

PRESS NOTE

69TH FOUNDATION DAY OF TEA BOARD INDIA ON 1ST APRIL 2022

The Tea Board India came into existence as per the provisions of the Tea Act 1953, effective from 1st April 1954.

Tea Board India right from its inception has carried out its functions and responsibilities for overall development of Tea Industry implementing various Government plan schemes, as a result of which Tea Industry in India is the 2nd largest Producer in the World. Tea cultivation in India is spread over 15 States and produces a medley of teas suited to different tastes and preferences of consumers. The characteristics of the teas of each region are distinct, which sets them apart from one another in many different ways. World's finest teas like Darjeeling, Assam, Sikkim, Nilgiris and Kangra which are famous for their delicate flavor, strength and brightness are produced in India.

The Indian Tea Industry which was developed over 180 years is now a valuable asset to the nation. It provides direct gainful employment to a large number of people and helps in providing indirect employment to various sectors of which nearly 58% of the workforce are women.

The contribution of the Tea Board India to the tea industry led to

- ✓ 101% growth in Area under tea, from 3.16 lakh ha to 6.36 lakh ha
- ✓ 361% growth in Production, from 278 m.kg to 1283 m.kg
- ✓ 120% growth in Productivity, from 900 kg / ha to 1976 kg /ha
- ✓ 1304% growth in consumption, from 77 m.kg to 1081 m. kg
- ✓ Phenomenal growth of small tea growers to 2.10 lakhs
- ✓ Auctions from manual to e-auction since 2009

The Board has made major interventions for sustainability of tea industry in the following ways:

- Implementation of PAN India Auction with payment settlement
- Setting up of Quality Control Laboratory at Tea Park, Siliguri, West Bengal
- Development of "Chai Sahyog" mobile app for the use of tea stakeholder
- Collectivization of Small Tea Growers with formation of 351 SHGs, 433 FPOs & 14 FPCs
- Putting in place the Plant Protection Code for ensuring safety of the plantation environment, workers and consumers
- Darjeeling, Assam (Orthodox), Nilgiri (Orthodox) and Kangra are registered as GI in India. Logos have been developed for Tripura, Sikkim, Dooars & Terai
- A new auction model "Bharat Auction" (based on Japanese Auction) has been developed by the Board and launched in South India in January 2022. This model is tentatively planned to be launched in North India very soon
- Alternative e-auction platform m-junction was set up in Dibrugarh, Assam to promote more effective e-commerce in tea