CHAYAN

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TEA BOARD INDIA

UNDER MINISTRY OF COMMERCE & INDUSTRY,GOVERNMENT OF INDIA

MESSAGE OF THE CHAIRMAN

The major problem being faced by the tea industry is the low prices of made tea. The focus should be on quality rather than increasing production. Focus and sustained efforts are required to improve tea quality .

Increase of exports and domestic consumption is essential for the survival of the industry and these aspects needs to be taken up together. The aspect of quality needs more attention for the small growers.

There is also need for more value addition and product diversification. The small growers can move up the value chain by producing specialty teas which commands high prices. The Tea Board has facilitated setting up Mini tea factories and small growers should come forward and avail the facilities.

Climate change is posing a threat to the tea industry and focused research and sustainable use of available water resources is required.

A collective and co-operative approach of all the stakeholders would go a long way in ensuring the sustainability of the tea industry .

SHRI P. K. BEZBORUAH
Chairman,
Tea Board India

MESSAGE OF THE DEPUTY CHAIRMAN

The tea industry has come a long way from producing 250 m. kgs in 1950 to 1325.05 m. kgs in 2017-18. Tea exports at 256.57m. kgs in 2017-18 has been the highest ever. There is also a huge domestic market which has sustained the industry.

The small tea growers who are contributing close to 50% of the total production are highly unorganized and because of fragmented and scattered nature of the holdings, they remain at the very bottom of the value chain.

Empowerment and capacity building of small growers is required through imparting training on Good Agricultural Practices (GAP) in the field and Good Manufacturing Practices (GMP) in the factories to ensure quality tea production and higher remunerative prices for a secured livelihood of growers and workers employed in field and factories.

Special emphasis has been given for the small tea growers in the Tea Development & Promotion Scheme for the Medium Term Framework (2017-18 to 2019-20).

SHRI ARUN KUMAR RAY, IPS
Dy. Chairman,
Tea Board India

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Patrons:

Shri PK Bezboruah, Chairman, Tea Board

Shri A K Ray, IPS
Dy Chairman Tea Board

Editor :

Shri S Soundararajan, Director (Tea Development)

Editorial Committee:

Shri S Kumar, IFS; ED Guwahati

Shri C Paulrasu, IAS; ED Coonoor

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Shri A Das, DDTD(P),
Shri R Kujur, DDTD (P)

Resource person:

P Roy, FAO,

DY CHAIRMAN'S VISIT TO JORHAT

Deputy Chairman, Tea Board, visited Jorhat and had detailed interactions with various stakeholders. He attended the AGM of ATPA where the various challenges of the industry were discussed and the emphasis on quality was stressed upon. He also visited the Tocklai Tea Research Association where the various works carried out by the institution were presented to him.

A detailed interaction with Small Tea Growers was also held where the various issues faced by Small Tea Growers was deliberated. Deputy Chairman assured his full support towards the development of all stake-holders of the industry.

CHAI PIYO MAST JIYO

LAUNCH OF e-GiCCS

e-GiCCS is an e-Governance initiative of Tea Board for delivering the Citizen Centric Services to its stakeholders. The scope of this project includes implementation of online licensing activities - from submission of online application to issue of license/ registration certificate through this system; implementation of online assistance disbursement and online filing of returns.

The e-GiCCS project, primarily intends to achieve the following:

Wider reach to the stakeholders Pan India through online system .

Effective and efficient delivery of service to the stakeholders through transparent operational strategy and support mechanism.

The system has been developed as a single point interface for the stakeholders wherein they can avail various services from the Board.

The wards of workers of tea estates can also avail their educational stipend under the HRD Scheme through this system

Stakeholders are being trained on the use of the e-GiCCS portal by various offices of the Board.

SMALL GROWERS OF ASSAM TO GET IDENTITY CARD WITH QR CODE

Tea Board of India has initiated the process of issuance of Identity card with QR code to the small tea growers of Assam and the first batch of cards was distributed on 20-01-2018 at Bongaigaon District in presence of the Executive Director, North East and the members of the small tea growers association of Bongaigaon District. The ID card with QR Code is intended for use in sale and recording of green leaf in an end to end coverage model. This will result in Direct Benefit Transfer for price of green leaf and ensuring traceability in the business model where this has been difficult till now. It will also ensure transparency in the entire system.

SELECTION OF DIRECTOR OF TEA DEVELOPMENT AS THE CHAIR PERSON OF FAO – IGG WORKING GROUP FOR THE HARMONIOUS DEVELOPMENT OF ORGANIC TEA SECTOR

The Chairman Tea Board, Director of Tea Development and Statistician Tea Board formed part of the Indian Delegation comprising of representatives from the Tea Industry and Research Institutions, to the Food and Agriculture Organization (FAO) Inter-governmental Group on Tea (IGG) for its 23rd Session Meeting at Hangzhou, China from 17- 20 May 2018.

Deliberations were held on topics such as current market scenario of the various tea producing countries, development of new markets, demand and supply factors, factors driving the growth of the small tea growers sector, certifications and sustainability in the tea industry etc. Apart from the above separate detailed discussions were held on topics requiring inter-governmental action such as MRL, Trade and Quality , Climate Change, Organic Tea etc. for which separate Inter-governmental Groups are constituted.

The IGG during its 20th Session held on Jan 30 – 1 Feb, 2012 in Colombo, Sri Lanka, constituted a Working Group for the harmonious development of Organic tea sector. Presently ,India, China, Bangladesh, Sri Lanka. Indonesia, Japan, Kenya are members of the group. The Director of Tea Development, Tea Board, representing India, is the Chairperson of the Group.

PMKSY LAUNCHED IN WEST BENGAL FOR SMALL TEA GROWERS

Benefit of PRADHAN MANTRI KRISHI SINCHAYEE YOJANA (PMKSY) has also been extended to the Small tea growers .Tea plantation below 5 Ha was included in the Scheme for the benefit of the large number of Small Tea Growers. In West Bengal, PMKSY for tea has been implemented under the aegis of West Bengal State Watershed Development Agency (WBSWDA). The WBSWDA (Nodal Agency) in collaboration with Tea Board India has prepared the list of beneficiary Small Tea Growers under the scheme (PMKSY) and distributed irrigation equipments in an occasion at Jalpaiguri Tea Auction Centre, Jalpaiguri on 08.02.2018 in presence of Smt. Rachna Bhagat, IAS, District Magistrate, Jalpaiguri and Shri S. Soundararajan, Director of Tea Development, Tea Board India.

APPROVAL OF MODALITIES AND GUIDELINES OF "TEA DEVELOPMENT AND PROMOTION SCHEME " FOR IMPLEMENTATION DURING MEDIUM TERM FRAMEWORK (2017-18 TO 2019-20)

The Government of India vide Office order F No T-17014/2/2016-Plant (A) dated 29.12.2017 has approved the proposal of Tea Board for the "Tea Development and Promotion Scheme" to be implemented during the Medium Term Framework (2017-18 to 2019-20) with the following components :-

Sl. No	Component	Outlay (2017-18 to 2019-20) Rs. Crores
1	Plantation Development	136.48
2	Quality Upgradation & Product Diversification	46.31
3	Market Promotion (Domestic & international)	58.87
4	Human Resource Development	12.95
5.	Research & Development	42.75
6.	National Programme for Tea Regulation	14.24
7.	Pending liabilities under the above components	83.25
	Total	394.85

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भारत सरकार

वाणिज्य एवं उद्योगमंत्रालय, वाणिज्य विभाग के अधीन
१४ बी.टी.एम.सरणी,ब्रॉबोर्न रोड, कोलकाता ७००००१, पश्चिम बंगाल

TEA BOARD * INDIA
Under Ministry of Commerce & Industry, Department of Commerce, Government of India
14, B. T. M. SARANI (Brabourne Road), Kolkata 700 001, West Bengal
Website :: www.teaboard.gov.in

TEA DEVELOPMENT & PROMOTION SCHEME
FOR MEDIUM TERM FRAMEWORK
(29.12.2017 TO 31.03.2020)

MODALITIES AND GUIDELINES

In addition to the above the government has also approved the implementation of the Scheduled Caste Sub Plan (SCSP) and Tribal Area Sub Plan (TASP) scheme . The date of implementation of the "Tea Plantation and Development Scheme" during the Medium Term Framework (2017-18 to 2019-20) will be from 29.12.2017.The details of the component wise eligibility criteria and modalities is uploaded in the Board's website *www.teaboard.gov.in*

FINANCIAL ASSISTANCE TO BE EXTENDED TO SMALL TEA GROWERS

For overall development of Small Tea Growers sector during the Medium Term Framework (2017-18 to 2019-20) financial assistance will be extended by Tea Board on the following sub-components of the Plantation Development component

- Replanting
- Rejuvenation pruning
- Irrigation
- Mechanization
- Assistance to Self Help Groups (SHG)
- Assistance to Farmers' Producers Organizations (FPO)
- Annual Award Scheme for Self Help Groups and best performing FPOs
- Setting up of new factories by FPOs
- Setting up mini factories
- Traceability and publication of news letters
- Workshop /training
- Study tour
- Strengthening field offices.
- Development & Promotion of Organic Farming, Organic Conversion and Organic Certification (plantation)
- Special Packages for North East, Idukki, Kangra and Uttaranchal

SPECIAL FOCUS ON FORMATION OF SELF HELP GROUPS (SHG)AND/ FARMER PRODUCER ORGANIZATION (FPO).

Collectivizing the small tea growers, especially small and marginal farmers, into SHG and further federated to producer organizations 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 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. During Medium Term Framework (2017-18 to 2019-20)following financial assistance will be extended by Tea Board to facilitate small tea growers for formation of SHG / Producer organization .

ASSISTANCE TO SELF HELP GROUPS(SHG)

1. Weighing scale -100 % of cost subject to ceiling limit of Rs. 4000 per scale
2. Plastic crate- Ceiling limit Rs. 350 per crate
3. Nylon bag- Ceiling limit Rs. 75 per nylon bag
4. Pruning machine- Ceiling limit Rs. 30,000 per pruning machine
5. Mechanical harvester Ceiling limit Rs. 40,000 per harvester
6. Power sprayer- Ceiling limit Rs. 10,000 per power sprayer

ASSISTANCE TO FARMERS' PRODUCERS ORGANISATIONS (FPO)

1. Revolving Corpus :Rs. 20,000 per Ha. Ceiling limit Rs. 5,00,000 per SHG
2. Storage godown and office : Ceiling limit Rs. 1,00,000 per SHG
3. Leaf collection shed:100 % of cost subject to ceiling limit of Rs. 75,000 per shed
4. Weighing scale: 100 % of cost subject to ceiling limit of Rs. 4000 per scale
5. Plastic crate: Ceiling limit Rs. 350 per crate
6. Nylon bag: Ceiling limit Rs. 75 per nylon bag
7. Pruning machine: Ceiling limit Rs. 30,000 per pruning machine
8. Mechanical harvester: Ceiling limit Rs. 40,000 per harvester
9. Power sprayer: Ceiling limit Rs. 10,000 per power sprayer
10. Leaf carriage vehicle: Tractor / trailer/LCV 50% for leaf carriage vehicle with ceiling of Rs.7,50,000 per vehicle
11. Computer & Printer: Ceiling limit Rs. 50,000 per computer and printer
12. Cost towards Registration: Actual cost of Registration or at the rate of Rs. 2,000/- per member grower whichever will be lower.

INTERACTION ON FARMERS PRODUCERS ORGANIZATION

A day long interactive meeting was held between officers of the Board of Upper Assam region and Shri Vikas Agarwal, CA and Shri S Sahewala, CS regarding the concept of Famer Producers Organizations. In the meet, the details regarding Self Help Groups, Cooperatives and Producers Company were discussed and deliberated upon with special focus on Producer's Company and its significance in the present age and benefits for the stakeholders in participating in such initiatives. A group of growers interested to form a Producer Company also attended the session.

HRD AWARENESS CAMP AT CLOSED TEA GARDENS

Special Awareness camps on Board's Human resource development component were Organized by Tea Board Jalpaiguri, with the assistance of Labour associations of Closed Tea Estates of Red Bank, Surendranagar, Dharanipur, Kumlai, Manabari, Dheklapara, Bundapani & Madhu T.E. during May, 2018

The Office has till date processed 319 applications for Book Grant, 101 applications for Educational stipend.
One application each has been received for Medical Treatment of Cancer Patient and for admission in Polytechnic course, respectively.

ORGANIC GROWERS MEET AT DIGBOI

A two day Organic Growers meet organized by Tea Board, SRO Margherita in collaboration with Organic Small Tea Growers Association of North East at Adarsha Seuj Prakalpa, Digboi. The 2 day session included deliberations on Organic farming and techniques and its impact, economic opportunities of organic farming, Tea Board schemes, processing of applications for mini tea factories, marketing of teas in foreign markets and regulations to follow for international trading were discussed in detail. The meet was graced by Shri Subir Hazra, DDTD, SGDD and officials of Margherita sector and prominent growers like Bijit Basumatary, Someswar Phukan, Dhiren Phukan and others from Golaghat, Jorhat, Dibrugarh and Tinsukia district.

TEA BOARD PARTICIPATION IN 5th AGRI HORTI SHOW

Tea Board participated in the 5th Agri Horti Show organized by Government of Assam at Dibrugarh and also provided stalls for display and sale of teas of growers from the NE region with participation from Mizoram, Arunachal Pradesh, Nagaland and Assam. The tea stalls had been a major crowd puller with teas being offered to visitors to the stalls by the participants resulting in good sales and publicity. The Tea Board stall also won the 1st prize of Best stall in the International Pavilion in which the stall was housed.

CONVERSION TO ORGANIC TEA IN TRIPURA

Efforts have mounted for production of organic tea in Tripura. With the consistent efforts of the Board's Agartala office both big and small tea growers are progressing to turn organic. "Ludhua Cha Bagan Sramik Samabaya Samiti Ltd", South Tripura has gone for certification of total area of 80 Ha under One Cert Asia. They are producing CTC, Orthodox and Green tea. Mahishkhola Tea Estate (Proprietor: Sri. Gopal Chakraborty, 2.8 Ha), West Tripura has been certified as the first tea garden under organic conversion. Small tea growers have started making hand made green tea in small scale. They are also encouraged by Tea Board for setting up mini tea factories in future to produce tea in larger scale.

TOWARDS SELF RELIANCE OF SMALL GROWERS

Self sustenance of small tea growers is an important motto of Tea Board. It is embodied by Sri. P K Kumaran, a small tea grower residing at Mangode, Pandalur taluk who is strictly following *Zero Budget Natural Farming Practices* in his tea field which has set an example for success in tea industry. He has been preparing handmade green tea for past few years and marketing at a high price. Increased demand for his product made him to open a small tea production unit at Mangode on 23.11.2017. The unit was inaugurated by Shri C Paulrasu, IAS, Executive Director, Tea Board, Coonoor.

THANKAMANY CO OPERATIVE TEA FACTORY INAUGURATED

Financial assistance was given for setting up of a Tea factory in Thankamany under Idukki package of XII Plan scheme by Tea Board of India and Hon'ble Chief Minister of Kerala Shri.Pinarayi Vijayan inaugurated the factory along with other dignitaries.

This is a CTC Factory with installed capacity of 9 lakh Kgs of Made per annum. Green Leaf sourcing area under the factory is mainly from Kattapana, Calvary mount, Double cutting and Thankamany areas. M/s Thankamany Service Co-operative Bank will act as apex society of small tea growers self help groups including two SHGs and having about 650 small tea growers.

PHOTO GALLERY

Honorable Union Minister of Labour & Employment visit to Chamraj Tea Estate, Kundah .

Interaction of NE Zone ADTD, FAO,& DO with tea tasters of J Thomas regarding tea tasting & market scenario

10 day residential program for SC growers at TRA Nagrakata by RO Jalpaiguri

Advisory service in non traditional area of Uttarakhand

Training of STGs at TRA Jorhat regarding Organic tea cultivation

ADTDs, FAOs and DOs attended the RPL- Training conducted by the ASCI and NSDC at the H.O

Saimo Chakahp, STG of Margherita with his produce of "Coin Tea"

Kunhipaat SHG receiving assistanc of purchasing LCV under PDS by RO Dibrugarh

Exposure visit of STGs by RO Gudalur

Demonstration of using plucking machine by RO Peermade

QR Code card data collection at Dibrugarh

Training for STGs in Lower Subansiri, Arunachal Pradesh by RO Itanagar

STGs of Himachal Pradesh visiting Gingia TE in Assam

Checking of green leaf quality at BLF units by SRO Margherita & Ledo

Training on Hand made tea for SC growers by ZO Coonoor

Training to STGs on organic tea cultivation at Tuli, Nagaland

Counseling about the Kangra Tea Industry for the students of CSKHPKV and Tea Tasting Workshop is organized by Tea Board Palampur

Demo pruning for STGs by RO Jorhat