Entrepreneurs Meet for chalki ng road map for increasing exports, domestic consumption and enhancing the Quality parameters of Indian Tea

Dear all,

Tea Board is planning to hold an entrepreneurs Conference on 25th April, 2019 to discuss the future road map for increasing exports, domestic consumption and improving the quality parameters of Indian Tea.

We would like to deliberate on the following so that we may all move in the right direction:

1. The support expected at Farm and Manufacturing level
2. The support required in marketing of teas to the target audience
3. Branding of Specialty teas and the way in which Tea Board may extend support
4. A parading shift to move from bulk teas towards value added teas
5. Steps needed to be taken to bring quality produce to the market
6. To gauge the need for discouraging rampant production of low quality teas
7. The ways to expand sales, export and marketing of good quality teas and restrict sales, export and marketing of low quality teas
8. Steps to be taken for manufacture of more organic teas
9. Steps to be taken for manufacture of FSSAI complaint teas and teas compliant with International standards
10. To make Indian Teas synonymous with Quality Teas
11. Role of Tea Board as regulating, controlling, licensing and marketing body
12. Generic Promotion of Tea

You are requested to register for this Conference by way of deposit of a sum of Rs 1,000/-
(On line transfer- Tea Board Market Promotion Scheme – A/C No: 00260200000807-IFSC Code : BARBOBRABOU- Bank of Baroda, Brabourne Road Road Branch)

The details of the venue will be intimated shortly. First 50 registrations will be taken on board, please.

(Rishikesh Rai)
(Secretary)