

Report on Orientation Programme for Small Tea Grower Manufacturers on Export of Tea

Tea Board's North Eastern Zonal office, Guwahati, organized a day long "Orientation programme for small tea grower manufacturers on export of Tea" on at the Guwahati Tea Auction Centre (GTAC) in order to facilitate export of handmade and specialty teas manufactured by Small Tea Growers.

The following officials provided technical training on the below-mentioned subjects at the workshop:

- Smt Sunita Rai, AGM, Agricultural and Processed Food Products Export Development Authority (APEDA), Guwahati, on Organic Certification & Overview of Export in respect of NE
- Shri A.K. Brahma of the Directorate General of Foreign Trade (DGFT), Guwahati, on procedure to obtain IEC Certificate.
- Shri Pradeep Kumar Baitha, Regional Head, EXIM Bank, Guwahati on financial aspects of export of tea
- Shri P.S. Choudhury of the Customs & Central Excise Department on the Role of Customs Authorities in Export of Tea.
- Shri Autri Bhattacharria, Director, M/s Aeon Commodities Pvt. Ltd, Kolkata, Tea Exporter, on various issues on export of tea from the North East.

More than 70 Small Tea Grower Manufacturers from different parts of North East attended the workshop. The technical session was headed by Smt Sunita Rai, AGM, APEDA, Guwahati, who elaborated on the various formalities to be completed prior to exporting tea. During her presentation, she instructed the participants to first apply online for Import Export Code (IEC) in the DGFT portal. She then said that the second step was to apply to Tea Board India for Exporters' Licence; while the third step was to obtain an ADC (Authorised Distributor Code) from a Bank, which has to be registered with the Customs. After completion of these formalities, one has to apply for additional documents depending on the requirements of the importing countries. She further shared information about the organic certifying agencies and stressed on their importance in the EU countries.

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

Shri P.S. Choudhury of the Central Board of Indirect Taxes & Customs (CBIC) imparted knowledge on the different compliances to be observed for export of tea.

Shri Autri Bhattacharjee, a tea exporter from the Northeastern region, spoke on the potential of exporting Indian teas to various countries. He also pointed out infrastructure bottlenecks for exporting teas from Guwahati. Further, he shared about practical issues that need to be addressed.

A Tea Tasting session was organized at the workshop where the teas of various manufacturers participating in the workshop were sampled. Representatives of various Brokers, including J. Thomas & Company Ltd. conducted the Tea Tasting Session.



The Orientation programme for small tea grower manufacturers on export of Tea in progress at the Guwahati Tea Auction Centre (GTAC)



Tea Tasting Session at the Workshop