. However, relaxation may be given for the items to be imported where the Order is placed within 30 days of the submission of application but is delay in transition cum installation but it shall not be relaxed for more than 30 days on and above the expiry of six months from the date of submission of application.</p> <p>Procurement of Old Machine is not permitted under the scheme component</p>
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9.5. SETTING UP ORGANIC FACTORIES (BIG)- For both Big Grower and small tea grower sector

9.5.1. Scale of Assistance

SI No.	Item	Scale of assistance (Rs)
1	Setting up of Organic Tea Factory	50% of the unit cost with ceiling limit of Rs.200.00 Lakhs per unit

9.6. SETTING UP ORGANIC FACTORIES (MINI) - For small tea grower sector

“Mini tea factory” means a tea factory owned by a small grower, an association of small tea growers or a Producer Company and which sources all the required tea leaf from its own plantation/command area for the purpose of manufacture of tea and having capacity to produce **not more than five hundred kilograms of made tea per day**, as stipulated in the Tea (Marketing) Control Order

9.6.1. Scale of assistance

SI No.	Item	Scale of assistance	Other eligibility/ceiling
1	Assistance for setting up of mini-Organic tea factory by Big Tea Growers/ Individual/Association of Small Tea Growers or farmers producer company	40% of cost with ceiling limit of Rs. 0.33crs /factory 50% in case of Non-traditional areas of North East with ceiling limit of Rs.0.33 Crs/factory whichever is	Must obtained Certificate from Licensing/Registering Authority Department for filing application for claiming subsidy Must have the copy of Organic Certification to the tea plantation/estate/small tea

	lower	growers from where the leaves are sourced Subsidy will be paid subject to availability of funds
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9.7. ORGANIC CERTIFICATION -For small tea grower sector/FPO/FPC only

9.7.1. Scale of assistance:

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Organic Certification	50% of the cost of certification or the renewals of certificate	Maximum ceiling limit Rs.2.00 Lakhs per certification Financial assistance will be given for the certification cost only including fresh certificate and for renewals of certificate. Certificate has to be obtained from only such accredited certification agencies that are empanelled with Tea Board/APEDA under National Program for Organic Production (NPOP) The cost is inclusive of the cost of certification only

9.8. ORGANIC CONVERSION - For small tea grower sector/FPO/FPC only

9.8.1. Scale of Assistance:

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/conditions
1	Organic Conversion	Post 1 st year conversion: Rs. 50,000 per ha Post 2 nd year conversion: Rs. 50,000 per ha Post 3 rd year conversion: Rs. 1,00,000 per ha	Financial assistance will be extended for conversion of existing conventional tea plantations to organic tea plantations to a maximum extent of 5 ha. Only accredited certification agencies that are empaneled with Tea Board/APEDA under National Program for Organic Production (NPOP) will be considered The 1 st , 2 nd and 3 rd year conversion assistance will be paid either in continuity or independently

9.9. ORGANIC FARM INPUTS -For small tea grower sector/FPO/FPC only

9.9.1. Scale of assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Organic Farm Inputs	@ Rs. 20,000 ceiling limit per unit subject to actual cost	<p>The assistance would be restricted up to 4 ha per beneficiary small growers and upto 4 ha per member of SHG/FPO/FPC on Pro-rata basis and to only those who are either under Organic Conversion or had obtained the Organic Certification</p> <p>Unit here is the construction of Organic Liquid tank, Bio-fertilizer pit, vermin compost unit, botanical extract unit etc., as per the specification/standard available with TRA/UPASI/or any other recognized Institute</p> <p>Assistance would be provided for on farm input production infrastructure for organic cultivation such as liquid manure tanks, compost pits, botanical extracts etc., on actuals of Rs.20000/- whichever is lower</p> <p>Preference shall be given to SHG/FPO/FPC over individual small tea growers but it shall not be common or extended if the same is availed or proposed under proposed NAFCC (Climate Resilient tea proposal)</p>

9.10. INCENTIVE FOR EXPORTERS: For Big and small tea grower sector/FPO/FPC (estate factory/bought leaf tea factory/Mini tea factory/co-operative etc.)/ Registered Exporter

In order to boost the export of teas from North East Region, Incentive to the exporters were provided for those exporting the teas from ICD Amingaon @ Rs.2/Kgs of teas. This is compensating exporters who are shipping teas from ICD, Amingaon, Assam, taking into account the fact that the additional charges being levied by the shipping companies towards transportation and terminal handling charges arising out of the empty haulage of the containers during the return journey from the port of shipment to Amingaon affects export competitiveness.

9.10.1. Scale of assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Incentive to Exporter for the teas	@ Rs.2/Kgs of teas exported/shipped through ICD,	The Big Growers/small tea growers/estate factory/BLF/Co-operative factory/ FPO/FPC who have

	exported/shipped through ICD, Amingaon	Amingaon, Assam	<p>obtained Exporter License from Tea Board are also eligible</p> <p>The claim shall be restricted to teas of Indian Origin only</p> <p>Tea exported in all form packed/value added/bulk etc., are eligible</p> <p>The claim for the reimbursement of incentive shall be submitted for each quarter as follows</p> <table border="1" data-bbox="879 622 1398 813"> <thead> <tr> <th>Period of Export</th> <th>Last/cutoff date</th> </tr> </thead> <tbody> <tr> <td>January - March</td> <td>30th April</td> </tr> <tr> <td>April - June</td> <td>30th July</td> </tr> <tr> <td>July-September</td> <td>30th October</td> </tr> <tr> <td>October-December</td> <td>30th January</td> </tr> </tbody> </table> <p>There are no Pre/Post activity inspections</p>	Period of Export	Last/cutoff date	January - March	30 th April	April - June	30 th July	July-September	30 th October	October-December	30 th January
Period of Export	Last/cutoff date												
January - March	30 th April												
April - June	30 th July												
July-September	30 th October												
October-December	30 th January												

9.11. BRAND BUILDING OF TEA PRODUCED IN NER

There is very little value addition or brand building at the manufacturers' level for tea that is sold in domestic and export markets. For Indian tea to be the customers' first choice it is essential that brand building is done and managed.

It is essential that generic promotion of tea from the North East as a whole and very focused promotion highlighting these different types of teas to be undertaken. This is because the teas from the North East are highly sought after by discerning consumers from India and abroad.

While the technical knowledge can be provided by the Tea Board, the actual work of brand building will have to be outsourced to the best professionals including advertising consultants, media planners, marketing communication advisors, communication and brand strategy experts for various promotional projects for both overseas and domestic markets having extensive international and national networking across all media partners. Main part of the campaign will be done through social media.

Since this involves the overall mandate of the Board and cannot be done in isolation, Promotion Directorate at Boards Head Office will draw up implementable plans and programs with approval of Deputy Chairman

9.11.1. Scale of assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/conditions
1	Brand Building of Tea Produced in North Eastern Region	Outsource Agency- Through Selection based on actuals upon approved of the Competent Authority	The terms and conditions are as per the tender document floated for selection of Agency for undertaking Brand Promotion activity for North East Region

10.0. SCHEDULED CASTE SUB PLAN AND TRIBAL AREA SUB PLAN FOR SMALL TEA GROWERS FOR COMPONENT -1 AND COMPONENT- 2

The small tea growers belonging to Scheduled Caste Community would be covered under the Scheduled Caste Sub Plan (SCSP)

The small tea growers belonging to Scheduled Tribe Community would be covered under the Tribal Sub Plan (TASP)

The small tea growers belonging to Scheduled Caste and Scheduled Tribe are eligible for all the assistance as reflected under Component – 1 and its sub-component and Component -2 and its sub-component

The Eligibility Criteria and mode of submission of application and other conditions/criteria will remain same as mentioned under Component – 1 and its sub-component and Component -2 and its sub-component. The application fee will however be exempted.

In addition to the documents desired under the Component – 1 and its sub-component and Component -2 and its sub-component, the eligible small tea growers belonging to Scheduled Caste and Scheduled tribe will have to submit the **valid caste certificate** issued from the concerned authority for availing the benefits.

The SHGs/FPOs/FPCs may get the benefit under SCSP and TASP if the group consists of minimum 50 % members from Scheduled Caste or Scheduled Tribe, as the case may be, unless otherwise mentioned.

There are some relaxations made under the Scheme Component – 1 and its sub-component and Component -2 and its sub-component

The physical and financial target under Scheme Component – 1 and its sub-component and Component -2 are additional and were met through the fund allocated under SCSP & TASP

10.1. Under Component – 1: Plantation Development - Small Tea Growers

Sl.No.	Sub- Component	Relaxation to Scheduled Caste & Scheduled
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		Tribe Growers
1	Mechanization(no)	Does not arise as the items are available in Sl.No.2 & 3
2	Assistance to SHGs (no of SHG)	The items available for the SHG would be available to the eligible individual small tea growers belonging to SC/ST Category subject that the items (machineries) have not been issued under previous MTF period and there is a minimum gap of five years for the same machinery assistance. In addition, individuals would be eligible for green leaf transport vehicle subject to scheme stipulations on quantum of green leaf handling. The SHG/FPO/FPC can avail the financial benefit out of the fund allocated under SCSP/TASP as the case may be, if they have got at least 50% members belonging either under SC or ST category.
3	Assistance to FPOs (no of FPO)	
4	Annual Awards (no)	Award of Rs. 10000/- to the best individual SC and ST growers in each tea growing district. The Data sheet shall be uniform for all the regions for selection of best performing individual SC/ST growers
5	Assistance for Medium / Big Factory (no)	Assistance will be provided @ 50% of the unit cost with ceiling limit of Rs. 2.00 Crores /factory is applicable subject that the group SHG/FPO/FPC must have minimum 50% members belonging to either SC or ST category
6	Assistance for Mini Factory (no)	Assistance will be provided @ 50% of the unit cost with enhanced ceiling limit of Rs. 0.50 Crores /mini factory is applicable
7	Workshop & Training (no of training)	Assistance will be provided with the enhanced ceiling of Rs.40000/- per workshop including the study material, transportation of the SC/ST growers including food (snacks + lunch) for minimum 20 beneficiaries in each workshop/training

8	Soil Testing (in thousands)	100% soil analysis charges will be borne by Tea Board on and above Rs.261/sample analysis charge, if any (as actuals charged by the laboratory)
9	Organic Certification (no of garden)	Assistance will be provided @ 100% of cost of Certification including renewals with ceiling of Rs. 2.00 lakhs per Certificate.
10	Organic Conversion (ha)	Assistance will be provided @ 100 % of the conversion cost with ceiling @ Rs 2.00 lakhs/ha for SC/ST Growers having 4.00 ha of tea area and for 20 ha. of tea area to the group SHG/FPO/FPC having minimum 50% members belonging to either SC or ST category.
11	Organic farm inputs (ha)	Assistance will be provided @ 100% of the unit cost with ceiling limit of Rs 20000/ unit

10.2. Under Component – 2 Sector Specific Action Plan for NITI Forum for North East

Sl.No.	Sub- Component	Relaxation to Scheduled Caste & Scheduled Tribe Growers
1	Cluster Development by Tea Board and Formation of FPC / Cooperative (no): Registration and contribution to corpus for organic tea	The SHG/FPO/FPC can avail the financial benefit out of the fund allocated under SCSP/TASP as the case may be, if they have got at least 50% members belonging either under SC or ST category.
	Training, handholding, GAP management, documentation, for organic tea	Assistance will be provided with the enhanced ceiling of Rs.40000/- per training including the study material, transportation of the SC/ST growers including food (snacks + lunch) for minimum 20 beneficiaries in each workshop/training
	Ensuring quality check and drawing & testing of tea samples	100% tea sample analysis charges will be borne by Tea Board on and above Rs.20000/sample analysis charge (on actuals as submitted by the testing laboratory), if any for unit belonging to SC/ST or the groups SHG/FPO/FPC having minimum 50% members

		belonging to either SC or ST category.
	Value addition by organic tea factories	Assistance will be provided with the enhanced rate of @ 80% of the unit cost to the maximum ceiling of Rs.100 Lakhs for individual SC/ST or the groups SHG/FPO/FPC having minimum 50% members belonging to either SC or ST category
	Setting up Organic factories (big)	Assistance will be provided @ 80% of the unit cost with ceiling limit of Rs. 2.00 Crores /factory is applicable subject that the group SHG/FPO/FPC must have minimum 50% members belonging to either SC or ST category
	Setting up Organic factories (mini)	Assistance will be provided @ 80% of the unit cost with ceiling limit of Rs. 0.33 Crores/Factory is applicable subject that the group SHG/FPO/FPC must have minimum 50% members belonging to either SC or ST category while for the Non-Traditional area of North East Region, it is further enhanced to 90% of the unit cost with ceiling limit of Rs.0.33 Crores
	Organic Conversion	Assistance will be provided @ 100 % of the conversion cost with ceiling @ Rs 2.00 lakhs/ha for SC/ST Growers having 2.00 ha of tea area and for 20 ha. of tea area to the group SHG/FPO/FPC having minimum 50% members belonging to either SC or ST category.
	Organic farm inputs	Assistance will be provided @ 100% of the unit cost with ceiling limit of Rs 20000/ unit
	Incentive for Exporters	Assistance/ Incentive will be enhanced @ Rs.3/Kgs of teas exported/shipped through ICD, Amingaon, Assam if the exporter belongs to SC or ST category or if the Exporter is a Firm/public Limited Company and has got at least 50% Directors out of the total Board of Director belonging to either SC or ST Category

11.0. COMPONENT 3- MARKET PROMOTION

Objective: of the market promotion scheme is to raise awareness of the rich legacy of Indian tea in the overseas and domestic markets and facilitate various trade promotion and related activities, which in turn will help increase exports of Indian Tea in the International arena and consumption of tea in the domestic market

The component has the following sub-components covering the broad areas of market development and export promotion:

11.1. Domestic Promotion

11.2. Domestic Promotion (including events, fairs , exhibitions, promotion through print, audio-visual, electronic, social, digital and multimedia, generic promotional campaigns, sponsorships, billboards, posters, advertisements, commercials, films, on ground activities, BTL and ATL activities, activities both in online and offline formats, promotional and publicity materials, market survey and market intelligence, infrastructure development etc.)

11.3. Scheme for setting up Tea Boutiques in India for Domestic Promotion

11.4. Overseas Promotion

11.5. Scheme for promotional support to tea associations

11.6. Overseas promotion, campaigns (including trade delegations, events, advertising, sponsorships, print, audio visual, electronic, digital and social and multimedia, billboards, posters, advertisements, commercials, films, on ground activities, activities both in online and offline formats, BTL and ATL activities, promotional and publicity materials membership to Tea bodies/ associations/ councils of tea importing countries, market surveys, market intelligence and infrastructure development etc.)

11.7. Scheme for participation in international events, trade fairs& exhibitions, delegations with Tea Board

11.8. Project Management Unit

11.9. Intellectual Property Right and Logo protection

All the Schemes and activities will be implemented depending on availability of funds with Tea Board

11.1. Domestic Promotion

There is a huge scope for increasing domestic consumption which may help in maintaining the supply demand equilibrium in the tea industry.

The principal objective of participating in domestic fairs, exhibitions and events and undertaking a promotional campaign

Tea should be projected as a beverage which provides the twin benefit of taste and wellness

The concept of tea boutiques amplify and consolidate the various measures of increasing awareness about tea.

The following activities will be undertaken under this sub- component:

- i. Generic promotional multimedia campaigns for increasing awareness of the positive attributes and the many facets of Indian teas including the specialty teas, myriad varieties, types, etc. with the support of professional agencies on a sustained basis.
- ii. Protection and promotion of various intellectual properties and GI teas (Darjeeling, Assam, Assam Orthodox, Nilgiris, Nilgiris Orthodox and Kangra)
- iii. Promotion through participating and organizing on ground events/activities, fairs, exhibitions, sponsorships, multi media advertising and through programmes on print, audio visual, electronic, digital, social and multimedia, ATL and BTL activities both in online and offline formats for propagating the diversity & richness of Indian tea, market surveys and market intelligence, promotional and publicity materials. Participation in and organizing other relevant programs such as webinars, seminars, talk shows, virtual meetings etc.
- iv. Establishment of Tea Boutiques in important locations to increase awareness about the appreciation of tea drinking experience and to increase domestic consumption of tea
- v. Sponsorship of tea, F& B, lifestyle and health related programmes and events

The following schemes are the principal instruments for executing the envisaged activities:

11.1.1. Scheme for Participation in Domestic events, Fairs and Exhibitions with Tea Board

Objective:

The principle objective of participating in domestic fairs, exhibitions and events should be to reinforce the positive image of tea in the minds of the Indian populace, as well as to promote tea as the preferred beverage.

11.2. Scheme for setting up Tea Boutiques in India for Domestic Promotion

Objective: To encourage consumers and users to enjoy Indian tea in an appropriate ambience with an aim at appreciating the fine experience of tea drinking

Nature of assistance: Tea Board will handhold a prospective entrepreneur for setting up tea boutique for three (3) years in terms of financial assistance being provided to him/her as explained below in a structured format:

For Tier I cities

Type of acquisition for a stand-alone boutique	Nature of financial assistance			Remarks
	End of Year 1	End of Year 2	End of Year 3	
Ownership	25% of (Capex*+WC**)	50% of WC	25% of WC	Subject to upper ceiling of Rs. 20 lakh in Year 1 and Rs. 10 lakh each in Year 2 & 3
Rental	50% of rental	40% of rental	30% of rental	Subject to upper ceiling of Rs. 10 lakh each in Year 1, 2 & 3

*Capex- It excludes land/space value and land value

**WC- Working capital toward day-to-day operations

For Tier II cities

Type of acquisition for a stand-alone boutique	Nature of financial assistance			Remarks
	End of Year 1	End of Year 2	End of Year 3	
Ownership	30% of (Capex*+WC**)	50% of WC	30% of WC	Subject to upper ceiling of Rs. 10 lakh in Year 1 and Rs. 5 lakh each in Year 2 & 3
Rental	50% of rental	40% of rental	40% of rental	Subject to upper ceiling of Rs. 5 lakh each in year 1, 2 & 3.

*Capex- It excludes land/space value and land value

**WC- Working capital toward day-to-day operations

11.3. Overseas Promotion

Objective: To focus on promotional programs in overseas markets in order to increase awareness about Indian tea and to enhance the image and brand equity of Indian tea in a bid to boost tea exports from India.

The following activities will be undertaken under this sub-component:

i. It is proposed to promote India Tea and the various specialty teas, among consumers and trade with a view to building equity for Indian tea in international markets.

ii. Generic promotion of India teas are proposed to be undertaken in the overseas markets by the Board through road shows, participation in trade fairs, events & exhibitions, generic as well as specialty tea campaigns, branding exercises, membership of various Tea Councils/Associations in other countries, trade facilitation through arranging Buyer-Seller Meets, sponsorships of programme, exchange of trade delegations (inbound & outbound), information dissemination upon gathering of market intelligence, protection and promotion of various intellectual properties of the Board, multimedia promotions (print, audio visual, electronic etc) , social and digital media promotions for propagating the diversity & richness of Indian tea in the International arena. Promotional activities, virtual meetings etc. Overseas promotion would also be carried out by the Tea Board with the active support of Indian Missions abroad.

iii. Activities which form part of the export promotion are on ground activities, multi-media generic promotional campaigns (print, Audio visual, electronic, digital, social media etc) to be conducted by professional agencies on a sustained basis. In case of imposed restrictions including virtual.

iv. Membership to Tea Associations of important importing countries, advertisements, Sponsorship of tea programme and advertisements related to F& B, lifestyle, wellness and health related programme etc., Infrastructure development, production and purchase of promotional materials, logistics support, freight neutralization measures, PR activities etc. are other areas for export promotion.

11.4. Scheme for Promotional support to Tea Associations

Objective: To encourage Tea Associations to undertake promotional activities in overseas markets for creating greater awareness of Indian teas and expanding India's market share therein. The tea Associations availing the Scheme must be a registered entity

Sub-component contour: The promotional assistance will be applicable for the following categories: -

1) Fairs & Exhibitions

Participation in Trade & Consumer Fairs/Exhibitions that are approved by the Board in advance.

Scale of assistance: Tea Associations participating in Trade & Consumer Fairs/Exhibitions may be entitled to 60% of built-up booth cost (the cost of the space rent, stand fabrication and furnishing cost) incurred by them, by way of reimbursement. There would be a ceiling of Rs 5 lakhs. All other cost will have to be borne by the Associations

2) Media support

Advertisements through

- a. Media (social, digital, print, audio visual, electronic and any other media as found suitable for a specific market subject to prior approval of Tea Board)
- b. Any other media e.g., Hoarding/Bus/Train or Tram panel advertising etc. as part of their publicity/promotion of their Indian origin teas, subject to prior approval of Tea Board

Scale of assistance: 50 % of the media cost up to a ceiling of Rs 5 lakh

3) Field/Store Promotion

Field or in-store Promotion, Tea Tasting/Tea Festivals and other programme in support of tea brands for the members of the Association for promoting Indian origin teas

Scale of assistance:

- (a) 50% of display & shelf rental cost for reimbursement subject to a ceiling of Rs. 5 lakh per annum per market
- (b) Equal cost-sharing basis between Tea Association and Tea Board for organising Tea Tasting/Tea Festivals and other promotional programmes in support of tea brands up to a ceiling of Rs 5 lakhs

4) In Bound Delegations

Inviting inbound delegations by registered Tea Associations which may comprise overseas buyers/ importers, media personnel, member(s) of the respective Governments, key decision-makers/influencers, important stakeholders etc.

Scale of assistance: Tea Board to bear the full cost of International and domestic airfare. Cost on account of hotel accommodation, meals, boarding and lodging, entertainment/PR local transport, hospitality, logistics, seminars, conferences and meetings etc. and all other

expenses related to the delegation to be borne by Tea Association and Tea Board on 50: 50 cost sharing basis.

Tea Board will bear the full cost of the international and domestic airfare on account of the delegation's visit to India. All other costs related to the delegation on account of hotel accommodation, entertainment/PR, meals, boarding and lodging, hospitality, local transport, logistics, conferences and meeting, organization etc and all other expenses related to the delegation will be borne by the Association(s) and the Tea Board on a 50:50 cost sharing basis

If Tea Board is organizing the Inbound delegation on its own initiative, then it will bear the full cost of the delegation except costs associated with tea garden and factory visit such as local hospitality, meals, meetings, seminars, boarding and lodging, local transport and conveyance, logistics, sightseeing and entertainment /PR programme.

5. Out Bound Delegations

For an outbound delegation led by Tea Board, the strategies are primarily to reinforce business prospects through networking .

Scale of assistance: Costs on account of local logistics (NOT including accommodations, boarding, lodging, meals etc which is to be borne by the delegates) and organizing BSM in the destination country to be shared at 50: 50 basis between Tea Board India and the Tea Association.

For an outbound delegation led by registered tea associations: -

(a) Costs on account of local logistics (NOT including accommodations, boarding, lodging, meals etc which is to be borne by the delegates) and organizing BSM in the destination country to be shared at 50: 50 basis between Tea Board India and the tea Association

(b) 50% cost reimbursement of air travel for one member in a company by economy class
50% cost reimbursement of air travel for one member in a company by economy class may be considered for the sector India-event destination-India only for the outbound delegations

11.5. Scheme for Participation in International fairs and exhibitions with Tea Board

Objective: To provide a platform to the exporters to show case their products in international events for promotion and facilitate generation of trade opportunities through

interaction between buyers and sellers during the exhibition as well as to create greater awareness among the general populace and consumers

2. In order to ensure equitable and fair representation from the industry in an event, the following quota would be adhered to, for implementation out of the admissible number of exporters to be accommodated in Tea Board's pavilion for a particular fair/exhibition.

Sl.No	Segment	% Representation
1	Merchant Exporters	40%
2	Producer Exporters	30%
3	Value added including organic	10%
4	First time entrant/ new companies	10%
5	Entrepreneurs/Small growers	10%

In case of more entries in segments 1 to 3, decision for selection will be based on parameters as at C (1) above, whereas in case of segment 4 & 5 it will be based on recommendation of committee consisting of Deputy Chairman, Executive Director (Guwahati) and Executive Director (Coonoor).

11.6. Intellectual Property Rights and logo protection

The Board shall spend the funds allocated under the sub heading 'Intellectual Property Rights and Logo Protection' under the Market Promotion Scheme in the following broad categories: -

1. Registration of Geographical Indication, Certification Trade Mark, Certified Trade Mark, Trade Mark, Copy Right of teas of Indian Origin in India and other countries;
2. Renewal/amendment of Geographical Indication, Certification Trade Mark, Certified Trade Mark and Trade Mark of marks owned by the Board in India and other countries;
3. Opposing such marks which are similar or deceptively similar to the marks owned by the Board in India and other countries and if required filing of oppositions, appeals, reviews, revisions, cancellation proceedings and defending any such oppositions, appeals, reviews, revisions, cancellation proceedings filed against the marks owned by the Board;

4. Creation of Online Traceability, Block Chain system for authenticating the integrity of marks registered as Geographical Indication and Certification Trade mark;
5. Registration/renewal of domain names in the name of the marks owned by the Board;
6. Creation of dedicated funds for protection of marks owned by the Board;
7. Creation of Online portal for grant/renewal of license/permission for use of the marks owned by the Board and issuing Certificate of Origin for such marks;
8. Taking membership of Associations/Trade Bodies for better protection of marks owned by the Board;
9. Appointment of watch agency, Publication of trade notices for better protection of marks owned by the Board;
10. Instituting study/survey for better protection of marks owned by the Board;
11. Any other expenses essential for protection of marks owned by the Board;

12.0. COMPONENT 4 – WELFARE OF WORKERS – SMALL TEA GROWERS AND THEIR WARDS

12.1. Objective: There are more than 2.10 lakhs small tea growers throughout India with tea area approx. 2.15 lakhs ha. sharing almost 50% of the total tea production. Unlike, the workers of the tea garden that accounts for around 1.16 million of the total work forces in tea garden and are protected with various statutory Act and Laws viz., Plantation Labour Act, on the other hand the small tea growers generally works on their own plantation together with their family members and were devoid of all such facility provided to the tea garden workers. As such this component will help the small Tea growers workers.

12.2. Activity/Sub Component: Education to the wards of the Small Tea Growers area up to 2.00 ha.

12.3. Education Stipend:

Objective: To provide welfare measures for securing better educational facilities and improvement of amenities and incentives for encouraging education for the wards of the small tea growers (STG) up to holding 2.00 ha. area under tea plantation

12.3.1. Nature, Scale of Assistance and other eligibility criteria

SI.No.	Activity	Scale of Assistance (Rs.)
1	Education Stipend	Reimbursement of tuition fees and 2/3 rd of the hostel charges (including boarding and lodging) are paid on the basis of actual subject to ceiling limit up to Rs.20000.00

12.4. Award for meritorious students Class X

12.4.1. Objective: To encourage the wards of the small tea growers towards importance of Education.

12.4.2. Nature, Scale of assistance and other eligibility criteria

Sl.No.	Activity	Scale of Assistance (Rs.)
1	Award for meritorious students Class- X	One time lumpsum grant @Rs. 8,000/- to the eligible wards of the growers.

12.5. Award for meritorious students Class XII

12.5.1. Objective: To encourage the wards of the small tea growers towards importance of Education.

12.5.2. Nature, Scale of assistance and other eligibility criteria

Sl.No.	Activity	Scale of Assistance (Rs.)
1	Award for meritorious students Class- XII	onetime lumpsum grant @Rs.10,000/- to the eligible wards of the growers.

12.6. Studies on Tea Industry

13.6.1 Objective: This component will be used to undertake study on the Tea Industry by an independent expert agency that will help the stakeholder/government to frame a policy for the overall development of tea industry as and when there is a need.

13.0. SCHEDULED CASTE SUB PLAN AND TRIBAL AREA SUB PLAN FOR SMALL TEA GROWERS FOR COMPONENT -4 AND SUB COMPONENT

The small tea growers belonging to Scheduled Caste Community would be covered under the Scheduled Caste Sub Plan (SCSP)

The small tea growers belonging to Scheduled Tribe Community would be covered under the Tribal Sub Plan (TASP)

The small tea growers belonging to Scheduled Caste and Scheduled Tribe are eligible for all the assistance as reflected under Component – 5 and its sub-component

The Eligibility Criteria and mode of submission of application and other conditions/criteria will remain same as mentioned under Component – 5 and its sub-component The application fee will however be exempted.

In addition to the documents desired under the Component – 5 and its sub-component the eligible small tea growers belonging to Scheduled Caste and Scheduled tribe will have to

submit the **valid caste certificate** issued from the concerned authority for availing the benefits.

There are some relaxations made under the Scheme Component – 5 and its sub-component

The physical and financial target under Scheme Component – 5 and its sub-component are additional and were met through the fund allocated under SCSP & TASP

13.1. Under Component – 4: WELFARE OF WORKERS – SMALL TEA GROWERS AND THEIR WARDS

Sl.No.	Sub- Component	Relaxation to Scheduled Caste & Scheduled Tribe Growers
1	Education Stipend	<ul style="list-style-type: none"> i. Children/dependent ward of SC/ST small tea growers holding up to 4.00ha. area under tea plantation ,are also eligible forthe Award Stipend is granted to a student even if he/she is detained in a class ii.
2	Award for meritorious students Class X	<ul style="list-style-type: none"> i. Children/dependent ward of SC/ST small tea growers holding up to 4.00ha. area under tea plantation, are also eligible for the Award ii. The percentage of marks eligible shall be 50% for consideration of award
3	Award for meritorious students Class XII	<ul style="list-style-type: none"> i. Children/dependent ward of SC/ST small tea growers holding up to 4.00 ha. area under tea plantation, are also eligible for the Award ii. The percentage of marks eligible shall be 50% for consideration of award

13. Component -5: Research and Development

The Tea Research the country is taken up by public private partnership with Tea Research Association, Tocklai and UPASI in the Nilgiris. The Research Directorate has been entrusted to formulate, co-ordinate, monitor and evaluate tea research nationally through Tea Research Institutes (TRIs).

The Tea Development and Promotion Scheme of the Medium Term Framework (2017-2020) is proposed to be continued into the next Plan Period (2021 -2026)

Research & Development will comprise of the following Sub-Components:-

5.1 : Grant in Aid to TRA and UPASI-TRF@ 49%

5.2 : Support to DTR&DC & QCL

5.3 : Evaluation and Monitoring

The modalities of each subcomponent containing the details (objectives, eligibility criteria, release of assistance, claims for financial support etc.) are given below.

14.1. Sub-Component: Grant in aid to TRA and UPASI-TRF (49%)

Objectives:

To support Tea Research Institutes (TRIs) for undertaking focused research and extension activities for the improvement of production and quality, processing, mechanization and other relevant demand driven research for Tea Industry.

Scale of Assistance:

49% financial assistance in the form of grant-in-aid under five identified heads. The 49 % of the Grant-in-Aid under this scheme will be **capped at the level of expenditure of these Institutes during financial year 2016-17, without upward revision.**

The five identified heads for Grant-in aid to two Tea Research Institutes (TRIs) include the followings:

Sl. No.	TRA	UPASI-TRF
1	Salary	Salary & Allowances (including PF and Gratuity)
2	PF	Printing & Stationery
3	Gratuity	Electricity & Water Supply
4	Medical	Travelling & Vehicle
5	Training	Consumables for R&D

14.2. Sub-Component: Support to Darjeeling Tea Research & Development Centre (DTR&DC) and Quality Control Laboratory (QCL)

Objectives:

Various works related to infrastructural development at both DTRDC, Kurseong and Quality Control Laboratory (QCL), Siliguri, procurement of scientific equipment and recruitment of contractual scientists/research fellows/research assistant etc. are included in this Up-gradation scheme.

Further, recurring expenditure including consumables for day-to-day research work, expenditure for maintenance of experimental field (covering manures, pesticides etc.), maintenance of equipment and other administrative costs for both DTRDC and QCL, are also included in this scheme. Day-to-day running of QCL and research work includes administrative, accounting and other service support.

14. COMPONENT -6 REGULATORY FUNCTIONS INCLUDING AUCTION REFORMS

Tea Board is responsible for monitoring and regulation of the activities of the stakeholders to ensure proper implementation of different directives of Central Government and Tea Board issued from time to time in accordance with the provisions of the Tea Act and Control orders issued

The modalities of the various sub-components under Regulatory functions including auction Reforms (RFAR) are given below

15.1. Drawing of tea samples:

Drawing of tea samples from tea factories, warehouses, export consignments, tea council or from any other premises where teas are stored as and when required at random for testing of their quality and adherence to standards specified under various control order of Tea Board.

15.2. Strengthening of an IT enabled electronic platform for sale of tea and tea waste

15.2.2. Functional Support

- a. Provide day to day operational support to the seven auction centers and Tea Board with headquarters at Kolkata.
- b. Provide day to day operational support at Data Centre in Noida.
- c. Comprehensive AMC support for the IT infrastructure installed at Data Centre.
- d. Follow up with Tea Board's MPLS/Data Centre in Noida/Data Recovery Centre in Jaipur and other Service Providers.
- e. Generate auction related statistics after the end of every sale programme.
- f. Housekeeping, backup and recovery operations to ensure the integrity, good health of the systems and databases.
- g. Provide support from 7 A.M. to 8 P.M. on all auction days and as and when required.
- h. Development and implementation of Pan India Post e-Auction Settlement Module in accordance with the provisions of the GST, as and when amended.
- i. Development and implementation of the key recommendations of IIM, Bangalore including Japanese Auction Model in the existing system.

- j. Modification of the system (post implementation) based on the stakeholder's feedback.
- k. Maintenance of all the implemented systems like auction (tea and tea waste), tea council etc.,

15.3. Traceability in the supply chain

"Traceability" is an important tool to track the movement of the tea right from raw materials (green tea leaves) till its consumption. An effective traceability system relies on being able to track product one step forward and one step back at any point in the supply chain. The system a food business has in place includes any procedures for identifying producers, suppliers, customers and products and the records

The entire process needs up gradation and integration in the existing auction system, the Chai Sahyog app or any other software/hardware improvement and its linking with the existing system through outsourcing the services.

15.4. Study on Tea Trade related activities

15.4.1. Objective

It is therefore very important to undertake the study on different stakeholder, redefining their role and functions, bring transparency in the supply chain etc., through an expert outsource agency. This component will be used for the same.

The study mainly aimed at

- a. Study on the out turn percentage from green tea leaves to made teas in different tea growing areas
- b. The cost of production in different tea growing areas
- c. The cost of manufacturing in different tea growing areas and for different types of tea
- d. The sharing of costs between the green leaf tea supplier and the manufacturing unit (bought leaf tea factory or estate factory)
- e. Warehousing costs and standards
- f. Study on the role and functions of auction organizer and the brokers
- g. Study on the present online auction system for improvement, if any and alternative e-commerce platform
- h. Study on the existing Control Orders
- i. Any other trade related study