

## **Report on orientation programme for small tea grower manufacturers on export of Tea**

With reference to Letter No 19/16/2013-STG/42 dated 21.05.2019 regarding Action taken for deliberations in the 238<sup>th</sup> Meeting of the Board held at Kolkata on 03.04.2019 to conduct a workshop through APEDA to facilitate export of handmade and specialty teas manufactured by Small Tea Growers (Agenda item No. A-2 of the Board), Tea Board North Eastern Zonal office, Guwahati organized a day long “**orientation programme for small tea grower manufacturers on export of Tea**” on 31.05.19 at **GTAC( Guwahati Tea Auction Centre), Ganeshguri, Guwahati .**

The following resource persons were roped in to provide the technical training:

- Smt Sunita Raj, AGM, APEADA, Guwahati on Organic certification & Overview of Export in respect of NE
- Shri A.K. Brahma, DGFT, Guwahati, on procedure to obtain IEC Certificate.
- Pradeep Kumar Baitha, Regional Head, EXIM, Bank, Guwahati on financial aspect on export of tea
- Shri P.S. Choudhury Custom & Central Excise Deptt. on Role of Custom in export of tea.
- Shri Autri Bhattacharrya, Director, M/s Aeon Commodities Pvt. Ltd, Kolkata, Tea Exporter, on various issues on export of tea from North East.

### **SPECIAL INVITEES**

- Shri Bidyananda Barkakoty, Ex-Tea Board Member
- Shri Priyanuj Dutta, Secretary, GTAC

The overall program was divided into 3 major segments viz. **Inaugural session, Technical session** and **Tea Testing session**. Several eminent resource persons were invited to give a presentation on the subject. More than 70 Small Tea manufacturers from different parts of North East were present.

In his welcome address, Shri D.M. Kakati, Assistant Director of Tea Development, Tea Board welcomed the participants and emphasized that Tea Board’s target is to achieve export of 300 million Kgs by 2020 vis-à-vis 250 million Kg as per current trend, giving ample scope to Small Tea Growers to export their specialty tea. Further, Shri Kamal Ch Baishya, Deputy Director Tea Development during his address said that there are around 141 mini tea factories/specialty tea units/hand made tea units in North East.

It is pertinent to mention that India exported 256 million Kgs in 2018 and out of which 155 million Kgs were exported from North India and 101 million Kgs from South India.

Shri Bidyanand Barkakoti, former Vice-Chairman, Tea Board appreciated Executive Director , Tea Board , Mr. Sanjio Kumar for the excellent initiative in organizing such a workshop. He said that North India exports only 14% of its production whereas South India exports 45% of their production and therefore such workshop will help in increase of exports from North East.

Many Small Tea manufacturers including Mr. Madhurjya Gogoi, Ms. Bhugeswari Chengmai, Mr. Bijit Basumatary etc shared about their experiences and hurdles faced and how they overcame to successfully export their teas.

The technical session was headed by Smt Sunita Rai, AGM, APEDA Guwahati who elaborated on various steps to accomplish a successful export of tea. During her presentation she guided the participants to first apply online for Import Export Code (IEC) in the DGFT portal. Second is to apply to Tea Board for RCMC (Registration cum Membership Certificate); third step is to collect ADC (Authorised Distributor Code) from Bank which has to later registered with Customs. After completion of these formalities, one has to apply for additional documents depending on requirements of importing countries. She further shared about the organic certifying agencies which is of paramount importance when it comes to EU countries.

Shri A.K. Brahma of the office of Director General of Foreign Trade (DGFT), Guwahati explained how to apply online for Import Export Code (IEC). Mr.Alok Bora, Manager, Exim Bank, Guwahati explained different bank formalities required for exports including importance of Letter of Credit (LC).

Shri P.S. Choudhury of Central Board of Indirect Taxes & Customs (CBIC) elaborated on different compliances for export of tea. FOB, C&F and CIF were discussed in details. He mentioned that in 2018-19, about 17.8 million Kg worth Rs. 408 crores of tea were exported from ICD, Amingaon. He mentioned that there was no cess on export of tea.

Shri Autri Bhattacharjee, a tea exporter from this region elaborated on potential countries where tea can be exported. He also pointed out infrastructure bottlenecks for exporting teas from Guwahati. Further, he shared about practical issues that need to be addressed.

The Technical session was followed by a short Lunch break. The Tea Testing session included testing of teas from various manufacturers who participated during the programme and remedial action, if any were also shared by representatives from various Brokers including J. Thomas.

Overall, it was a great learning experience for both would-be exporters and beginners who have just started exporting their teas overseas.



