

Press Note

Commemoration of Fourth International Tea Day on 21st May, 2023 by Tea Board India

Kolkata, May 20: Tea Board India, under the Ministry of Commerce & Industry, Government of India, has planned a series of promotional activities to commemorate the Fourth International Tea Day on 21st May, 2023 with the objective of raising awareness as well as celebrating the second most consumed beverage in the world after water– TEA.

A grand programme is being organized at Guwahati to celebrate 200 years of the Assam Tea Industry, on the occasion of International Tea Day on 21st May, 2023. 2023 is also the year of completion of 200 years of Assam Tea, a great chapter in the history of Indian Tea. In order to mark this momentous occasion, the logo for Bicentennial of Assam Tea will be unveiled and the video made on Bicentennial of Assam Tea will be launched in Guwahati on 21st May, 2021. A panel discussion on “200 Years of Assam Tea and its Future” will also be organized during the programme. Several dignitaries will grace the occasion in order to make the celebrations of 200 years of the Assam Tea Industry as well as International Tea Day a memorable event.

Further, a promotional mobile van campaign is being organized in Kolkata on the occasion of International Tea Day on 21st May, 2023 to raise awareness amongst the general public about Indian teas and its various facets. Tea sampling and tea tasting activities are being organized at the Tea Board Head Office to give the general public an idea about the taste, aroma and flavour of good quality teas. Advertisements in print media will be released across India on the occasion of International Tea Day on 21st May, 2023 to commemorate this day and promote Indian teas among the masses.

Tea Board is looking to leverage the considerable reach of its social media platforms such as Facebook and Twitter, which have a substantial follower base, to increase awareness about the different types and varieties of Indian teas. Interactive and engaging activities such as Quiz Contest on India Tea and ‘Unscramble the Words’ contest, aimed at enhancing user engagement and spreading awareness about Indian teas amongst the social media users, are being organized.

Since quality is one of the prime parameters associated with India Tea in the global market since ages, a special tea plucking (limited edition) activity is being organized by Tea Board in various tea gardens on 19th May 2022. The participating tea gardens will organize 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 organized in the auction centres in June 2023.

In South India, a “Tea Show” will be organized at Sim’s Park, Coonoor, Tamil Nadu, on 20th and 21st May, 2023 in coordination with District Administration, Tourism Department and Department of Horticulture. During this two-day programme, several varieties of Nilgiri made teas will be exhibited by the auctioneers along with tasting arrangements. The estate gardens and Bought Leaf Factories will exhibit and sell their products from the stalls. Similarly, the small tea growers of the Nilgiris district, making specialty teas, will also be exhibiting their products for sale.

Miniature tea manufacturing machineries will be exhibited during the show and the manufacturing processes will be demonstrated. Special arrangements have been made to promote handmade teas.

In Siliguri, West Bengal, an Awareness cum Promotional programme for India Tea will be organized at the campus of North Bengal University (NBU), on 21st May, 2023.
