

## **Press Note**

### **Second International Tea Day commemorated by Tea Board India**

Kolkata, May 23: The second International Tea Day, 21<sup>st</sup> May, 2021 was commemorated by Tea Board India in the true spirit of solidarity, wherein special events and promotional programmes were organized to raise awareness, adhering to all the norms and restrictions laid down by the Government in the wake of Coronavirus pandemic.

A number of interesting and engaging promotional programmes were launched on the social media platforms of Tea Board India, such as drawing/painting competitions and My Tea Star contest in order to enable the social media users to participate in these activities while staying at home. Videos were also posted on the social media platforms in order to spread awareness about International Tea Day and to educate the viewers about the process of production of tea from the leaf to the cup. These activities garnered enthusiastic response from the social media users and helped to create a buzz in the social media space about International Tea Day.

A webinar entitled “International Tea Day and its significance vis-a-vis the Indian Tea Industry” was organized on the occasion. Dr. KK Dwivedi, Principal Secretary to the Government of Assam, Industries & Commerce Department, Assam, reiterated Assam Government’s support for the 200 year-old industry on this special day and mentioned coming out soon with a comprehensive “Tea Policy” for the overall development of the Tea Industry. Shri Prabhat Kamal Bezboruah, Chairman, Tea Board India, in his theme address articulated about the genesis behind declaration of May 21 as “International Tea Day” and stressed upon the Board’s co-ordination with the State Governments and various Associations as well as formulating Public-Private Partnership in undertaking various development programmes . Shri P.K. Sahoo, Deputy Chairman, Tea Board India, in his keynote address highlighted the strength of the industry and emphasized on taking steps towards making the industry sustainable and viable in a concerted manner and also working towards mitigation of its weaknesses. The webinar also facilitated several stakeholders of the industry to present their perspectives. All the distinguished speakers deliberated on value-added product innovation, differentiation and positioning of ‘Tea’ to move from a commodity to a branded product.

Apart from the above, outreach programmes were organized at some tea estates in Assam in order to spread awareness about the importance of International Tea Day and educating the stakeholders about the long history, deep cultural and socio-economic

significance of “Tea”. Other programmes included art/drawing competition among the wards of tea garden workers, promotional advertisements in vernacular print media and sending out “Bulk SMS” in vernacular languages on mobile phones . Catchy jingles and messages in the vernacular languages about International Tea Day were broadcast through different radio stations such as All India Radio, Radio Mirchi, Radio Misty etc.

A special tea plucking (limited edition) activity was organised by Tea Board in various tea gardens on 21<sup>st</sup> May 2021, since quality is the prime parameter which upholds the name of India Tea in the global market since ages. The participating tea gardens organized plucking of green leaf of highest quality (two leaves and a bud) to commemorate International Tea Day. A special auction of these teas will be organised in the auction centres in June 2021. All the activities of plucking etc were carried out in strict compliance with the social distancing and other norms laid down in the wake of the Covid-19 pandemic.

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