



TEA BOARD
14, Biplabi Trailokya Maharaj Sarani
Kolkata – 700001

Date: 11.01.2022


OFFICE ORDER NO. 01/2022

Consequent upon joining of DDTP (JB) to the Head Office and for efficient functioning of the Promotion Directorate, it has become expedient to properly demarcate duties and responsibilities of the Officers of the Promotion Directorate of the Board. In furtherance of that objective, duties and responsibilities in respect of each officer of the Promotion Directorate, Head Office have been clearly set out in the **Annexure-I** for immediate compliance and necessary action.

This supersedes Office Memorandum No. 36/2020 dated 01.06.2020 wherein Smt. Nandini Datta, DDTP was advised to look after the duties and responsibilities of DTP(I/C) .

Further, Smt. Nandini Datta, DDTP and Shri Joydip Biswas, DDTP will report directly to the undersigned.

This comes into immediate effect.


(Dr. K.N. Raghavan)
Deputy Chairman

Distribution:

1.	DDTP(JB)	For necessary action.
2.	DDTP(ND)	
3.	Publicity Officer	
4.	FA&CAO	For information please.
5.	DTD	
6.	Secretary to Dy. Chairman	
7.	IT Cell	For uploading on the website
8.	Estt Branch	With spare copies

Ref. No 2(1)/Estt/2015

Proposed job allocation for the Promotion Directorate Officers**1. DDTP (Shri Joydip Biswas)**

2.	Policy and strategy matters
3.	Promotion strategy (Domestic & Export markets) including Export strategy
4.	Parliament questions, VIP reference, RTI and Public Grievances
5.	Panel Officer for the WANA Region, CIS Countries in coordination with DTP (Moscow) and the respective Indian Missions and the EU countries – Targeted Export promotion including, campaign, Trade fair & BSM arrangements inbound and outbound
6.	Annual Calendar of events (Fairs & Exhibitions and Delegations/BSMs) and sending proposals to the Ministry for participation in various events
7.	Liaison and coordination with the Ministry on Export-related matters
8.	Market intelligence and analysis
9.	Budgetary control and monitoring, Audit Replies
10.	Foreign Trade Policies and issues related to its rules/agreements
11.	Domestic Tea Promotion – States of Northern India, Western India and Promotion in North Eastern States in collaboration with NEZO.
12.	Leave substitute for DDTP (ND) as per the requirement
13.	Any other matter as may be allotted suitably

2. DDTP (Smt. Nandini Datta)

1.	All publicity- related matters in coordination with PO
2.	Panel officer for USA & Canada, Latin American Countries, South East Asia, China, Korea, Vietnam and Far East including Japan, Australasia Region comprising Australia & New Zealand - Targeted Export promotion including campaign, Trade fair & BSM, arrangements inbound and outbound
3.	Social Media Campaign (World & Domestic)
4.	Domestic tea boutiques and IPR related scheme implementation
5.	Plan Schemes - EFC
6.	Tea Centres/ Bars/ Buffets (North India and South India)
7.	Monitoring Tea Room, Kolkata
8.	Leave substitute for PO as per the requirement
9.	All IPR Matters
10.	Domestic Tea Promotion – States of Eastern and Promotion in South India in collaboration with South Zonal Office.
11.	Leave substitute for DDTP (JB) as per the requirement
12.	Any other matter as may be allotted suitably

3. Publicity Officer (Smt. Dipannita Dattagupta)

1.	Advertisements and campaign through all media (Print, audio, audio-visual, digital etc) in India and abroad
2.	Domestic campaign/Promotional projects, Publicity related matters and domestic promotion and sponsorships including domestic exhibitions
3.	Production of promotional Publicity material
4.	Gift Items and tea caddies – production, purchase and dispatch
5.	Domestic fairs/exhibitions and related sponsorships in association with DDTP(JB)/ DDTP (ND)
6.	Social Media Campaign (World & Domestic) in association with DDTP (ND)
7.	Inventory management for Promotional items, caddies etc.
8.	All sorts of Tea purchases and supply / distribution in coordination with the Packing Unit I/c
9.	Press release/Press meet/photographic coverage of important meetings
10.	All jobs relating to maintaining inventory, packing and dispatch of various consignments
11.	Providing monthly statement of stock to DDTP (ND)
12.	Timely requisition of tea and other publicity material – item wise maintenance of minimum threshold level for initiating fresh production/ procurement
13.	Maintaining hygienic and proper environment for packing and handling tea
14.	Stock of teas, publicity material and proper packaging material
15.	Assistance to DDTP(JB) in Social Media campaign for his panel countries.
16.	Any other matter as may be allotted suitably