

चाय विकास एवं संवर्धन योजना के कार्यान्वयन की प्रक्रिया (15वां वित्त आयोग 2021-26)

Procedure for Implementation of Tea Development and Promotion Scheme

(15th Finance Commission 2021-2026)



टी बोर्ड इंडिया TEA BOARD INDIA
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1. INTRODUCTION

The Government of India has conveyed the approval of the Scheme Modalities and Guidelines of “Tea Development & Promotion Scheme” for implementation during the 15th Finance Commission 2021-26 vide letter No. F.NO.K-57013(11)/1/2021-Plant (A) dated 12th, November, 2021 with financial outlay of Rs.967.78 Crores.

The date of commencement of the scheme is on 12.11.2021. The duration of the scheme will be from 12.11.2021 to 31.03.2026 till such time the target or the fund is achieved/available whichever is earlier. The Board will reserve the right to declare any cut-off date for receipt or closure of applications.

The scheme has the following seven major components covering the broad areas of Tea Board’s operation for overall protection, growth & sustenance of the Indian Tea Industry:

- Component 1: Plantation Development for small tea growers
- Component 2: Sector Specific Action Plan for NITI Forum for North East
- Component 3: Market Promotion
- Component 4: Welfare of Workers (wards of the small tea growers)
- Component 5: Research and Development
- Component 6: Regulatory Functions & Auction Reforms
- Component 7: Establishment expenses.

The objective of the scheme is to improve the production, productivity, quality of the Indian teas in order to remain competitive in global markets, focus on the development of the small tea growers, their collectivization for moving up in value chain, value addition in teas for better price realization and share in export markets, explore the potential of tea grown in North Eastern States, focus in improving the per capita consumption of tea, improving tea exports from India to high value markets, encouraging research and development and other technological innovation to bring transparency in the entire supply chain as envisaged in the Tea Act, 1953.

The Tea Board of India has finalized the modalities for implementation of subsidy/ financial incentives/ grant in aid under various components, clearly describing the general eligibility norms, unit costs, and extent of support for various categories of stakeholders. The subsidy/ financial incentives under the various components will be disbursed by various

departments of the Board depending on the types of activities/ beneficiaries. While the Scheme Modalities & Guidelines covering the Components and Sub-Components has been approved and uploaded separately, this document is designed to laid down the "Procedures for Implementation of the various components and Sub-Components of the Tea Development and Promotion Scheme" for the 15th Finance Commission Period 2021-2026. While implementation and monitoring of the scheme will be done by the Deputy Chairman, Tea Board, through its Zonal and Regional Offices located throughout India, the following Nodal Officer is appointed for implementation of the Major Components and it's sub-components of the Scheme:

Sl.No.	Scheme Components	Nodal Officer
1	Plantation Development for small tea growers	Director Tea Development
2	Sector Specific Action Plan for NITI Forum for North East	Executive Director, Guwahati
3	Market Promotion	Director Tea Promotion I/c
4	Welfare of Workers (wards of the small tea growers)	Director Tea Development
5	Research and Development	Director (Research)
6	Regulatory Functions & Auction Reforms	Controller of Licensing
7	Establishment	Financial Advisor & Chief Accounts Officer

Further, in order to review the monthly/quarterly progress of the implementation of the scheme including physical and financial progress, a committee in the name and style of **SCMC – Scheme Co-Ordination and Monitoring Committee** is formed under the chairmanship of Deputy Chairman, Tea Board with following members:

Executive Director, Guwahati	- Member
Executive Director, Coonoor	- Member
Director of Tea Development	- Member
Financial Advisor & Chief Accounts Officer	- Member
Director Tea Promotion I/c	- Member
Director (Research)	- Member
Controller of Licensing	- Member
Deputy Director of Tea Development (Siliguri)	- Member
Deputy Director of Tea Development (Palampur)	- Member

The meeting of the SCMC committee will be held at monthly interval preferably in the 1st week of every month at HQ, Kolkata where the EDs (Guwahati & Coonor) and DDTD (Siliguri & Palampur) may attend either physically or through virtual mode.

I. Implementation of the Scheme:

All the services for implementation of the various components of the scheme will be provided through development of **online e-governance** mechanism and all payments will be through electronic mode i.e., RTGS/NEFT/PFMS.

The application forms and other relevant formats for all the components/ sub-components of the schemes will be available only through online mode in the dedicated portal. Physical submission of application will not be entertained and shall be rejected/cancelled.

No deviation is allowed at any stage by the Zonal or Regional Offices. Any clarification regarding components/sub-components of the scheme shall be raised by the Nodal Officer to the Deputy Chairman, Tea Board. Any change in the modalities for functional convenience having no financial implication shall be done by the Deputy Chairman, however, changes involving financial implication shall be done with the approval of the AS&FA/Commerce Secretary.

The system will allow the receipt of application till such time the target (Physical/financial) is achieved and will close automatically once the target (Physical/financial) is achieved. However, the receipt of application will be 05 to 10% more than the target (waiting list) depending upon the component/sub-component so that in case of cancellation of regular cases the application in order from the date of receipt will be considered subject to availability of fund.

II. General Guidelines:

1. Applicant small tea growers including members of self-help groups and farmers Producer Organizations having Tea Board registration or identity smart card (QR based) issued by Tea Board/ have unique identification number generated will be accepted for the purpose of the scheme. For growers already in possession of the identification card, any additional area shall be updated in the growers' enumeration database. Applicant (small tea growers) who does not have the Identity Card issued by the Tea Board can obtain

the same on production of documents to establish the ownership of land and where title deeds are not available, possession certificate issued by the concerned State Government from the nearest field office. Once the identity card is obtained, he/she can apply for the scheme component as per his/her eligibility.

2. The application is to be submitted minimum 21 days prior to commencement of the activity. Activity commenced or completed prior to submission of application will be rejected. The activity will only be commenced after receipt of the "**Post-Acknowledgement**" from Tea Board wherever applicable.
3. Survey map (A-4 size) of the tea area in case of individual small tea growers drawn by Government approved surveyor/Land Revenue department duly certified and signed by both the issuing authority as well as the applicant, wherever applicable
4. Self-Declaration under PPC compliance
5. Aadhar Card in case of individual/ PAN/TAN/GST registration in case of others, as applicable
6. Details of Bank Account (linked with mobile number and Aadhar) for claiming the financial assistance with IFSC code (one cancelled cheque is to be uploaded)
7. Copy of recent resolution in case of SHGs/FPOs/FPCs along with the details of office bearer and members with tea area in command
8. Only one application under each component will be considered, however, applicant may apply for more than one activity as per eligibility
9. The application will be submitted online only and physical receipt of application in any field offices (ZO/ROs/SROs/HQ) will not be entertained until and unless permitted by the Competent Authority till such time the online platform is not ready.
10. Incomplete application, application devoid of requisite document, application fees etc., will be rejected by the system (online portal) or the Officer of Tea Board who receives the application is authorized to reject it in case on incomplete document / non conformities till such time the online portal is not ready for the use of stakeholder. After successful submission of application an "**Acknowledgement**" will be generated by the system. However, in certain cases (components/sub-components) where Board's permission is required for undertaking or commencing the activity, "**Post-**

Acknowledgement” will be issued by respective Regional/Zonal Office. Generation of acknowledgement does not entitle the applicant for receiving the financial assistance. **Acknowledgement/“Post-Acknowledgement” will not guarantee the applicant for the sanction or the receipt of financial assistance at this stage. The commencement and completion of the activity is to be undertaken by the applicant at their own cost without any commitment from the part of Tea Board till such time the “sanction” is accorded subject to availability of fund.** Assistance will be considered based on the post activity report and documents followed by verification by the concerned field office and satisfactory report.

- 11.** The activity proposed shall be commenced & completed within **06 months (except under certain component wherever mentioned)** from the date of submission of application. Activities not completed within the stipulated time period will get automatically rejected by the online system. However, such applications can be revived based on budget available and based on discretion of the Sanctioning Authority
- 12.** The applicant shall submit a completion report together with supportive documents immediately after completion of activity. Post activity Inspection/verification by Tea Board will be carried out immediately (within 15 days) after receipt of completion report from the applicant.
- 13.** The entire processing of application right from receipt of application till disbursement of subsidy shall be completed within the scheme period (2021-26) and in no case will be carried forward/spilled over beyond 31.03.2026
- 14.** All the necessary statutory compliances/laws/bylaws if applicable under the respective State Government or the Central Government has to be obtained by the applicant before submission of application. Conditional application form will not be accepted and summarily rejected.
- 15.** All the applications shall be accompanied with a non-refundable application fee of Rs. 100/- (Rupees one hundred only) + GST (**Exempted for SC, ST, female and differently abled person**). No application will be accepted without payment of application fees except for exempted stakeholders and the activity wherever mentioned

- 16.**In the event of change in the ownership of the tea garden before completion of disbursement of sanctioned subsidy amount, the transferor / seller of the tea garden shall cease to receive any further subsidy remaining to be paid by the Tea Board after the transfer / sale is affected.
- 17.**The applicants shall submit a Letter of Undertaking on Non-Judicial Stamp paper of minimum value of Rs. 20.00 along with Board Resolution/Office bearer at the time of submission of post activity documents. The format will be available in the online portal.
- 18.**The subsidy payable by Tea Board for any of the above-mentioned activities will be adjusted against any defaulted amount that has become due and / or remain unsettled by the applicant tea company under any of the components / sub components of the Boards' scheme or any other account to the Tea Board including outstanding and defaulted loan amount at the time of release of subsidy. After adjustment of all dues of the Tea Board, the balance amount of subsidy, if any, shall be paid to the applicant
- 19.**Expenses on account of stamp duty, registration fees or any other expenses in connection with execution of contracts, preparation of maps or other documents for the purpose of the scheme should entirely be borne by the applicants. Such expenses shall not be adjusted with the subsidy to be paid by the Board
- 20.**In the event of any violation of the Tea Act 1953, or any fraudulent activity on part of the applicant, or any non-conformity to scheme guidelines, financial assistance/ subsidy will be re-covered subsequently with @ repo rate + 5%interest per annum

III. Process Flow of Processing of application:

III.(i). Submission of application:

It is mandatory to all beneficiary to submit the application through online portal for each separate activity under the Component/Sub-component, as the case may be before 21 days from the proposed commencement of activity. After successful submission, an acknowledgement slip will be generated to the applicant with unique ID (Reference No.). The acknowledgement is just a confirmation towards receipt of the application and does not entitle the applicant towards their eligibility under the Scheme. The submission of hard copy of application will not be entertained.

III (ii). Processing of Application:

Once the application is received online, the concerned Development Officer/Factory Advisory Officer/Designated officer will verify the details mentioned in the application. He will check the eligibility, verify, inspect wherever necessary. In case the application is incomplete/in-eligible/shortfall of documents etc., the application will be rejected and treated as cancelled. The cancellation report/message will be uploaded in the portal for information to the applicant.

If the application is found acceptable, the Development Officer/Factory Advisory Officer/Designated officer will recommend the case and forward it to the Assistant Director of Tea Development or Deputy Director of Tea Development or the designated officer as the case may be after causing pre activity inspection (unless otherwise stated in the terms and conditions for individual activities) and or verification of application. The Assistant Director of Tea Development or the Deputy Director of Tea Development attached to RO/ZO will issue the "**Post Acknowledgement**" letter to the applicant which may be treated as permission for the commencement of the activity under application. However, issuance of "**Post Acknowledgement**" letter does not guarantee the sanction or the disbursement of subsidy at this stage.

On completion of activity, the applicant will submit the completion report together with the supportive documents against their application within the time scheduled (with unique ID – linked with registered mobile no.). The concerned Development Officer/Factory Advisory Officer/Designated officer will take action and submit its recommendation/cancellation after causing post activity inspection for consideration/non-consideration under the scheme to the Assistant Director of Tea Development or Deputy Director of Tea Development or the designated officer as the case may be within a time period of 21 days from the date of receipt of completion report. In case of non-recommendation, cancellation letter will be sent to the applicant through the portal.

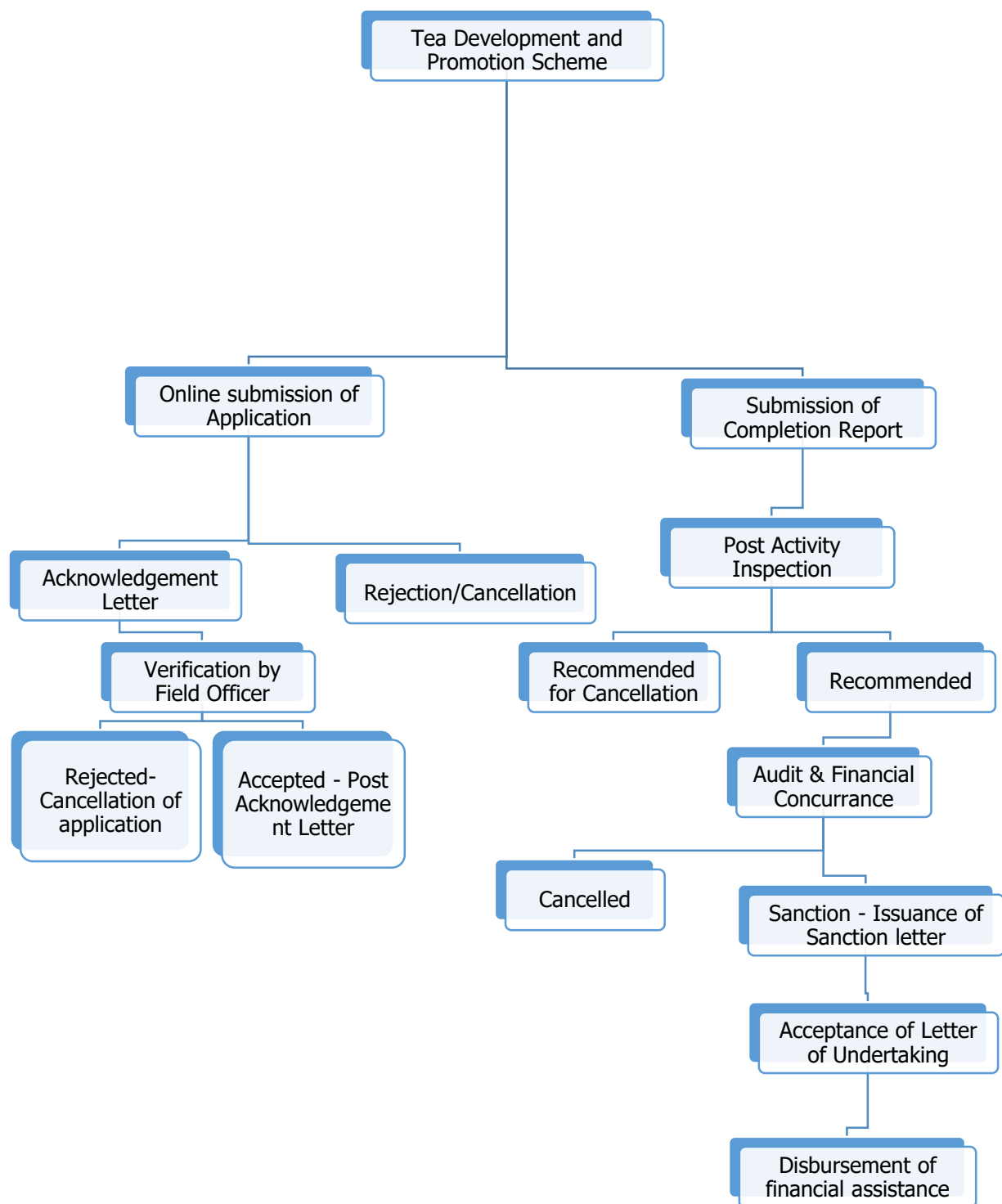
On receipt of satisfactory post activity, the Assistant Director/ Dy. Director or the designated officer will forward the report to the Zonal Office /sanctioning office (Zonal Office) for scrutiny by concerned Officer, Audit, Sanction and Payment. Zonal Office will keep a record of all such cases for each component and sub-component so that the receipt of application shall not exceed the target earmarked to their respective Zone/ or beyond the budget allotted to them. Time period for sanction subject to availability of funds should not normally exceed 15 days.

After financial concurrence from the level of Accounts Officer/Audit Officer/or designated officer, the Accounts Officer/Audit Officer, as the case will be, will forward it to the sanctioning authority viz., Executive Director in case of Assam (for North East Region and Sikkim) and Coonoor, Tamil Nadu (for South India) and Deputy Director of Tea Development Siliguri (North Bengal & Bihar) and Deputy Director of Tea Development, Palampur (for Himachal Pradesh & Uttarakhand). Once the case is sanctioned, the sanction order will be uploaded in the portal. The applicant will have to upload the letter of undertaking within 07 days from the date of sanction letter (date of uploading in the portal) followed by the submission of hard copy of the letter of agreement to the sanctioning office. The eligible amount will be disbursed to the applicant to their bank account through electronic mode.

The sanction for the cases of Sikkim State will be done by the Executive Director, Guwahati while all other processes viz., processing of application, carrying out of inspection, issuance of post acknowledgement etc., will be done by Board's Siliguri Office under intimation to Board's Guwahati office. All finances for the State of Sikkim will be booked under Board's Zonal office, Guwahati (Subsidy ONER).

The receipt of application will be discontinued from 30.09.2025 so that the activity proposed shall be completed and the disbursement is made before 31.03.2026. (In case of setting up of tea factory it will be 30.01.2025) However, depending upon the availability of fund and achievement of the targets, this may be discontinued earlier without any notice to the stakeholder.

The decision of the Competent Authority will be final and binding for any dispute arising out while implementation of the scheme.



Component- 1: Plantation Development for Small Tea Growers

OBJECTIVES

The objective of this component is to increase production, productivity and quality of tea, overall development of small tea growers to help them to move up in the value chain, sustainability of production by promoting organic tea cultivation & climate resilient tea and to make them self-reliant by setting up their own processing units.

ACTIVITIES / SUB COMPONENTS

The following are the activities / sub-components that would be eligible under the scheme:

For Small Growers (tea area owning up to 10.12 ha):

1. Mechanization for individual small growers
2. Assistance to Self Help Groups
3. Assistance to Farmer Producer Organizations
4. Annual Award
5. Assistance for setting up of tea Factory by FPOs
6. Assistance for setting up Mini Tea Factory
7. Traceability and publication of news letters
8. Workshop and training
9. Strengthening of field offices
10. Soil testing
11. Organic certification
12. Organic conversion
13. Organic farm inputs
14. Up gradation of skill of officials
15. Contribution to NAFCC funded Climate Adaptation Project

1. ACTIVITY SPECIFIC ELIGIBILITY CONDITIONS AND FINANCIAL ASSISTANCE

1.1. MECHANIZATION FOR INDIVIDUAL SMALL GROWERS

1.1.1 Equipment and scale of assistance

The following are the equipment for which subsidy @ 25 % of actual cost would be considered subject to the ceiling limits:

Sl. No.	Equipment	Ceiling limit (Rs)	Other eligibility
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1	Pruning machine	30,000.00	One (1) Machine for each / up to 5.00 ha of tea area
2	Mechanical harvester Single man harvester or Double man harvester	25,000.00 40,000.00	For each / up to 10.00 ha of tea area
3	Power Sprayer	15,000.00	For each / up to 5.00 ha of tea area
4	Brush cutter	28,000.00	For each / up to 10.00 ha of tea area
5	Plucking shear	550.00	For each/ up to 0.40 Ha of tea area

1.1.2. Targets: Physical and Financial: The physical target will be 700 numbers of machineries with financial outlay of Rs.2.10 Crores.

1.1.3. Other conditions

- The applicant has to submit QR code based unique identity card (area recorded in the Identity card shall be considered under the scheme)
- The procurement shall be done from the supplier having valid authorized dealership certificate from the manufacturer
- The Grower have to submit the declaration for upkeep and maintenance of the machines at their own cost and Board will not be held responsible for any wear and tear of the machine including warranty etc.,
- The Grower/applicant shall not dispose/sale the machine for five years from the date of receipt of the financial assistance, in case of violation, the applicant will be bound to refund the whole amount of assistance @ repo rate + 5% annual interest.
- The machine shall be kept for verification as and when called by the Board's official
- The procurement of machinery shall be completed within 6 months from the date of submission of application following scheme guidelines.
- There will be no pre activity inspection
- Small growers will be eligible for mechanization equipment as per garden basis and the actual requirement will be as arrived at by the Boards Development Officer

1.1.4. Documents required for submission of application and claim of subsidy: Online Portal

Sl.No.	Application	Post Activity/after completion of activity
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1	Application form – to be filled online	Original Bill/Tax Invoice of the supplier
2	Copy of QR code card issued by Tea Board	Money Receipt
3	Aadhar Certificate/ for Assam as per the documents shown in the portal	Good Condition Certificate
4	Quotation of the machineries (Original scanned copy)	
5	Self-Declaration on PPC compliance and declaration that the upkeep and maintenance of the machinery will be done by the applicant at their own cost	

1.2. ASSISTANCE TO SELF HELP GROUPS

1.2.1. Eligible items and scale of assistance

The following are the equipment for which actual cost would be considered subject to the ceiling limits:

Sl No.	Item	Scale of assistance (Rs)	Other eligibility
1	Weighing scale	100 % of cost subject to ceiling limit of Rs. 4000 per scale	2 numbers per SHG
2	Plastic crate	Ceiling limit Rs. 400 per crate	1 Crate for each 20 Kgs of green leaf
3	Nylon bag	Ceiling limit Rs. 100 per nylon bag	1 bag for each 15 Kgs of green leaf
4	Pruning machine	Ceiling limit Rs. 30,000 per pruning machine	1 Pruning machine for 10 ha of tea area
5	Mechanical harvester	Ceiling limit Rs. 40,000 per harvester (double man operating) or Rs.25000/- for single man operating	Double Man Harvesting Machine for each 10 ha of tea area and single handled harvesting machine for each 5.00 ha of tea area
6	Power sprayer	Ceiling limit Rs. 15,000 per power sprayer	1 for each 5.00 ha of tea command area
7	Brush cutter	Ceiling limit Rs. 28000	One (1) for each 10.00 ha of area
8	Plucking shear	Ceiling limit Rs. 550 per plucking shear	One (1) for each 0.40 ha of tea area

1.2.2. Targets: Physical and Financial: The physical target will be 70 numbers of machineries/items with financial outlay of Rs.0.97 Crores.

1.2.3. Other conditions:

The Self Help Groups shall be informal bodies consisting of minimum 15 numbers without any restriction on minimum combined command area. The minimum numbers are for enabling formation of SHG where there are limitations in terms of contiguity of small growers' plantations. Formation of groups having numbers more than the maximum stipulation, is envisaged and to be encouraged for bringing about better synergy by forming FPOs.

- a) All the members of the SHG must have the identity card issued by Tea Board
- b) SHGs/FPOs have to give declaration with no. of growers and tea area in their command and average quantity of green leaf handling
- c) Self-Declaration on PPC compliance and declaration that the upkeep and maintenance of the machinery purchased under the scheme will be done by the applicant at their own cost. The procurement shall be done from the supplier having valid authorized dealership certificate
- d) Copy of current resolution of the SHG indicating the name of the office bearer
- e) Bank and account details of the SHG
- f) The items received by any SHG under the scheme cannot be sold or disposed of in any way for a minimum period of five year from the date of receipt of financial assistance and in case of such incident, the SHG will be bound to refund all the amount received as financial assistance @ repo rate + 5% annual interest
- g) The machine shall be kept for verification as and when called by the Board's official
- h) Each SHG must include one Development Official from Tea Board as ex-officio member in its Management Committee and this committee will meet at regular monthly intervals in presence of concerned Boards Officer. The Development official shall act as a mentor in formation of the group, its daily working and guiding the group eventually to become Farmers Producer Organization.
- i) In the event of sanction of financial assistance, it will be parked in the bank account of the SHG for which the concerned Boards Officer will be a joint signatory. For procurement of items, fund will be released from this bank account with the SHG office bearers and Board's officer as signatories.

1.2.4. Documents required for submission of application and claim of subsidy: Online Portal

Sl.No.	Application	Post Activity/after completion of activity
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1	Application form	Original Bill/Tax Invoice of the supplier
2	Copy of QR Code card for all members and SHG registration issued by Concerned State Government (if any)	Money Receipt
2	Copy of recent resolution with the name of the office bearer	Good Condition Certificate
3	Details of the member small tea growers with their name and tea area in command	Letter of undertaking in stamp paper as per the format
4	Quotation of the machineries from authorized dealership	
5	Cancelled cheque of the bank account linked with SHG registration	
6	Self-Declaration on PPC compliance and declaration that the upkeep and maintenance of the machinery will be done by the applicant at their own cost	

1.3. **ASSISTANCE TO FARMER PRODUCER ORGANISATIONS (FPOs) / FARMER PRODUCER COMPANIES (FPCs)**

Collectivizing the small tea growers, especially small and marginal farmers, into producer organizations and producer companies has emerged as one of the most effective pathways to address the many challenges faced by the small growers' sector and most importantly, improved access to investments, technology, inputs and markets. It is thus imperative for Tea Board to build a prosperous and sustainable small tea sector by promoting and supporting member-owned Producer Organizations and companies that enable small tea growers to move to a higher plane through efficient, cost-effective and sustainable resource use and realize higher returns for their produce. The primary objective of federating the SHGs and moving them higher up the value chain through FPO formation is to enhance production, productivity, profitability of the small growers (in the participating SHGs) and quality of tea produced in various tea growing regions across the country. The Farmers Producers' Organization can be registered as a society/ cooperative society/ Producer Company or any other legal entity which provides for sharing of profits / benefits amongst the grower members. The SHG being an informal body, it shall have a compulsory stipulation of registering as a Farmers Producers organization under a legal provision on the inclusion of

more than 20 members.

The typical services that a FPO needs to provide include the various aspects of cultivation (field inputs, cultivation techniques and processing knowhow in factory) along with helping them in getting market access. In addition, the FPO should allow the member SHGs (or the member small growers) to use the common infrastructure for transportation, weighing, processing, packaging, value addition, storage and any other logistics facilities which are essential in the tea value chain. Apart from that the FPO should also act as agents for knowledge dissemination about various aspects of tea cultivation, processing and marketing.

FPOs / FPCs may be federated in any of the following structures:

- Two or more SHGs with a total of more than 20 members coming together to form an FPO
- A single SHG with more than 20 members
- A single SHG with more than 20 members and additional individual small tea growers having Tea Board identification card / UIN
- Multiple SHGs with additional individual small tea growers having Tea Board identification card / UIN
- However, depending on the need and ground reality, the minimum number will be arrived at as per the discretion of Boards field Officer. There shall be no bar on the maximum number of members

1.3.1 Eligible items and scale of assistance

SI No.	Item	Scale of assistance	Other eligibility/ceiling
1	Revolving Corpus	Rs. 20,000 per Ha. Ceiling limit Rs. 5,00,000 per SHG/ FPO / FPC	One-time Revolving Corpus Fund is for purchase of inputs including fertilizers, PPFs, sticky traps and light traps. Any expenditure to be charged to revolving corpus shall be incurred only with the prior recommendation of the Development Officer attached to the FPO for which the proposal must have the endorsement of the Management Committee. The Management Committee will ensure suitable reimbursement from the members to the

			Revolving Corpus Fund against the amount spent by the FPO for purchase of inputs, for topping up and maintenance of the corpus fund
2	Storage go down and office	Ceiling limit Rs. 1,00,000 per FPO	1 unit for each FPO
3	Leaf collection shed	100 % of cost subject to ceiling limit of Rs. 75,000 per shed	1 for every 1000 to 1500 Kgs of Green leaf handling (average of peak season)
4	Weighing scale	100 % of cost subject to ceiling limit of Rs. 4000 per scale	2 unit for each FPO
5	Plastic crate	Ceiling limit Rs. 400 per crate	1 Crate for each 20 Kgs of green leaf handled per day
6	Nylon bag	Ceiling limit Rs. 100 per nylon bag	1 bag for each 15 Kgs of green leaf handled per day
7	Pruning machine	Ceiling limit Rs. 30,000 per pruning machine	1 machine for 10 ha of tea command area
8	Mechanical harvester	Ceiling limit Rs. 40,000 per harvester (double man operating) & Rs.25000/- for single man operating	Double Man Harvesting Machine for each 10 ha of tea area and single handled harvesting machine for each 5.00 ha of tea area
9	Power sprayer	Ceiling limit Rs. 15,000 per power sprayer	1 for each 5.00 ha of tea command area
10	Leaf carriage vehicle – tractors/trailers/LCV	50% for leaf carriage vehicle with ceiling of Rs. 7,50,000 lakhs per vehicle The assistance will be 75 % in case of non-traditional area of North East, Idukki in Kerala, Nilgiris in Tamil Nadu and Kangra in Himachal Pradesh and Uttarakhand	1 leaf carriage vehicle for every 1500 Kgs of green leaf handled per day (average of peak months). The 2 nd vehicle (if already granted in previous MTF period) will be granted only if the vehicle has completed minimum 7 years and is condemned by the concerned department.
11	Computer & Printer	Ceiling limit Rs. 50,000 per computer and printer	1 set (computer & printer with peripherals) for each FPO
12	Soil testing kit	Rs. 90,000 per kit	1 Kit for each FPO with condition that FPO will hire or engage or trained any one member, a technical person for its handling
14	Plucking shear	Ceiling limit Rs. 550 per plucking shear	One (1) for each 0.40 ha of tea area
15	Brush cutter	Ceiling limit Rs. 28,000 per brush cutter The assistance will be Rs.30,000/- per unit in case of non-traditional area of North East, Idukki in Kerala, Nilgiris in Tamil Nadu and Kangra in Himachal Pradesh and Uttarakhand	One (1) for each 3.00 ha of tea command area
16	Cost of Registration	Ceiling limit of Rs. 25,000 per group	For registration / incorporation of the FPO / FPC

1.3.2. Targets: Physical and Financial: The physical target will be 14 numbers of with

financial outlay of Rs. 2.74 Crores.

1.3.4. Other Condition: The other conditions as laid down under SHGs [2.2.3] is also applicable under FPOs / FPCs including parking of financial assistance in Joint bank account of which the concerned field officer of the Board will be a signatory along with office bearers of the FPO / FPC.

**1.3.5. Documents required for submission of application and claim of subsidy:
Online Portal**

Sl.No.	Application	Post Activity/after completion of activity
1	Application form	Original Bill/Tax Invoice of the supplier
2	Copy of QR Code card for all members/FPO/FPC registration Concerned State Government / Company registration	Money Receipt and expenditure for civil work certified by Govt. approved engineer
3	Copy of recent resolution with the name of the office bearer	Good Condition Certificate
4	Details of the member small tea growers/FPOs/FPC with their name and tea area in command	Letter of undertaking in stamp paper as per the format
5	Quotation of the machineries/ estimate for civil work from Govt. approved engineer in original wherever applicable	
6	Cancelled cheque of the bank account linked with FPO registration	
7	Self-Declaration on PPC Compliance and declaration that the upkeep and maintenance of the machinery will be done by the applicant at their own cost	

1.4. ANNUAL AWARDS

To encourage and recognize the best performing SHGs and FPOs, region wise annual awards in North East, North West including Himachal Pradesh and Uttarakhand, West Bengal and

Bihar and South India will be considered. The selection of the best performing SHG and FPO will be made on the basis of criteria including group composition, infrastructure of the group, organizational discipline, financial management and performance, organization systems put in place, good agricultural practices including PPC compliance, significant achievements/activities undertaken and productivity and quality. A uniform score card will be devised based on these parameters and weightage given according to the significance of the criteria for SHG performance. The score card is uploaded in Board's website. Awards would be given to the first, second and third SHGs and first, second and third FPOs.

For Self Help Groups and FPOs, annual award will be given to the first, second and third in each region @ Rs. 1, 00,000, Rs. 50,000 and Rs. 30,000, respectively, yearly.

Tea Board will carry out the assessment of the SHGs and FPOs and upload in to the portal for sanction of the award.

1.4.1. Targets: Physical and Financial: The physical target will be 20 numbers of with financial outlay of Rs. 0.36 Crores.

1.4.2. Documents required for submission of application and claim of subsidy:
Online Portal

Sl.No.	Application
1	Application form
2	Copy of QR code cards for members of /SHG/FPO and registration issued by /Concerned State Government / Company registration
3	Copy of recent resolution with the name of the office bearer of the SHG/FPO
4	Details of the member small tea growers/SHG with their name and tea area in command
5	Selection Parameter Data Sheet duly filled up by the Development Officer and recommended by the Controlling Officer
6	Cancelled cheque of the bank account linked with SHG/FPO registration

1.5. ASSISTANCE FOR SETTING UP FACTORY BY FPO / FPC (Big Factory)

1.5.1. Scale of Assistance

SI No.	Item	Scale of assistance	Other eligibility/ ceiling
1	Assistance for setting up of tea factory by FPO	40% of cost with ceiling limit of Rs. 2.00 crs /factory	<p>Must obtained NOC from Licensing Department for filing application and final TMCO Registration for claiming subsidy</p> <p>The total time duration shall not be more than the timeline allowed in the NOC obtained from Tea Board for completing the unit and claiming the subsidy. However, the time line mentioned in the NOC issued by the Licensing Department and submitted at the time of claiming the assistance will be final and binding. Any extension allowed subsequently (after submission of application under this component) or delay in completion of the project shall not be considered for the grant of assistance.</p> <p>Subsidy will be paid subject to availability of funds</p>

1.5.2. Documents required for submission of application and claim of subsidy: Online Portal

SI.No.	Application	Post Activity/after completion of activity
1	Application form	Copy of Tea Board In Principal approval (IPA) Letter
2	Copy of QR Code cards for all members. SHG/FPO / FPC registration issued Concerned State Government / Company registration	Completion report in letter head
3	Copy of recent resolution with the name of the office bearer	Copy of final TMCO registration issued by the Licensing Branch of Tea Board
4	Details of the member small tea	Original Bill/Tax Invoice of the

	growers/SHG with their name and tea area in command	supplier both in case of civil works & machineries certified by the chartered engineer (govt approved) and the applicant
5	Project plan duly approved by chartered engineer about the civil works and proposed machineries with cost estimates and quotations	Money Receipt
6	Copy of NOC obtained from Licensing branch of Tea Board (mere submission of application will not qualify)	Good Condition Certificate
7	Cancelled cheque of the bank account linked with FPO/FPC registration	Letter of undertaking in stamp paper as per the format
8	Self-Declaration on PPC compliance	
9	Documents regarding source of funds and working capital	

1.5.3. Other conditions:

- a) Farmer Producer Organizations / Companies desirous of setting up manufacturing unit would be eligible.
- b) Application under Tea Marketing Control Order, 2003 will first have to be submitted to the concerned office of the Board.
- c) The number of big tea factories to be set up by FPOs/ FPCs to be supported under the scheme would be limited to first come first serve basis and availability of funds and any additional factory would be supported subject to availability of funds.
- d) The installed capacities that would be normally eligible for financial assistance is 3 lakh kgs. to 5 lakh kgs. per annum for CTC factory and 2 lakhs to 3 lakhs kgs per annum for orthodox and orthodox green tea
- e) Financial assistance will be considered for the project in totality (tea factory) and not partly for civil works or machineries alone
- f) The applicant has to obtain the NOC from the Licensing Branch for submission of application, and the application is to be submitted together with the project plan duly certified by the Government approved chartered Engineer/CA and the commencement of Civil work shall be started only after obtaining the In Principal approval (IPA) of the

Tea Board

- g) The applicant has to adhere to the timelines as mentioned in the NOC issued by the Licensing Branch at the time of submission of application (including any extension of time, if any, allowed by the Licensing Authority on or before the date of submission of application. Any extension of time given subsequently after submission of application will not be considered)
- h) Financial assistance will be considered only after the applicant has obtained Registration under TMCO
- i) Financial assistance shall not be allowed for any equipment if imported under the Export Promotion Capital Goods Import (EPCG) scheme and a certificate is given to the effect that benefit of this scheme has not been availed. The assistance will be allowed to new machineries only, installation of old machineries may disqualify the claim of subsidy
- j) A factory cannot be sold or ownership transferred, leased or sub-leased for a period of **10 years** after receipt of financial assistance from Tea Board

1.5.4. Targets: Physical and Financial: The physical target will be 7 (seven) numbers of with financial outlay of Rs. 14.00 Crores.

1.6. ASSISTANCE FOR SETTING UP MINI FACTORY

1.6.1. Scale of assistance

Sl No.	Item	Scale of assistance	Other eligibility/ceiling
1	Assistance for setting up of mini tea factory by Individual/Association of Small Tea Growers or farmers producer company	40% of cost with ceiling limit of Rs. 0.33 crs /factory 50% in case of Non-traditional areas North East, Idukki (Kerala), Nilgiris, Tamil Nadu and Kangra in Himachal Pradesh and Uttarakhand	Must obtained Certificate from Board's Licensing Department Subsidy will be paid subject to availability of funds

1.6.2. Other conditions

- a) "Mini tea factory" means a tea factory owned by a small grower, an association of small tea growers or a Producer Company and which sources all the required tea leaf from its own plantation/command area for the purpose of manufacture of tea

and having capacity to produce **not more than five hundred kilograms of made tea per day**, as stipulated in the Tea (Marketing) Control Order.

- b) "Producer Company" means a company registered as a Producer Company under the companies Act, 1956 (1 of 1956) or the Companies Act, 2013 (18 of 2013), as the case may be, being in force consisting of small tea growers as members.
- c) Application under Tea (Marketing) Control (Amendment) Order, 2017 (TMCO) and as per guidelines issued in this regard will first have to be submitted to the concerned office of the Board, for obtaining Certificate for mini tea factory followed by submission of application under the scheme activity.
- d) Financial assistance will be considered only after the applicant has obtained Certificate under TMCO and submits application under the scheme
- e) Financial assistance shall not be allowed for any equipment if imported under the Export Promotion Capital Goods Import (EPCG) scheme and a certificate is given to the effect that benefit of this scheme has not been availed. The assistance will be allowed to new machineries only, installation of old machineries may disqualify the claim of subsidy
- f) The number of mini tea factories to be supported under the scheme would be on first come first served basis and availability of funds
- g) A factory cannot be sold or ownership transferred, leased or sub-leased for a period of **08 years** after receipt of financial assistance from Tea Board.
- h) The application shall be submitted within 3 months from the date of obtaining the TMCO certificate from Tea Board. Application submitted later than 3 months will not be considered.

1.6.3. Documents required for submission of application and claim of subsidy: Online Portal

Sl.No.	Post Activity/after completion of activity
1	Application form
2	Completion report in letter head
3	Copy of QR code cards for individual or all members
4	Copy of registration in case of FPO / FPC
5	Copy of Certificate under TMCO for mini tea factory
6	Copy of recent resolution with the name of the office bearer in case of Association or Producer Company
7	Original Bill/Tax Invoice of the supplier both in case of civil works & machineries certified by the chartered engineer (Govt. approved) and the applicant
8	Money receipt
9	Details of the member small tea growers/ Association or Producer Company with

	their name and tea area in command
10	Good Condition Certificate
11	Cancelled cheque of the bank account linked with SHG / FPO / FPC / Individual
12	Letter of undertaking in stamp paper as per the format
13	Self-Declaration on PPC compliance and declaration

Targets: Physical and Financial: The physical target will be 8 (eight) numbers of with financial outlay of Rs. 2.64 Crores.

1.7. TRACEABILITY AND PUBLICATION OF NEWS LETTERS

- a) Technology based services would be put in place to address the issue of traceability in the supply chain and would include mobile based advisory services. The development of the applications would be outsourced to expert agency. The stakeholders would be integrated in the system after the system is put in place.
- b) The existing Chai Sahyog Mobile app would be scaled up based on stakeholders needs and feedback
- c) The Board may consider to meet out the user charges for the Chai Sahyog App for full scale Pan India implementation
- d) Besides, newsletters would also be published for dissemination of best field practices to small growers
- e) Expenditure will be made at actual and as per financial norms
- f) The user section first obtains the In Principal approval (IPA) of the competent authority by observing financial norms (GeM/other mode of selection) for selection of the outsource agency and once the same is selected and approved, application will be uploaded in the portal.

1.7.1. **Targets: Financial:** Total financial outlay is Rs.0.60 Crores

1.7.2. **Documents required for submission of application and claim of subsidy: Online Portal**

Sl.No.	Application
1	Application form- from user department
2	Proposal of the external Agency duly accepted by Tea Board with target beneficiary
3	Title of the project
4	Cost estimates
5	Cancelled cheque of the bank account of the selected agency

6	Payment terms and conditions
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1.8. WORKSHOP AND TRAINING

- a) Small growers have significant skill-gaps and very large training needs which can't be catered to through a few centralized institutions. There is a need for undertaking more field oriented training programs for the small growers, while making available a team of qualified/trained advisors to address their needs on a continuous basis.
- b) In addition to technical trainings, small growers and SHGs will be provided extensive training on group formation, basic accounting and book keeping, office management, office automation, leadership skills, demonstration pruning, tea tasting, tea branding and packaging etc. Such trainings will be imparted through tie-ups with training through reputed institutes and resource persons
- c) Trainings will be on campus and off campus / field training. On campus training will be carried out at TRA / UPASI-TRF / Agricultural Universities having Tea Science course/ IIPM facilities / Indian Institute of Packaging and other Government recognized training Institutes
- d) Field trainings and workshops will be conducted by Boards Officers and the services of resource persons including Officers from TRA/UPASI-TRF, Tea Garden Managers, Planters etc. will be availed
- e) Trainers' Training Programme for skill and knowledge up gradation of field trainers would also be conducted by bringing in industry experts and reputed institutes

1.8.1. Scale of assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Workshop & Training	20000.00	Includes the logistic as well as honorarium to the resource person Minimum number of beneficiaries shall not be less than 20 in each such program. Assistance may be increased on pro-rata basis if the number of beneficiaries is high

			<p>Beneficiary will be small tea growers/members of SHGs/FPOs</p> <p>The bills and voucher in original or the certified voucher (in case of remote areas) as submitted and certified by the Development Officer will be taken as cost/expenditure for payment</p> <p>Attendance sheet with the name of beneficiary together with their mobile number is to be obtained for each such program</p>
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1.8.2. Targets: Physical and Financial: The physical target will be 500 numbers of workshop/training with financial outlay of Rs. 1.00 Crores.

1.8.3. Documents required for submission of application and claim of reimbursement: Online Portal

Sl.No.	Application	Post Activity
1	The approved detailed half yearly plan for workshops with topic, location, number of targeted beneficiaries, and expenditure to be made per workshop is to be uploaded in the online system	On completion of workshop the Money Receipt with Bills and Tax Invoice/ Certified Voucher are to be submitted by concerned Officer
2	Based on approved plan advance will be given to respective RO / SRO account / individual Officer as the case may be	List of beneficiaries
3		Brief Report (not more than 2 page) on the program conducted

1.9. SOIL TESTING

Soil testing plays an important role in the use of fertilizer and other agricultural inputs. The improvement of soil quality is critical for sustaining tea productivity and maintaining the soil health. Soil quality is the capacity to function effectively at present and in future use. Soil quality cannot be measured directly; it must be inferred from a wide range of soil quality properties (physical, chemical and biological) that influence the capacity of soil to perform effectively. Physico-chemical properties of soil samples are measured following the laboratory procedures.

1.9.1. Scale of assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Soil Testing through approved laboratory	Rs. 261/- or the actual per soil sample (not exceeding Rs. 261) + GST	<p>Maximum two samples from each field (continuous area of 1.00 ha) comprising of top soil and sub soil as per the random method prescribed by TRA/UPASI or other Tea Research Institute may be considered</p> <p>SHGs/FPOs may also collect sample with the details and send to Tea Board approved soil testing laboratory through Board's nearest field office</p> <p>The soil analysis will be done for its physical texture and minimum chemical parameters viz., Ph, Organic Carbon content, N, P and K within the scale of assistance, however, for any additional parameter the applicant will have to bear the cost on and above the Board's assistance. Cost of dispatch of samples will be met out of scheme funds, wherever necessary</p> <p>List of Tea Board approved laboratory is available in portal/website. In addition, the small growers would be able to get soil samples tested at any Government approved / Government laboratory</p>

1.9.2. Documents required for submission of application and claim of reimbursement: Online Portal

Sl.No.	Application	Post Activity
1	Application form to be submitted by the Development Officer/FAO/ADTD will submit the estimated number of samples to be drawn in each locality	Copy of Post Acknowledgement letter
2	Copy of QR Code card /Registration Certificate/FPO registration	Bill/ tax invoice obtained from the soil testing laboratory
3	Details of the Plot No/Section No/Dag No of the area from where the soil sample has been drawn.	money receipt obtained from the soil testing laboratory
4	Name of the soil testing laboratory together with cost estimate and record for the receipt of soil sample	Soil Analysis Report with suggested corrective measures indicating the applicant's name and the sample details

		(must tally with the application details)
5	Bank details of the soil testing laboratory	In case the small grower gets the soil testing done at their own cost, they will have to apply with all the above details for reimbursement

1.9.3. **Targets: Physical and Financial:** The physical target will be 75000 numbers of sample with financial outlay of Rs. 1.96 Crores.

1.10. ORGANIC CERTIFICATION

1.10.1. Scale of assistance:

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Organic Certification	50% of the cost of certification or the renewals of certificate	<p>Maximum ceiling limit Rs.2.00 Lakhs per certification</p> <p>Financial assistance will be given for the certification cost only including fresh certificate and for renewals of certificate. Certificate has to be obtained from only such accredited certification agencies that are empanelled with Tea Board/APEDA under National Program for Organic Production (NPOP)</p> <p>The cost is inclusive of the cost of certification only.</p>

1.10.2. Documents required for submission of application and claim of reimbursement: Online Portal

Sl.No.	Application together with post activity report
1	Application form
2	Copy of QR code card Registration Certificate
3	Copy of Aadhar Card linked with mobile number and bank account, wherever available
5	Copy of Organic Certificate issued by the certifying agency
6	Tax Invoice/ Bill obtained from the accredited certification agencies that are empanelled with Tea Board/APEDA under National Program for Organic Production (NPOP) – shall not be more than six months old from the date of issue of the Organic certificate.

7	Money Receipt
8	Bank details of the applicant

1.10.3. Targets: Physical and Financial: The physical target will be 18 numbers of with financial outlay of Rs. 0.36 Crores.

[The target for Guwahati (North Eastern Region) is Zero since the same component is proposed under Component -2]

1.11. ORGANIC CONVERSION

1.11.1. Scale of Assistance:

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Organic Conversion	Post 1 st year conversion: Rs. 50,000 per ha Post 2 nd year conversion: Rs. 50,000 per ha Post 3 rd year conversion: Rs. 1,00,000 per ha	Financial assistance will be extended for conversion of existing conventional tea plantations to organic tea plantations to a maximum extent of 5 ha. Only accredited certification agencies that are empaneled with Tea Board/APEDA under National Program for Organic Production (NPOP) will be considered The 1 st , 2 nd and 3 rd year conversion assistance will be paid either in continuity or independently

1.11.2. Documents required for submission of application and claim of reimbursement: Online Portal

Sl.No.	Application together with post activity report
1	Application form
2	Copy of QR Code Card/ Registration Certificate
3	Copy of Aadhar Card linked with mobile number and bank account
4	Survey map (A-4 size) of the area/trace map drawn by the Govt. approved surveyor/Village Revenue Department indicating the Plot No/Section No/Dag No of the area brought under Organic Conversion duly certified by Tea Board Development Officer/FAO/ADTD clearly indicating the Year of Conversion (1 st , 2 nd or 3 rd)

5	Copy of Organic Conversion Certificate clearly mentioning about the year of conversion issued by the Organic certification agency
6	Tax Invoice/ Bill obtained from the accredited certification agencies that are empanelled with Tea Board/APEDA under National Program for Organic Production (NPOP) – shall not be more than six months from the date of issue of the Organic Conversion certificate clearly mentioning the year of conversion.
7	Money Receipt
8	Bank details of the applicant

1.11.3. Targets: Physical and Financial: The physical target will be 40 numbers of with financial outlay of Rs. 0.80 Crores.

[The target for Guwahati (North Eastern Region) is Zero since the same component is proposed under Component -2]

1.12. ORGANIC FARM INPUTS

1.12.1. Scale of Assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Organic Farm Inputs	Rs. 20,000 ceiling limit per unit subject to actual cost	<p>The assistance would be restricted up to 4 ha per beneficiary small growers and up to 4 ha per member of SHG/FPO/FPC on Pro-rata basis and to only those who are either under Organic Conversion or had obtained the Organic Certification</p> <p>Unit here is the construction of Organic Liquid tank, Bio-fertilizer pit, vermicompost unit, botanical extract unit etc., as per the specification/standard available with TRA/UPASI/or any other recognized Institute</p> <p>Assistance would be provided for on farm input production infrastructure for organic cultivation such as liquid manure tanks, compost pits, botanical extracts etc.,</p> <p>Preference shall be given to SHG/FPO/FPC over individual small tea growers but it shall not be common or extended if the same is availed or proposed under proposed NAFCC (Climate Resilient tea proposal)</p>

1.12.2. Documents required for submission of application and claim of reimbursement: Online Portal

Sl.No.	Application	Post Activity
1	Application form	Copy of Post Acknowledgement letter
2	Copy of QR Code card /Registration Certificate/SHG/FPO registration	Bill/ tax invoice towards setting up of organic input unit duly countersigned by the Development Officer / FPO /ADTD /TRA/UPASI or any other scientist of a recognized institute
3	Copy of Aadhar Card in case of individual Small Tea Grower linked with bank and mobile no	money receipt
4	Cost estimates of the project plan for setting up of Organic Inputs duly certified by the Development Officer/FPO/ADTD/TRA/UPASI or any other scientist of a recognized Agriculture institute	Letter of undertaking
5	Organic Certificate / Conversion certificate	
6	Bank details of the applicant	

1.12.3. Targets: Physical and Financial: The physical target will be 118 numbers of with financial outlay of Rs. 0.24 Crores.

[The target for Guwahati (North Eastern Region) is Zero since the same component is proposed under Component -2]

1.13. UP GRADATION OF SKILL OF OFFICIALS: Technological innovation in the field of agriculture science is a regular phenomenon that is to be implemented in the tea plantation for achieving the production and productivity. Artificial intelligence, new research & development in plantation sector, digitization and use of technology to bring transparency and traceability, alternative marketing channels, e-commerce etc., are the important tools that are directly related for better functioning of the tea industry. It is therefore becoming the necessity that the technical Officer of the Board who are the frontline worker and liaison between the tea industry stakeholder and

local the State Government shall be properly informed about the new innovation and technology through training at reputed institute, skill development etc.,

Tea Board will therefore select the agency/institute for empaneling/approve them to impart the training to the Board's official

The expenditure arises out on imparting the training to the official shall be booked under this sub-component.

2.13.1. Financial (Rs in Crores): The total financial outlay is Rs.2.00 Crores

1.13.2. Documents required for submission of application and claim of subsidy/Assistance: Online Portal

Sl.No.	Application	Post Activity
1	Name of the Agency approved for imparting the training after proper Selection Method (e tendering/Gem Portal etc.,) with copy of Post acknowledgement letter of the Competent Authority and other details will be uploaded in online system	Bill/ tax invoice after completion of training program with breakup of the details will be uploaded in online system
2	Details of Board's Official / beneficiaries obtaining the training/course will also be uploaded	Satisfactory feedback report from the leader of the beneficiary/Board Official will be uploaded in online system
3	Bank details of the Institute/Agency providing the training	List of persons trained will be uploaded

1.14. CONTRIBUTION TO NAFCC FUNDED CLIMATE ADAPTATION PROJECT

The contribution to NAFCC funded Climate Adaptation Project, proposals for which / DPR have been submitted by the Board. The total project cost is Rs. 147 Crs., for a duration of 4 years (2021-25). Tea Board's contribution in the project is arrived at 12 Crs. for various components as an Executing Entity. This sub-component is applicable only after approval cum sanction of the project submitted to the Ministry of Environment and Forest (MoEF) followed by DoC.

The share of the Board as the Executing will be met of the instant scheme. Separate guidelines would be submitted to Ministry of Environment and Forests through NABARD

1.14.1. Financial (Rs in Crores): The total financial outlay is Rs.12.00 Crores

1.15. LIABILITIES UNDER THE ERSTWHILE SCHEMES (12th Plan Period + MTF)

Certain activities for big growers and small growers which were approved under the earlier schemes have been discontinued and not included as eligible activities under the instant scheme. However, for these activities, while no fresh applications will be entertained, financial assistance would be considered under the instant scheme only for those cases for which a formal sanction order has been issued, and either one or no installment has been released, with priority given to those cases for which one installment has been released subject to completion of such activities in conformity with the erstwhile scheme guidelines. These erstwhile sub components which have been discontinued are as follows:

1. Plantation Development (Big Tea Growers)
 - 1.1.1 Replanting and Replacement planting
 - 1.1.2 Rejuvenation pruning and consolidation
 - 1.1.3 Irrigation
 - 1.1.4 Mechanization
2. Plantation Development (Small Tea Growers)
 - 2.1. Replanting
 - 2.2. Rejuvenation pruning

For activities that have been continued the liability would be met out of the instant scheme. The Eligibility Criteria, terms and condition and the rate of subsidy will remain same as envisaged in the erstwhile 12th Plan period (2007-12) and Tea Development and Promotion Scheme (2017-20) subject the application was found complete in all aspects.

- The cases will be dealt as "First Come First Serve" basis only. The date of completion of activity under any component will be considered for deciding the chronology
- In case the date of completion of activity coincides, the Accounting Year of the application will be considered for calculating the seniority of the case. (Previous accounting year application will get weightage over the later)
- In case the Accounting Year also coincides then the date of submission of application completed in all aspect will be considered for calculating the seniority of the case.

- In case the date also coincides, the decision of the sanctioning authority will be considered as final for calculating the seniority and merit of the case.
- The rate of subsidy will be based on the date of commencement of the activity and not based on the date of completion of the activity
- The subsidy will be paid in **SINGLE INSTALLMENT ONLY, instead of 2 installments** in case of Replantation/Replacement or Rejuvenation activity **in modification of the erstwhile scheme guidelines subject that all the others terms and condition have been fulfilled** in respect of completion of activity and maintenance of area to the satisfaction of the Board. This has been done to clear the past liabilities in the 1st year of implementation of the Scheme.
- The cases where the 1st Installment has already been paid and payment of 2nd installment is due will be given priority over any case for which 1st installment is yet to be paid subject it will fulfill other terms and condition of the scheme guidelines. For payment of 2nd installment, the time gap of 24 months from the date of completion of replanting / replacement /rejuvenation is modified to a single installment depending upon the satisfactory first inspection report. However, cases where 2nd installment is due would get priority over cases for which payment is to be made in a single installment
- In case of Incentive for Orthodox Production cases, the application that has been submitted through online portal only will be considered
- All such cases irrespective of the year of application but are alive as on date due to nature of the activity under scheme guidelines shall be cancelled if the activity has not completed as on 31.03.2021.
- The payment under pending liability shall be strictly restricted to the availability of the fund sanctioned by the Ministry and instruction issued by the HQ, Kolkata.
- The list of all such pending cases including the details and the progress of activity in requisite format shall be shared to HQ, Development Directorate

For payment of 2nd installment, the time gap of 24 months from the date of completion of replanting / replacement /rejuvenation is modified to a single installment depending upon the satisfactory first inspection report. However, cases where 2nd installment is due would get priority over cases for which payment is to be made in a single installment.

- In case of Incentive for Orthodox Production cases, the application that has been submitted through online portal only will be considered

- All such cases irrespective of the year of application but are alive as on date due to nature of the activity under scheme guidelines shall be cancelled **if the activity has not completed as on 31.03.2021.**
- The payment under pending liability shall be strictly restricted to the availability of the fund sanctioned by the Ministry and instruction issued by the HQ, Kolkata.
- The list of all such pending cases including the details and the progress of activity in requisite format shall be shared to HQ, Development Directorate

COMPONENT 2: SECTOR SPECIFIC ACTION PLAN FOR NITI FORUM FOR NORTH EAST

A. OBJECTIVES

The objective of the component is to collectivize the small tea growers of North Eastern Region, formation of SHGs, FPOs and FPCs, handholding them, providing training towards good manufacturing process, documentation in obtaining various certification etc., In order to promote the organic tea cultivation, financial & technical support shall be provided that will include the organic tea conversion to obtaining certification including organic farm inputs. Sample collection and its analysis towards meeting the national and international quality parameters shall be checked randomly. In order to exploit the geographical importance of Assam & other North Eastern region, separate brand building and its promotion are provisioned in the scheme. Incentive to the exporters will be provided for those exporting the teas from ICD Amingaon to boost the export potential from North East region.

B. ACTIVITIES / SUB COMPONENTS

Primarily the sub components would be extended to small tea growers unless specifically mentioned. The following are the activities / sub – components that would be eligible under the scheme:

1. Cluster Development by Tea Board and Formation of FPC / Cooperative: Registration and contribution to corpus for organic tea
2. Training, handholding, GAP / GMP management, documentation, for organic tea
3. Ensuring quality check and drawing & testing of tea samples (both big and small growers)
4. Value addition by organic tea factories (both big and small growers)
5. Setting up Organic factories (big) (both big tea estates and SHG, FPO)

6. Setting up Organic factories (mini)
7. Organic Certification
8. Organic Conversion
9. Organic farm inputs
10. Incentive for Exporters (big and small growers)
11. Brand building of tea produced in NER

C. ELIGIBILITY CONDITIONS – GENERAL (FOR ALL THE SUB COMPONENTS)

- i. The eligibility conditions as mentioned under item no. II would be applicable
- ii. For big growers there should not be any default in payment of provident fund dues (the dues shall not exceed Rs. 10,000/- at the time of application, however, relaxation made by the honorable court order / Provident Fund Authority for payment of due in installment shall be considered). Dues without the honorable Court order/ Provident Fund Authority, the application will be cancelled. If the applicant becomes defaulter at the time of sanction of the case, the sanction will not be accorded. The sanction will be cancelled if the dues are not cleared within one month from the date when the case is mature for sanction.
- iii. The big growers/tea estate / factory should be registered with Tea Board
- iv. Big growers should have paid current membership subscription to the TRA and made subscription to the NTRF (gardens without factory and gardens less than 50 ha are exempted)
- v. The application fee for the big tea growers will be Rs. 5000 + GST. **(Exempted for SC, ST, female and differently abled person)**

D. Processing of application and Process Flow: The Processing of application, process flow will remain the same as briefed under Item No III of this scheme guidelines. As this component is applicable only for the North East Region, the Executive Director, Guwahati with due financial concurrence shall implement the scheme and have full powers to receive applications, scrutinize, sanction and disburse the subsidy under the components and sub-components.

ACTIVITY SPECIFIC ELIGIBILITY CONDITIONS AND FINANCIAL ASSISTANCE

2.1. CLUSTER DEVELOPMENT BY TEA BOARD AND FORMATION OF FPO /FPC/ COOPERATIVE): REGISTRATION AND CONTRIBUTION TO CORPUS FOR ORGANIC TEA – For small tea growers

2.1.1. Scale of assistance

Sl No.	Item	Scale of assistance (Rs)	Other eligibility and conditions
1	Registration and contribution to Corpus fund	Rs 1.00 Lakhs for Registration subject to actual cost and Rs 10.00 Lakhs for Contribution towards Corpus fund	Cluster of small tea growers shall be made who are willing to go for organic cultivation The amount will be parked in the bank account of the FPO/FPC/Co-operatives of which the Boards Officer will also be a signatory for withdrawing any amount The corpus of Rs. 10 lakhs will be a grant towards a corpus by the Board and this grant will on be given after the FPO/FPC is set up successfully Individual small tea growers who are cultivating organic tea shall be assisted to form FPO / FPC

2.1.2. Documents required for submission of application and claim of subsidy: Online Portal

Sl.No.	Application	Post Activity
1	Application form	Copy of Post Acknowledgement letter
2	Copy of Memorandum of Articles for formation of /FPO/FPC/Co-operative together with the list of growers (having QR Code cards issued by Tea Board)	Copy of proof that the application has been submitted to the concerned authority together with receiving copy for the formation of the FPC /FPO for obtaining the registration, for release of Rs. 1.00 lakh
3	Detail list of growers who is having Organic Certificate or Organic Conversion certificate (name, registration no/identity card no/tea area	Final copy of FPO/FPC registration, if already obtained, for release of grant of Rs. 10.00 lakh

	in ha. /Mobile no/Aadhar card no if having	
4	Joint Bank Account in the proposed name and style of FPO with the contact details and mobile no who is authorized to operate the account (must be a joint account with the name of one officer from Tea Board -DO/FAO/ADTD)	

2.1.3. Physical & Financial Targets :

Sl. No.	Scheme/Activities	FY 21	FY 22	FY 23	FY 24	FY 25	Total
1	Cluster Development by Tea Board and Formation of FPO/FPC/ Cooperative): Registration And Contribution To Corpus For Organic Tea (No)						
1.1	Physical (Nos)	2	2	3	3	0	10
1.2	Financial (Rs in Crores)	0.22	0.22	0.33	0.33	0.00	1.10

2.2. TRAINING, HANDHOLDING, GAP MANAGEMENT, DOCUMENTATION, FOR ORGANIC TEA

2.2.1. Scale of assistance

Sl No.	Item	Scale of assistance (Rs)	Other eligibility and conditions
1	Training, handholding, GAP management, documentation, for organic tea	Assistance will be @ Rs 0.25 lakhs per training /Programme	In case of larger groups assistance would be in multiples of unit cost including honorarium and transport of resource person.

2.2.2. Documents required for submission of application and claim of reimbursement/Assistance: Online Portal

Sl.No.	Application	Post Activity
1	Half yearly approved training Programme with all details will be uploaded in portal along with financial involvement	Money Receipt with Bills and Tax Invoice/ Certified Voucher

2	Topics/Title of the Training/ handholding GAP Management Program with name of the Resource person/agency/Institute, if any will be uploaded	List of beneficiaries
3	Cost estimates – details of breakup of the cost	Brief Report (not more than 2 pages) on the program conducted
4	Cancelled cheque of the concerned RO/SRO will be uploaded and amount remitted to RO / SRO / individual Officer as advance	

2.2.3. Physical & Financial Targets

Sl. No.	Scheme/Activities	FY 21	FY 22	FY 23	FY 24	FY 25	Total
1	Training, Handholding, Gap Management, Documentation, For Organic Tea						
1.1	Physical (Nos)	20	30	40	40	40	170
1.2	Financial (Rs in Crores)	0.05	0.08	0.10	0.10	0.10	0.43

2.3. ENSURING QUALITY CHECK AND DRAWING & TESTING OF TEA SAMPLES: For all tea manufacturing units (big or mini)

In order to ensure that the tea produced in the North East meets all the quality parameters as laid down under FSSAI and other exporting countries/standards including PPC compliance, the samples from each manufacturing units shall be drawn and sent to NABL accredited laboratory for its analysis on various quality parameters

2.3.1. Scale of assistance

Sl No.	Item	Scale of assistance (Rs)	Other eligibility and conditions
1	Ensuring Quality Check and Drawing & Testing of Tea Samples	Ceiling @Rs 20,000/- per sample including the cost of drawing the sample (container, sealing instrument etc.,) and courier/transportation	The sample would be drawn by the Board's officer from any tea manufacturing unit The sample will be sent for its analysis against FSSAI Parameters and other quality

		charge of the sample [The analysis consists of the package for all the FSSAI parameters for tea]	parameter in Board's approved laboratory or any other NABL approved laboratory only The samples will be drawn as per the procedure laid down under Tea Act and TMCO, 2003
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2.3.2. Documents required for submission of application and claim of reimbursement/Assistance: Online Portal

Sl.No.	Application	Post Activity
1	Application Form to be submitted by the Development Officer/FAO/ADTD will submit the estimated number of samples to be drawn in each locality	Copy of Post Acknowledgement letter
2	Estimated cost of the sample	Detail list of samples(s) indicating name of the tea factory, Regd. No, Lot No or any other mark, sample no, location from where the sample is drawn, date of sample drawn, date of receipt of the analysis report, and the Sample Analysis report against the FSSAI Parameter or other quality parameter indicating whether the sample qualified under the said parameters
3	Name of the proposed laboratory (the name of minimum 3 such laboratory to be given), the decision as to which laboratory the sample is to be sent shall be decided by the Competent Authority among the list submitted by the Tea Board's Official	Laboratory Bill with GST no/Tax Invoice & Money Receipt
4	Bank account of all the three laboratories where the sample is proposed to be sent	

2.3.3. Other actionable points

- a) The sample will be drawn as per the procedure laid down under Tea Act, 1953 and TMCO, 2003
- b) The sample will be sent to only Tea Board approved laboratory or NABL accredited laboratory as decided by the sanctioning authority
- c) Once the laboratory is decided, the sample will be dispatched to the concerned laboratory as per the procedure by the concerned Development Officer/FAO/ADTD. Cost for dispatch will be met out of scheme funds
- d) Proper action will be taken as per Tea Act 1953, TMCO 2003 or any other Control Order, as the case may be if the sample fails on quality parameters
- e) The Analysis report will be shared with the manufacturing unit together with the proper advice for improvement, if required
- f) The entire process of collecting the sample and its analysis report is to be done/obtain within 30 days from the date of collection of samples, delay on part of any official/laboratory shall be avoided with proper action
- g) The outcome of the sample drawn and results in form of monthly report may also be shared to the Licensing Branch, HQ, Kolkata

2.3.4. Physical & Financial Targets

Sl. No.	Scheme/Activities	FY 21	FY 22	FY 23	FY 24	FY 25	Total
1	Ensuring Quality Check and Drawing & Testing of Tea Samples						
1.1	Physical (Nos)	750	1500	1500	1500	1500	6750
1.2	Financial (Rs in Crores)	1.50	3.00	3.00	3.00	3.00	13.50

2.4. VALUE ADDITION BY ORGANIC TEA FACTORIES - For both Big Grower and small tea grower sector

2.4.1. Scale of assistance

SI No.	Item	Scale of assistance (Rs)	Other eligibility and conditions
1	Colour sorter Modern Blending and Packaging Machine	50% of the Unit Cost with ceiling limit of Rs.100.00 Lakhs + GST or any other applicable tax including the cost of packing, transportation, transit	Only registered Organic Tea Manufacturing Unit is eligible (Estate factory/Bought leaf tea factory/Mini factory) Standalone 100% Organic tea packaging unit is also eligible for

		<p>Insurance and the cost of installation and commissioning of the machine but does not include the civil work for creating additional space for accommodating the machineries</p>	<p>installing Modern Packaging & blending unit subject the unit has got Organic Certification from the Tea Board approved certifying agency or APEDA</p> <p>The equipment to be imported under the Export Promotion Capital Goods Import (EPCG) scheme will not be considered</p> <p>The procurement and installation of the machinery will have to be completed within six months from the date of submission of application. However, relaxation may be given for the items to be imported where the Order is placed within 30 days of the submission of application but is delay in transition cum installation but it shall not be relaxed for more than 30 days on and above the expiry of six months from the date of submission of application.</p> <p>Procurement of Old Machine is not permitted under the scheme component</p>
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2.4.2. Documents required for submission of application and claim of Assistance: Online Portal

Sl.No.	Application	Post Activity
1	Application form	Copy of Post Acknowledgement letter
2	Copy of Factory Registration / Certificate issued by Tea Board	Completion report with date of procurement and date of completion of installation
3	Copy of Organic Certificate issued by the certification agencies that are	Bills & Tax Invoice of the items procured

	empaneled with Tea Board/APEDA (list available in portal/website)	
4	Self-declaration that the applicant has paid their contribution towards TRA, NTRF, PF, and the items proposed is not covered under EPCG, PPC compliance if applicable	Good condition certificate from the supplier Documentary evidence in respect of SI.No.4 (TRA/NTRF etc.,)
5	Cost estimate together with Quotation from the supplier for the items proposed to be procured	Insurance cover of the items procured
6	Bank details of the applicant	

2.4.3. Physical & Financial Targets

Sl. No.	Scheme/Activities	FY 21	FY 22	FY 23	FY 24	FY 25	Total
1	Value Addition by Organic Tea Factories						
1.1	Physical (Nos)	2	3	4	4	4	17
1.2	Financial (Rs in Crores)	2.00	3.00	4.00	4.00	4.00	17.00

2.5. SETTING UP ORGANIC FACTORIES (BIG)- For both Big Grower and small tea grower sector

2.5.1. Scale of Assistance

Sl No.	Item	Scale of assistance (Rs)	Other eligibility and conditions
1	Setting up of Organic Tea Factory	50% of the unit cost with ceiling limit of Rs.200.00 Lakhs per unit	Registered Big Growers and Registered FPOs / FPCs are eligible subject they have got the Organic Certification of their tea plantation or from whom the raw material (green tea leaf) is sourced. If required, Organic certification will have to be obtained for the factory Must obtained NOC from Licensing Department for filing application and final TMC Registration for claiming subsidy

			<p>The total time duration shall not be more than the timeline allowed in the NOC obtained from Tea Board for completing the unit and claiming the subsidy. However, the time line mentioned in the NOC issued by the Licensing Department and submitted at the time of claiming the assistance will be final and binding. Any extension allowed subsequently (after submission of application under this component) or delay in completion of the project shall not be considered for the grant of assistance.</p> <p>Subsidy will be paid subject to availability of funds</p>
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**2.5.2. Documents required for submission of application and claim of Assistance:
Online Portal**

Sl.No.	Application	Post Activity/after completion of activity
1	Application form	Copy of Tea Board Post Acknowledgement letter
2	Copy of tea estate Registration obtained from Tea Board in case of big growers and copy of registration issued by concerned State Government in case of FPO / FPC registration	Completion report in letter head
3	Copy of recent resolution of the Board with name of Directors in case of limited company/ proprietorship deed/ name of the office bearer as the case may be.	Copy of final TMCO registration issued by the Licensing Branch of Tea Board
4	Copy of Organic certificate	Original Bill/Tax Invoice of the supplier both in case of civil works & machineries certified by the chartered engineer (Govt., approved) and the applicant

5	Project plan duly approved by Government Approved chartered engineer about the civil works and proposed machineries with cost estimates and quotations	Money Receipt
6	Copy of NOC obtained from Licensing branch of Tea Board (mere submission of application will not qualify)	Good Condition Certificate
7	Cancelled cheque of the bank account of the applicant	Letter of undertaking in stamp paper as per the format
8	Self-declaration that the applicant has paid their contribution towards TRA, NTRF, PF, and the items proposed is not covered under EPCG, PPC compliance etc., whichever is applicable	Documentary evidence in respect of 8 (TRA/NTRF etc.,)
9	Documents regarding source of funds and working capital	

2.5.3. Other conditions

- a) Big Tea Growers/ Farmer Producer Organizations and Companies desirous of setting up manufacturing unit would be eligible.
- b) The estate under big tea grower or the leaf sourced by the FPO must have the valid Organic Certification and if required organic certification will have to be obtained for the factory after setting up
- c) Application under Tea Marketing Control Order, 2003 will first have to be submitted to the concerned office of the Board.
- d) The number of big tea factories to be set up by Big Grower/FPOs / FPCs to be supported under the scheme would be limited to first come first serve basis and availability of funds and any additional factory would be supported subject to availability of funds.
- e) The installed capacities that would be normally eligible for financial assistance is 3 lakh kgs. to 5 lakh kgs. per annum for CTC factory and 2 lakhs to 3 lakhs kgs per annum for orthodox and orthodox green tea.
- f) Financial assistance will be considered for the project in totality (tea factory) and not partly for civil works or machineries alone

- g) The applicant has to obtain the NOC from the Licensing Branch for submission of application, and the application is to be submitted together with the project plan duly certified by the Government approved chartered Engineer/CA and the commencement of Civil work shall be started only after obtaining the In Principal approval (IPA) of the Tea Board
- h) The applicant has to adhere to the timelines as in the NOC under the TMCO including any extension of time, if any, allowed by the Licensing Authority
- i) Financial assistance will be considered only after the applicant has obtained Registration under TMCO
- j) Financial assistance shall not be allowed for any equipment if imported under the Export Promotion Capital Goods Import (EPCG) scheme and a certificate is given to the effect that benefit of this scheme has not been availed. The assistance will be allowed to new machineries only, installation of old machineries may disqualify the claim of subsidy
- k) A factory cannot be sold or ownership transferred, leased or sub-leased for a period of **10 years** after receipt of financial assistance from Tea Board

2.5.4. Physical & Financial Targets

Sl. No.	Scheme/Activities	FY 21	FY 22	FY 23	FY 24	FY 25	Total
1	Setting up of Organic Tea Factory						
1.1	Physical (Nos)	2	2	2	2	2	10
1.2	Financial (Rs in Crores)	2	2	2	2	2	10

2.6. SETTING UP ORGANIC FACTORIES (MINI) - For small tea grower sector

2.6.1. Scale of assistance

SI No.	Item	Scale of assistance	Other eligibility/ceiling
1	Assistance for setting up of mini-Organic tea factory by Individual/ Association of Small Tea Growers or farmers producer company	40% of cost with ceiling limit of Rs. 0.33 crs /factory 50% in case of Non-traditional areas of North East with ceiling limit of Rs.0.33 Crs/factory whichever is lower	Must obtained Certificate from Licensing Department for filing application for claiming subsidy Must have the copy of Organic Certification to the tea plantation/small tea growers from where the leaves are sourced

			Subsidy will be paid subject to availability of funds
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2.6.2. Other Conditions

- a) "Mini tea factory" means a tea factory owned by a small grower, an association of small tea growers or a Producer Company and which sources all the required tea leaf from its own plantation/command area for the purpose of manufacture of tea and having capacity to produce **not more than five hundred kilograms of made tea per day**, as stipulated in the Tea (Marketing) Control Order.
- b) "Producer Company" means a company registered as a Producer Company under the companies Act, 1956 (1 of 1956) or the Companies Act, 2013 (18 of 2013), as the case may be, being in force consisting of small tea growers as members.
- c) Application under Tea (Marketing) Control (Amendment) Order, 2017 (TMCO) and as per guidelines issued in this regard will first have to be submitted to the concerned office of the Board, for obtaining Certificate for mini tea factory
- d) Financial assistance will be considered only after the applicant has obtained Certificate under TMCO and submits application under the scheme.
- e) Financial assistance shall not be allowed for any equipment if imported under the Export Promotion Capital Goods Import (EPCG) scheme and a certificate is given to the effect that benefit of this scheme has not been availed. The assistance will be allowed to new machineries only, installation of old machineries may disqualify the claim of subsidy
- f) The number of mini tea factories to be supported under the scheme would be on first come first served basis and availability of funds
- g) A factory cannot be sold or ownership transferred, leased or sub-leased for a period of **08 years** after receipt of financial assistance from Tea Board

2.6.3. Documents required for submission of application and claim of subsidy: Online Portal

Sl.No.	Post Activity/after completion of activity
1	Application form
2	Completion report in letter head
3	Copy of QR code cards for individual or all members
4	Copy of registration in case of FPO / FPC
5	Copy of Certificate under TMCO for mini tea factory

6	Copy of recent resolution with the name of the office bearer in case of Association or Producer Company
7	Original Bill/Tax Invoice of the supplier both in case of civil works & machineries certified by the chartered engineer (govt approved) and the applicant
8	Money receipt
9	Details of the member small tea growers/ Association or Producer Company with their name and tea area in command
10	Good Condition Certificate
11	Cancelled cheque of the bank account linked with SHG / FPO / FPC / Individual
12	Letter of undertaking in stamp paper as per the format
13	Self-Declaration on PPC compliance and declaration
14	Organic certification for plantation

2.6.4. **Targets: Physical and Financial**

Sl. No.	Scheme/Activities	FY 21	FY 22	FY 23	FY 24	FY 25	Total
1	Setting up of Mini Organic Tea Factory						
1.1	Physical (Nos)	1	1	2	1	1	6
1.2	Financial (Rs in Crores)	0.33	0.33	0.66	0.33	0.33	1.98

2.7. **ORGANIC CERTIFICATION - For small tea grower sector/FPO/FPC only**

2.7.1. **Scale of assistance:**

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Organic Certification	50% of the cost of certification or the renewals of certificate	<p>Maximum ceiling limit Rs.2.00 Lakhs per certification</p> <p>Financial assistance will be given for the certification cost only including fresh certificate and for renewals of certificate. Certificate has to be obtained from only such accredited certification agencies that are empanelled with Tea Board/APEDA under National Program for Organic Production (NPOP)</p> <p>The cost is inclusive of the cost of certification only</p>

2.7.2. Documents required for submission of application and claim of reimbursement: Online Portal

Sl.No.	Application together with post activity report
1	Application form – applied only after obtaining the final Organic Certificate
2	Copy of QR code card /Registration Certificate
3	Copy of Aadhar Card linked with mobile number and bank account in case of individual
5	Copy of Organic Certificate issued by the certifying agency
6	Tax Invoice/ Bill obtained from the accredited certification agencies that are empanelled with Tea Board/APEDA under National Program for Organic Production (NPOP) – shall not be more than six months old from the date of issue of the Organic certificate.
7	Money Receipt
8	Bank details of the applicant

2.7.3. Targets: Physical and Financial

Sl. No.	Scheme/Activities	FY 21	FY 22	FY 23	FY 24	FY 25	Total
1	Organic Certification						
1.1	Physical (ha.)	5	12	15	15	15	62
1.2	Financial (Rs in Crores)	0.10	0.24	0.30	0.30	0.30	1.24

2.8. ORGANIC CONVERSION - For small tea grower sector/FPO/FPC only

2.8.1. Scale of Assistance:

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/conditions
1	Organic Conversion	Post 1 st year conversion: Rs. 50,000 per ha Post 2 nd year conversion: Rs. 50,000 per ha	Financial assistance will be extended for conversion of existing conventional tea plantations to organic tea plantations to a maximum extent of 5 ha. Only accredited certification agencies that are empaneled with Tea Board/APEDA under National Program for Organic Production (NPOP) will be considered

		Post 3 rd year conversion: Rs. 1,00,000 per ha	The 1 st , 2 nd and 3 rd year conversion assistance will be paid either in continuity or independently
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2.8.2. Documents required for submission of application and claim of reimbursement: Online Portal

Sl.No.	Application together with post activity report
1	Application form – to be submitted only after obtaining the conversion certificate
2	Copy of QR Code Card /Registration Certificate
3	Copy of Aadhar Card linked with mobile number and bank account
4	Survey map (A-4 size) of the area/trace map drawn by the Govt., approved surveyor/Village Revenue Department indicating the Plot No/Section No/Dag No of the area brought under Organic Conversion duly certified by Tea Board Development Officer/FAO/ADTD clearly indicating the Year of Conversion (1 st , 2 nd or 3 rd)
5	Copy of Organic Conversion Certificate clearly mentioning about the year of conversion issued by the Organic certification agency
6	Tax Invoice/ Bill obtained from the accredited certification agencies that are empanelled with Tea Board/APEDA under National Program for Organic Production (NPOP) – shall not be more than six months from the date of issue of the Organic Conversion certificate clearly mentioning the year of conversion.
7	Money Receipt
8	Bank details of the applicant

2.8.3. Targets: Physical and Financial

Sl. No.	Scheme/Activities	FY 21	FY 22	FY 23	FY 24	FY 25	Total
1	Organic Conversion						
1.1	Physical (ha.)	25	25	25	25	25	125
1.2	Financial (Rs in Crores)	0.50	0.50	0.50	0.50	0.50	2.50

2.9. ORGANIC FARM INPUTS - For small tea grower sector/FPO/FPC only

2.9.1. Scale of assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Organic Farm Inputs	@ Rs. 20,000 ceiling limit per unit subject to actual cost	<p>The assistance would be restricted up to 4 ha per beneficiary small growers and up to 4 ha per member of SHG/FPO/FPC on Pro-rata basis and to only those who are either under Organic Conversion or had obtained the Organic Certification</p> <p>Unit here is the construction of Organic Liquid tank, Bio-fertilizer pit, vermicomposting unit, botanical extract unit etc., as per the specification/standard available with TRA/UPASI/or any other recognized Institute</p> <p>Assistance would be provided for on farm input production infrastructure for organic cultivation such as liquid manure tanks, compost pits, botanical extracts etc., on actuals of Rs.20000/- whichever is lower</p> <p>Preference shall be given to SHG/FPO/FPC over individual small tea growers but it shall not be common or extended if the same is availed or proposed under proposed NAFCC (Climate Resilient tea proposal)</p>

2.9.2. Documents required for submission of application and claim of reimbursement: Online Portal

Sl.No.	Application	Post Activity
1	Application form	Copy of Post Acknowledgement letter
2	Copy of QR Code card /Registration Certificate/SHG/FPO registration	Completion reports together with satisfactory report from Development Officer / FPO /ADTD /TRA/UPASI or any other scientist of a recognized institute
3	Copy of Aadhar Card in case of individual Small Tea Grower linked with bank and mobile no	Bill/ tax invoice towards setting up of organic input unit duly countersigned by the Development Officer / FPO /ADTD /TRA/UPASI or any other

		scientist of a recognized institute
4	Cost estimates of the project plan for setting up of Organic Inputs duly certified by the Development Officer/FPO/ADTD/TRA/UPASI or any other scientist of a recognized Agriculture institute	money receipt
5	Organic Certificate/conversion	Letter of undertaking
6	Bank details of the applicant	

Conditions: The preference shall be given to those who have already obtained the organic certificate over those cases that are under organic conversion(s).

2.9.3. **Targets: Physical and Financial**

Sl. No.	Scheme/Activities	FY 21	FY 22	FY 23	FY 24	FY 25	Total
1	Organic Farm Inputs						
1.1	Physical (ha.)	10	30	30	40	45	155
1.2	Financial (Rs in Crores)	0.02	0.06	0.06	0.08	0.09	0.31

2.10. **INCENTIVE FOR EXPORTERS: For Big and small tea grower sector/FPO/FPC (estate factory/bought leaf tea factory/Mini tea factory/co-operative etc.)/ Registered Exporter**

In order to boost the export of teas from North East Region, Incentive to the exporters were provided for those exporting the teas from ICD Amingaon @ Rs.2/Kgs of teas. This is compensating exporters who are shipping teas from ICD, Amingaon, Assam, taking into account the fact that the additional charges being levied by the shipping companies towards transportation and terminal handling charges arising out of the empty haulage of the containers during the return journey from the port of shipment to Amingaon affects export competitiveness.

2.10.1. **Scale of assistance**

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/ceiling
1	Incentive to Exporter for the teas exported/shipped through ICD, Amingaon	@ Rs.2/Kgs of teas exported/shipped through ICD, Amingaon, Assam	All Tea Exporter registered with Tea Board and have valid exporter's license The Big Growers/small tea growers/estate factory/BLF/Co-

			<p>operative factory/ FPO/FPC who have obtained Exporter License from Tea Board are also eligible</p> <p>The claim shall be restricted to teas of Indian Origin only</p> <p>Tea exported in all form packed/value added/bulk etc., are eligible</p> <p>The claim for the reimbursement of incentive shall be submitted for each quarter as follows</p> <table><tr><td>Period of Export</td><td>Last/cutoff date</td></tr><tr><td>January - March</td><td>30th April</td></tr><tr><td>April - June</td><td>30th July</td></tr><tr><td>July-September</td><td>30th October</td></tr><tr><td>October-December</td><td>30th January</td></tr></table> <p>There are no Pre/Post activity inspections</p>	Period of Export	Last/cutoff date	January - March	30 th April	April - June	30 th July	July-September	30 th October	October-December	30 th January
Period of Export	Last/cutoff date												
January - March	30 th April												
April - June	30 th July												
July-September	30 th October												
October-December	30 th January												

2.10.2. Documents required for submission of application and claim of reimbursement: Online Portal

Sl.No.	Application
1	Application form – to be submitted only after shipment of tea/exported through ICD, Amingaon
2	Copy of valid Exporter's License issued by Tea Board
3	Self-Declaration by the exporter that the teas exported are of Indian Origin only
4	<p>Documentary evidence proof for the quantity of tea exported through ICD Amingaon, Assam</p> <p>(i) shipping bills, bill of lading, with consolidated summary</p> <p>(ii) copy of online export return</p>
5	Self-Declaration that the exporting firm is not blacklisted from either the State/Central Government/ Export Promotion Council/DGFT etc., and the teas exported is/are free from any contamination and meets the minimum standard

	as laid down under FSSAI as well as the standard set by the importing countries.
6	Copy of registration of factory / certificate (mini factory) under TMCO

2.10.3. **Targets: Physical and Financial**

Sl. No.	Scheme/Activities	FY 21	FY 22	FY 23	FY 24	FY 25	Total
1	Incentive to Exporter for the teas exported/shipped through ICD, Amingaon						
1.1	Physical (M. Kgs)	17	18	19	20	21	95
1.2	Financial (Rs in Crores)	3.40	3.60	3.80	4.00	4.20	19.00

2.11. **BRAND BUILDING OF TEA PRODUCED IN NER**

There is very little value addition or brand building at the manufacturers' level for tea that is sold in domestic and export markets. For Indian tea to be the customers' first choice it is essential that brand building is done and managed. Strong branding can make Indian teas stand out in the competition from other producing countries with a potential to imbibe emotional association with the end-consumers and enhanced price realization from them. Suitable brand building strategies will have to be developed and professionally managed on continuing basis in line with product innovations (portfolio expansion etc).

The range of teas in the NER is distinctive and diversified including good quality CTC, Orthodox and Green teas from Assam, Orthodox teas from Sikkim and CTC teas from Tripura each having its own characteristics. Besides specialty teas are also being manufactured by small tea growers such as white tea, oolong tea etc. It is essential that generic promotion of tea from the North East as a whole and very focused promotion highlighting these different types of teas to be undertaken. This is because the teas from the North East are highly sought after by discerning consumers from India and abroad.

While the technical knowledge can be provided by the Tea Board, the actual work of brand building will have to be outsourced to the best professionals including advertising consultants, media planners, marketing communication advisors, communication and brand strategy experts for various promotional projects for both overseas and domestic markets having extensive international and national networking across all media partners. Main part of the campaign will be done through social media.

The Objective is to raise the awareness levels and generic promotion and brand building of the fine teas with distinct characteristics produced in the NER under the overarching umbrella of India Tea so that the teas become the consumers' first choice and ensure remunerative returns to manufacturers so that they can sustain the workforce and produce sustainably. Since this involves the overall mandate of the Board and cannot be done in isolation, Promotion Directorate at Board's Head Office will draw up implementable plans and programs with approval of Deputy Chairman.

2.11.1. Scale of assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/conditions
1	Brand Building of Tea Produced in North Eastern Region	Outsource Agency- Through Selection based on actuals upon approved of the Competent Authority	The terms and conditions are as per the tender document floated for selection of Agency for undertaking Brand Promotion activity for North East Region

2.11.2. Documents required for submission of application and claim for undertaking the brand promotion: Online Portal

Sl.No.	Application
1	Application form- Only after selection of agency through open bidding/GeM (to be uploaded by Board's Guwahati Office)
2	Name of the Selected Agency
3	Copy of the Terms and Reference
4	Total cost of the project and duration
5	Mode of Payment to the Agency – quarterly/annual/ advance
6	List of beneficiaries (proposed)
7	Details of program/event conducted by the selected Agency along with location

2.11.3. Targets: Physical and Financial

Sl. No.	Scheme/Activities	FY 21	FY 22	FY 23	FY 24	FY 25	Total
1	Brand Promotion						
1.2	Financial (Rs in Crores)	2.00	6.00	6.00	6.00	6.00	26.00

IV. SCHEDULED CASTE SUB PLAN AND TRIBAL AREA SUB PLAN FOR SMALL TEA GROWERS FOR COMPONENT -1 AND COMPONENT- 2

The small tea growers belonging to Scheduled Caste Community would be covered under the Scheduled Caste Sub Plan (SCSP)

The small tea growers belonging to Scheduled Tribe Community would be covered under the Tribal Sub Plan (TASP)

The small tea growers belonging to Scheduled Caste and Scheduled Tribe are eligible for all the assistance as reflected under Component – 1 and its sub-component and Component -2 and its sub-component

The Eligibility Criteria and mode of submission of application and other conditions/criteria will remain same as mentioned under Component – 1 and its sub-component and Component -2 and its sub-component. The application fee will however be exempted.

In addition to the documents desired under the Component – 1 and its sub-component and Component -2 and its sub-component, the eligible small tea growers belonging to Scheduled Caste and Scheduled tribe will have to submit the **valid caste certificate** issued from the concerned authority for availing the benefits.

The SHGs/FPOs/FPCs may get the benefit under SCSP and TASP if the group consists of minimum 50 % members from Scheduled Caste or Scheduled Tribe, as the case may be, unless otherwise mentioned.

There are some relaxations made under the Scheme Component – 1 and its sub-component and Component -2 and its sub-component

The physical and financial target under Scheme Component – 1 and its sub-component and Component -2 are additional and were met through the fund allocated under SCSP & TASP

a. Under Component – 1: Plantation Development - Small Tea Growers

Sl.No.	Sub- Component	Relaxation to Scheduled Caste & Scheduled Tribe Growers
1	Mechanization(no)	Does not arise as the items are available in Sl.No.2 & 3
2	Assistance to SHGs (no of SHG)	The items available for the SHG would be available to the eligible individual small tea growers belonging to SC/ST Category subject that the items (machineries) have not been issued under previous MTF period and there is a minimum gap of five years
3	Assistance to FPOs (no of FPO)	

		<p>for the same machinery assistance. In addition, individuals would be eligible for green leaf transport vehicle subject to scheme stipulations on quantum of green leaf handling.</p> <p>The SHG/FPO/FPC can avail the financial benefit out of the fund allocated under SCSP/TASP as the case may be, if they have got at least 50% members belonging either under SC or ST category.</p>
4	Annual Awards (no)	Award of Rs. 10000/- to the best individual SC and ST growers in each tea growing district. The Data sheet shall be uniform for all the regions for selection of best performing individual SC/ST growers
5	Assistance for Medium / Big Factory (no)	Assistance will be provided @ 50% of the unit cost with ceiling limit of Rs. 2.00 Crores /factory is applicable subject that the group SHG/FPO/FPC must have minimum 50% members belonging to either SC or ST category
6	Assistance for Mini Factory (no)	Assistance will be provided @ 50% of the unit cost with enhanced ceiling limit of Rs. 0.50 Crores /mini factory is applicable
7	Workshop & Training (no of training)	Assistance will be provided with the enhanced ceiling of Rs.40000/- per workshop including the study material, transportation of the SC/ST growers including food (snacks + lunch) for minimum 20 beneficiaries in each workshop/training
8	Soil Testing (in thousands)	100% soil analysis charges will be borne by Tea Board on and above Rs.261/sample analysis charge, if any (as actuals charged by the laboratory)
9	Organic Certification (no of garden)	Assistance will be provided @ 100% of cost of Certification including renewals with ceiling of Rs. 2.00 lakhs per Certificate.
10	Organic Conversion (ha)	Assistance will be provided @ 100 % of the conversion cost with ceiling @ Rs 2.00 lakhs/ha for

		SC/ST Growers having 4.00 ha of tea area and for 20 ha. of tea area to the group SHG/FPO/FPC having minimum 50% members belonging to either SC or ST category.
11	Organic farm inputs (ha)	Assistance will be provided @ 100% of the unit cost with ceiling limit of Rs 20000/ unit

b. Under Component – 2 Sector Specific Action Plan for NITI Forum for North East

Sl.No.	Sub- Component	Relaxation to Scheduled Caste & Scheduled Tribe Growers
1	Cluster Development by Tea Board and Formation of FPC / Cooperative (no): Registration and contribution to corpus for organic tea	The SHG/FPO/FPC can avail the financial benefit out of the fund allocated under SCSP/TASP as the case may be, if they have got at least 50% members belonging either under SC or ST category.
	Training, handholding, GAP management, documentation, for organic tea	Assistance will be provided with the enhanced ceiling of Rs.40000/- per training including the study material, transportation of the SC/ST growers including food (snacks + lunch) for minimum 20 beneficiaries in each workshop/training
	Ensuring quality check and drawing & testing of tea samples	100% tea sample analysis charges will be borne by Tea Board on and above Rs.20000/sample analysis charge (on actuals as submitted by the testing laboratory), if any for unit belonging to SC/ST or the groups SHG/FPO/FPC having minimum 50% members belonging to either SC or ST category.
	Value addition by organic tea factories	Assistance will be provided with the enhanced rate of @ 80% of the unit cost to the maximum ceiling of Rs.100 Lakhs for individual SC/ST or the groups SHG/FPO/FPC having minimum 50% members belonging to either SC or ST category

	Setting up Organic factories (big)	Assistance will be provided @ 80% of the unit cost with ceiling limit of Rs. 2.00 Crores /factory is applicable subject that the group SHG/FPO/FPC must have minimum 50% members belonging to either SC or ST category
	Setting up Organic factories (mini)	Assistance will be provided @ 80% of the unit cost with ceiling limit of Rs. 0.33 Crores/Factory is applicable subject that the group SHG/FPO/FPC must have minimum 50% members belonging to either SC or ST category while for the Non-Traditional area of North East Region, it is further enhanced to 90% of the unit cost with ceiling limit of Rs.0.33 Crores
	Organic Conversion	Assistance will be provided @ 100 % of the conversion cost with ceiling @ Rs 2.00 lakhs/ha for SC/ST Growers having 2.00 ha of tea area and for 20 ha. of tea area to the group SHG/FPO/FPC having minimum 50% members belonging to either SC or ST category.
	Organic farm inputs	Assistance will be provided @ 100% of the unit cost with ceiling limit of Rs 20000/ unit
	Incentive for Exporters	Assistance/ Incentive will be enhanced @ Rs.3/Kgs of teas exported/shipped through ICD, Amingaon, Assam if the exporter belongs to SC or ST category or if the Exporter is a Firm/public Limited Company and has got at least 50% Directors out of the total Board of Director belonging to either SC or ST Category

COMPONENT 3- MARKET PROMOTION

Objective: of the market promotion scheme is to raise awareness of the rich legacy of Indian tea in the overseas and domestic markets and facilitate various trade promotion and related activities, which in turn will help increase exports of Indian Tea in the International arena and consumption of tea in the domestic market

The component has the following sub-components covering the broad areas of market development and export promotion:

- 3.1. Domestic Promotion
- 3.2. Domestic Promotion (including events, fairs , exhibitions, promotion through print, audio-visual, electronic, social, digital and multimedia, generic promotional campaigns, sponsorships, billboards, posters, advertisements, commercials, films, on ground activities, BTL and ATL activities, activities both in online and offline formats, promotional and publicity materials, market survey and market intelligence, infrastructure development etc.)
- 3.3. Scheme for setting up Tea Boutiques in India for Domestic Promotion
- 3.4. Overseas Promotion
- 3.5. Scheme for promotional support to tea associations
- 3.6. Overseas promotion, campaigns (including trade delegations, events, advertising, sponsorships, print, audio visual, electronic, digital and social and multimedia, billboards, posters, advertisements, commercials, films, on ground activities, activities both in online and offline formats, , BTL and ATL activities, promotional and publicity materials membership to Tea bodies/ associations/ councils of tea importing countries, market surveys, market intelligence and infrastructure development etc.)
- 3.7. Scheme for participation in international events, trade fairs & exhibitions, delegations with Tea Board
- 3.8. Project Management Unit
- 3.9. Intellectual Property Right and Logo protection

All the Schemes and activities will be implemented depending on availability of funds with Tea Board

3.1. Domestic Promotion

India is the largest producer and consumer of black tea in the world. India, however, is not the largest per capita consumer. Though tea enjoys very high penetration in the country's population, there is still a lot of scope for increasing domestic consumption. There is scope for increasing awareness about the positive health and wellness attributes of tea, positioning it not only as a part of healthy lifestyle but also as an aspirational beverage among the people of India, especially the youth. The supply demand equilibrium has been maintained largely due to the huge consumption base in the domestic market – 80% of the consumption has been in the domestic market. Still the per capita consumption is low compared to the global standards. There is a huge scope for increasing domestic consumption which may help in maintaining the supply demand equilibrium in the tea industry.

The principal objective of participating in domestic fairs, exhibitions and events and undertaking a promotional campaign should be to reinforce the positive image of tea in the minds of the Indian populace, as well as to promote tea as the preferred beverage.

A considerable segment of population, specially youth are not enamored by tea. It is therefore necessary to undertake domestic promotion campaigns in a concerted manner to position tea as the most refreshing and lifestyle beverage in the consumers' mind, especially youth and as a preferred beverage. Tea should be projected as a beverage which provides the twin benefit of taste and wellness.

The concept of tea boutiques amplify and consolidate the various measures of increasing awareness about tea, its many varieties and types, the many positive attributes of tea and about the essence of tea drinking experience with twin benefits of taste and wellness.

The following activities will be undertaken under this sub- component:

- i. Generic promotional multimedia campaigns for increasing awareness of the positive attributes and the many facets of Indian teas including the specialty teas, myriad varieties, types, blends, single origin teas, organic teas, GI teas etc. with the support of professional agencies on a sustained basis.
- ii. Protection and promotion of various intellectual properties and GI teas (Darjeeling, Assam, Assam Orthodox, Nilgiris, Nilgiris Orthodox and Kangra)
- iii. Promotion through participating and organizing on ground events/activities, fairs, exhibitions, sponsorships, multi media advertising and through programmes on print, audio visual, electronic, digital, social and multimedia, ATL and BTL activities both in online and offline formats for propagating the diversity & richness of Indian tea, market surveys and market intelligence, promotional and publicity materials. Participation in and organizing other relevant programs such as webinars, seminars, talk shows, virtual meetings etc.
- iv. Establishment of Tea Boutiques in important locations to increase awareness about the appreciation of tea drinking experience and to increase domestic consumption of tea
- v. Sponsorship of tea, F& B, lifestyle and health related programs and events

The following schemes are the principal instruments for executing the envisaged activities:

3.2. Scheme for Participation in Domestic events, Fairs and Exhibitions with Tea Board

Objective: India is the largest producer and consumer of black tea in the world. India,

however, is not the largest per capita consumer. Though tea enjoys very high penetration among the country's population, there is still lot of scope for increasing domestic consumption. There is scope for increasing awareness about the positive health benefits of tea, positioning it not only as a part of healthy lifestyle but also as an aspirational beverage among the people of India, specially youth.

The principle objective of participating in domestic fairs, exhibitions and events should be to reinforce the positive image of tea in the minds of the Indian populace, as well as to promote tea as the preferred beverage.

A. Eligibility

1. Applicants interested in participating along with Tea Board in Domestic fairs and exhibitions, events, must be registered with Tea Board. Copies of valid Tea Board Licenses/registration in respect of the above with the seal and signature of the Authorized Signatory must be submitted along with the application form through online or through e-portal as would be indicated.
2. Applicants shall submit an undertaking with the seal and signature of the Authorized Signatory stating that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any grounds related with trade and business and otherwise
3. The applicants must display/sell/exhibit only 100% Indian teas at the events, Fairs & Exhibitions in which it participates along with Tea Board India. All the promotional and publicity materials with the applicant at the event must be for only 100% teas of Indian origin

B. Procedure of Application

Applicants interested in participation will have to submit an application to Tea Board informing of their interest in participation. Application for participation in exhibitions with Tea Board will be considered only on receipt of all the requisite documents and the participation fees as per the guidelines given below:

- 1) No application/intimation prior to the date of uploading on Tea Board's website will be considered
- 2) The cut-off date for receiving applications along with participation fees for the respective fairs/exhibitions/events will be declared prior to the date of commencement of the respective fairs/exhibitions/events.
- 3) The interested applicants will have to bear 40% of the total cost of built-up stand

allotted to the applicant. The excess money, if any, upon calculation of the 40% of the furnished booth will be refunded to the participating applicants upon completion of the event or vice-versa i.e. excess amount required for participation will have to be borne by the applicants. In case the applicant fails to pay the excess amount required for participation after final calculation of the charges for the furnished booth, Tea Board will cancel/suspend that particular applicant's registration/identification with Tea Board and blacklist the applicant till the amount is paid to Tea Board.

- 4) The applicants must make payment of a participation fees of Rs. 50,000/- by way of NEFT/RTGS/online transfer to Tea Board and submit the UTR no. of the transaction along with their applications or through e-portal as would be indicated. The excess/unspent amount will be adjusted against actual cost attributable to the applicant for participation in each individual fair/exhibition/event, and excess deposit, if required, will have to be paid by the applicant. In case of failure to deposit the requisite amount depending on the cost of the stalls, the Tea Board license/registration shall be suspended/cancelled till the receipt of payment

C. Documents to be submitted

1. Signed and sealed application form
2. Self-certified Copies of relevant documents showing the applicants' registration with Tea Board
3. CA certified annual turnover certificate for the last three financial years
4. An undertaking stating that the applicant is not under any investigation/charged/prosecuted/debarred/blacklisted on any grounds related with trade and business and otherwise
5. An undertaking stating that the applicant has not and will not avail benefit for a particular event from any other scheme of the Government or from any other organization
6. Signed copy of declaration to be given by applicant regarding forfeiture of participation charges and Application Fee of non-participants if they pull out of the participation by a month or less before the event.
7. A signed and stamped self-declaration by the applicant declaring that the applicant agrees to pay Tea Board any excess amount required for participation after final calculation of the charges for the furnished booth. In case the exporter fails to pay the excess amount, Tea Board is at liberty to

cancel/suspend that particular company's registration/license/Identification and blacklist the company.

8. All the above-mentioned documents must have the applicant's Seal along with the signature.

D. Terms and Conditions

- i. For participating in Domestic Fairs & Exhibitions with Tea Board, each applicant is to be provided a minimum exclusive space as far as practicable.
- ii. Only Indian tea must be displayed from Board's stalls. Non-tea products (i.e. products not derived from the plant *Camellia sinensis*) or other beverages as well as other origin teas apart from India should not be displayed from the stalls. Any deviation to this will be viewed seriously and penalty would be administered as per the decision of Competent Authority.
- iii. Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the exhibition.
- iv. Applicants having a large range of products and samples to display, desiring to have more space, may be provided extra space at actual cost if Tea Board's budget permits and if it is possible to get extra space alongside Tea Board's booth after accommodating other participants, provided they indicate their requirement well in advance. The enhanced space must be properly utilized through adequate and varied display of packaged products.
- v. Only one application will be entertained for group companies where the entire group will be considered as one applicant.
- vi. In case of the applicant/company choosing to participate from a separate stall due to Tea Board not being able to provide required space, Tea Board will not bear the cost or consider reimbursement of the stall space.
- vii. In the event of more number of applicants applying than the available space in a particular event/fair/exhibition, preference will be given to the following categories in descending order of importance:
 - (1) Companies/Applicants dealing in value added/organic teas/specialty tea (25%)
 - (2) MSMEs
 - (3) Small tea growers/SHG and FPC of Small Growers
 - (4) SC and ST Small Growers
 - (5) Large Companies

In case of more number of participants within a particular category, the selection of applicant for that particular category would be done through drawing of lots.

STGs will be exempted from any charges for the stall except for Rs. 1000/- as participation fees each. 2/3 STGs may participate from a stall. In the event of more than 2 STG participants, selection will be done based on drawing of lots. For SC and ST small grower participants, there will be no participation charges.

However, in all cases, Tea Board will bear only the rental charges for the stall as per the approved percentage share. No other charges e.g., travel, accommodation, sampling equipment, logistics, extra furnishing and other incidental charges etc. will be borne by Tea Board.

- viii. Participation fees of applicants will be forfeited if they pull out of the participation with less than 1 month for the commencement of the event. In the case of intimation by an applicant pulling out of an event more than 1 month before commencement of the event and an alternative participant not being found to take up the stall space, the applicant will have to forfeit the money so submitted.
- ix. Tea Board will provide basic furnished stall space only. All other requirements e.g. travel, accommodation, sampling equipment, logistics, extra furnishing etc and other incidental charges will have to be arranged for and borne by the applicant.
- x. If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, the amount of support provided by Tea Board will have to be refunded along with the interest rates @repo rate +5%.

E. Resolution of Disputes

In the event of any doubt or dispute arising out of any application, the decision of the Deputy Chairman, Tea Board shall be final and binding.

F. Submission of Application

1. The applicant desirous of availing the assistance shall submit their application in the prescribed format online or through e-portal as would be indicated along with necessary supporting documents.
2. The applicants desirous of availing the assistance shall submit their application in the prescribed form along with necessary supporting documents online to Deputy Director of Tea Promotion, Tea Board, 14 B.T.M. Sarani, Kolkata 700001 or through e portal as would be indicated
3. After the sanctioning authority is satisfied about the legitimacy of the claims, funds will be released through e-payment mechanism ie. RTGS/NEFT/PFMS. Administrative

and monitoring expenses of the sub-component will be met from the fund allocated to it.

G. Implementation: Tea Board will implement the Scheme as per the approved delegation of powers. Deputy Chairman will be the sanctioning Authority of the scheme component. In the event of any doubt or dispute arising out of any application the decision of the Deputy Chairman, Tea Board shall be final and binding on all issues.

3.3. Scheme for setting up Tea Boutiques in India for Domestic Promotion

Objective: To encourage consumers and users to enjoy Indian tea in an appropriate ambience with an aim at appreciating the fine experience of tea drinking

India as the second largest producer of tea and the largest producer and consumer of black tea in the world has a diversified portfolio of single-origin teas like Darjeeling, Assam, Assam Orthodox, Nilgiri, Nilgiri Orthodox, Kangra, Dooars-Terai, Sikkim, Tripura etc each of which has distinct aroma & flavor, special characteristics attributable to its geographical origin and to the process of production as well as other many varieties, blends, categories and types of Indian Tea

In order to showcase these wide varieties, types, categories, blends etc at one place and excite the customers especially youth about the qualitative nuances as well as to appreciate the tea drinking experience and the proper tea preparations in a comfortable, conducive and aesthetic ambience, the concept of "Tea Boutique" has been envisaged.

Nature of assistance: Tea Board will handhold a prospective entrepreneur for setting up tea boutique for three (3) years in terms of financial assistance being provided to him/her as explained below in a structured format:

For Tier I cities

Type of acquisition for a stand-alone boutique	Nature of financial assistance			Remarks
	End Year 1	of End of Year 2	End of Year 3	

Ownership	25% of (Capex*+WC**)	50% of WC	25% of WC	Subject to upper ceiling of Rs. 20 lakh in Year 1 and Rs. 10 lakh each in Year 2 & 3
Rental	50% of rental	40% of rental	30% of rental	Subject to upper ceiling of Rs. 10 lakh each in Year 1, 2 & 3

*Capex- It excludes land/space value and land value

**WC- Working capital toward day-to-day operations

Eligibility criteria

- All Indian tea companies/buyers/Tea Producers/exporters registered with Tea Board by holding valid Registration/Identification number.
- Having financial commitment for the project at least to the tune of Rs 25 lakh
- Indian partners of Joint venture companies, having equity share of at least 51%
- Teas promoted and sold through the boutiques must be 100 % Indian origin teas. If found otherwise, the total financial support from Tea Board will have to be returned along with applicable interest rates @ repo rate + 5%
- Preference shall be given to first time applicant, for boutiques in popular tourist destinations and low per capita consuming states.

Documents to submit

- Signed application form with Company seal
- A detailed project proposal clearly indicating the following:
 - Nature of Tea boutique to be set up with planned location, space to be acquired on ownership or lease or rental basis
 - Year wise profitability analysis (for next 5 years) and its viability
 - Timelines for implementation (should not exceed one year from the date of approval)
- Self-certified copies of RC under TMCO 2003 and/or Buyer's registration no.
- Verification of credentials from Trade Association(s) to which the prospective applicant is affiliated
- Documents indicating firm commitment of the applicant for his/her investment share as specified above
- Copy of the tie up arrangement for the credit facility with any scheduled bank/recognized financial institution in case the proposed activity is credit linked.

(vii) Copy (attested) of lease agreement for rented premises. Copy (attested) of address proof for own building/premises

(viii) Letter of Undertaking on Non-Judicial Stamp Paper of Rs. 20

(ix) Year-wise full details of domestic sale (volume and value) of their tea brands during the last 3 years duly certified by Chartered Accountant and the Tea Association to which it is affiliated as a member. The details of types, varieties of tea and the tea brands and packs should be furnished along with the application

Please Note:

(i) Applicants availing support under this scheme MUST have an approval from Tea Board before the commencement of their operations.

(ii) If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, the amount of support provided by Tea Board will have to be refunded along with the interest @ repo rate +5%. The applicant will be blacklisted and the registration with Tea Board will be suspended/cancelled till the money is refunded to Tea Board

For Tier II cities

Type of acquisition for a stand-alone boutique	Nature of financial assistance			Remarks
	End of Year 1	End of Year 2	End of Year 3	
Ownership	30% of (Capex*+WC**)	50% of WC	30% of WC	Subject to upper ceiling of Rs. 10 lakh in Year 1 and Rs. 5 lakh each in Year
				2 & 3
Rental	50% of rental	40% of rental	40% of rental	Subject to upper ceiling of Rs. 5 lakh each in year 1, 2 & 3.

*Capex- It excludes land/space value and land value

**WC- Working capital toward day-to-day operations

Eligibility criteria

i. All applicants registered with the Tea Board by holding valid Registration Certificate (RC) under TMCO 2003 and/or Buyer's registration no.

ii. Having financial commitment for the project at least to the tune of Rs 12 lakh

- iii. Indian partners of Joint venture companies, having equity share of at least 51%
- iv. Teas promoted and sold through the boutiques must be 100 % Indian origin teas. If found otherwise, the total financial support from Tea Board will have to be returned along with applicable interest rates @ repo rate + 5%
- v. Preference shall be given to first time applicant, for boutiques in popular tourist destinations and low per capita consuming states.

Documents to submit

- i. Application form duly signed and sealed.
- ii. A detailed project proposal clearly indicating the following:
 - a) Nature of Tea boutique to be set up with planned location. Space to be acquired on ownership or lease or rental basis.
 - b) Year wise profitability analysis (for next 5 years) and its viability
 - c) Timelines for implementation (should not exceed one year from the date of approval).
- iii. Self-certified copies of RC under TMCO 2003 and/or Buyer's registration no.
- iv. Verification of credentials from Trade Association(s) to which the prospective applicant is affiliated
- v. Documents indicating firm commitment of the applicant for his/her investment share as specified above
- vi. Copy of the tie up arrangement for the credit facility with any scheduled bank/recognized financial institution in case the proposed activity is credit linked.
- vii. Letter of Undertaking on Non-Judicial Stamp Paper of Rs. 20
- viii. Year-wise full details of domestic sale (volume and value) of their tea brands during the last 3 years duly certified by Chartered Accountant and the tea Association to which it is affiliated as a member. The details of types, varieties of tea and the tea brands and packs should be furnished

Please Note:

- (i) Companies availing support under this scheme MUST have an approval from Tea Board before the commencement of their operations.
- (ii) If any of the details provided by the company is found to be incorrect and if any relevant information is found to be suppressed, the amount of support provided by Tea Board will have to be refunded along with the interest rates @ repo rate +5%. The applicant will be blacklisted and the registration with Tea Board will be suspended/cancelled till the money is refunded to Tea Board

Terms & Conditions for boutiques in both Tier I and Tier II cities

1. All interested applicants are required to apply in advance on company letter head to Tea Board in a prescribed application form
2. While applying, applicants will be required to provide: -
 - a) Year-wise full details of domestic sale (volume and value) of their tea brands during the last 3 years
 - b) Timelines for implementation (should not exceed one year from the date of approval).
3. All claims need to be duly substantiated by proof of payment against original GST invoices, duly certified by a Chartered Accountant. Please note that applicant must submit the original GST invoices. Photocopies and/or scanned copies of the invoices will not be accepted. In the event of any false claims being lodged, Tea Board reserves the right to claim refund of the amount granted to the applicant with an interest rate @ repo rate + 5%.
4. Applications will be processed on "first-come-first-served" basis, subject to availability of funds.
5. Claim for reimbursement will have to be accompanied by a Chartered Accountant's Certificate
6. Relaxation may be made by Deputy Chairman depending on the merit of each case.
7. Tea for promotion, sampling and sale from the tea boutiques should mandatorily be 100 % Indian. Any deviation would lead to refund to Tea Board of the total amount given as support under this Scheme @ repo rate + 5%
8. Suitable branding of India Tea Logo along with relevant specialty tea logos must be displayed prominently. The proof of such display with photograph should be submitted along with the claim.
9. Once a Company/group company/applicant has availed this scheme, preference will be given to applications of other companies/ group companies/applicant

Implementation: Tea Board will implement the Scheme as per the approved delegation of powers. Deputy Chairman will be the sanctioning Authority of the scheme component. In the event of any doubt or dispute arising out of any application, the decision of the Deputy Chairman, Tea Board shall be final and binding on all issues.

3.4. Overseas Promotion

Objective: To focus on promotional programs in overseas markets in order to increase awareness about Indian tea and to enhance the image and brand equity of Indian tea in a bid to boost tea exports from India.

The following activities will be undertaken under this sub-component:

- i. It is proposed to promote India Tea and the various specialty teas, many varieties, blends and types of India tea and the respective logos (Darjeeling, Assam, Assam Orthodox, Nilgiris, Nilgiris Orthodox, Kangra, Sikkim, Dooars Terai, Tripura etc.) among consumers and trade with a view to building equity for Indian tea in international markets.
- ii. Generic promotion of India teas are proposed to be undertaken in the overseas markets by the Board through road shows, participation in trade fairs, events & exhibitions, generic as well as specialty tea campaigns, branding exercises, membership of various Tea Councils/Associations in other countries, trade facilitation through arranging Buyer-Seller Meets, sponsorships of programme, exchange of trade delegations (inbound & outbound), information dissemination upon gathering of market intelligence, protection and promotion of various intellectual properties of the Board, multimedia promotions (print, audio visual, electronic etc) , social and digital media promotions for propagating the diversity & richness of Indian tea in the International arena. Promotional activities, BTL and ATL activities both in online and offline formats, sponsorships, advertisements and other relevant programme such as webinars, seminars, talk shows, virtual meetings etc. Overseas promotion would also be carried out by the Tea Board with the active support of Indian Missions abroad.
- iii. Activities which form part of the export promotion are on ground activities, multi-media generic promotional campaigns (print, Audio visual, electronic, digital, social media etc) to be conducted by professional agencies on a sustained basis. In case of imposed restrictions, promotional activities through virtual medium will also be considered
- iv. Membership to Tea Associations of important importing countries, advertisements, Sponsorship of tea programme and advertisements related to F& B, lifestyle, wellness and health related programme etc., Infrastructure development, production and purchase of promotional materials, logistics support, freight neutralization measures, PR activities etc. are other areas for export promotion.

3.5. Scheme for Promotional support to Tea Associations

Objective: To encourage Tea Associations to undertake promotional activities in overseas markets for creating greater awareness of Indian tea and its many specialties, varieties and

types and expanding India's market share therein. The tea Associations availing the Scheme must be a registered entity

Sub-component contour: The promotional assistance will be applicable for the following categories: -

1) Fairs & Exhibitions

Participation in Trade & Consumer Fairs/Exhibitions that are approved by the Board in advance. Events not in Tea Board's approved list will also be considered on the basis of the merit of each event

Scale of assistance: Tea Associations participating in Trade & Consumer Fairs/Exhibitions may be entitled to 60% of built-up booth cost (the cost of the space rent, stand fabrication and furnishing cost) incurred by them, by way of reimbursement. There would be a ceiling of Rs 5 lakhs. All other cost will have to be borne by the Associations

2) Media support

Advertisements through

- a) Media (social, digital, print, audio visual, electronic and any other media as found suitable for a specific market subject to prior approval of Tea Board)
- b) Any other media e.g., Hoarding/Bus/Train or Tram panel advertising etc. as part of their publicity/promotion of their Indian origin teas, subject to prior approval of Tea Board

Scale of assistance: 50 % of the media cost up to a ceiling of Rs 5 lakh

3) Field/Store Promotion

Field or in-store Promotion, Tea Tasting/Tea Festivals and other programme in support of tea brands for the members of the Association for promoting Indian origin teas

Scale of assistance:

- (a) 50% of display & shelf rental cost for reimbursement subject to a ceiling of Rs. 5 lakh per annum per market
- (b) Equal cost-sharing basis between Tea Association and Tea Board for organising Tea Tasting/Tea Festivals and other promotional programmes in support of tea brands up to a ceiling of Rs 5 lakhs

3.6. In Bound Delegations

Inviting inbound delegations by registered Tea Associations which may comprise overseas buyers/ importers, media personnel, member(s) of the respective Governments, key decision-makers/influencers, important stakeholders etc. for exploring trade opportunities & prospects in India, for understanding the trade scenario, for furthering Indian tea export prospects and for goodwill generation etc.

Scale of assistance: Tea Board to bear the full cost of International and domestic airfare. Cost on account of hotel accommodation, meals, boarding and lodging, entertainment/PR local transport, hospitality, logistics, seminars, conferences and meetings etc. and all other expenses related to the delegation to be borne by Tea Association and Tea Board on 50: 50 cost sharing basis.

In case the need is felt for inviting select foreign buyers, media personalities, members of government organizations, members of important trade associations to India etc. Tea Board will bear the full cost of the international and domestic airfare on account of the delegation's visit to India. All other costs related to the delegation on account of hotel accommodation, entertainment/PR, meals, boarding and lodging, hospitality, local transport, logistics, conferences and meeting, organization etc and all other expenses related to the delegation will be borne by the Association(s) and the Tea Board on a 50:50 cost sharing basis

If Tea Board is organizing the Inbound delegation on its own initiative, then it will bear the full cost of the delegation except costs associated with tea garden and factory visit such as local hospitality, meals, meetings, seminars, boarding and lodging, local transport and conveyance, logistics, sightseeing and entertainment /PR programme.

3.6.1. Out Bound Delegations

For an outbound delegation led by Tea Board, the strategies are primarily to reinforce business prospects through networking with the importers and other stakeholders in the destination country, to establish personal contacts with the key decision-makers in the target market, to collect information & market intelligence on trade opportunities & prospects therein and to promote the companies represented in the trade delegation

Scale of assistance: Costs on account of local logistics (NOT including accommodations, boarding, lodging, meals etc which is to be borne by the delegates) and organizing BSM in

the destination country to be shared at 50: 50 basis between Tea Board India and the Tea Association.

For an outbound delegation led by registered tea associations: -

(a) Costs on account of local logistics (NOT including accommodations, boarding, lodging, meals etc which is to be borne by the delegates) and organizing BSM in the destination country to be shared at 50: 50 basis between Tea Board India and the tea Association

(b) 50% cost reimbursement of air travel for one member in a company by economy class
50% cost reimbursement of air travel for one member in a company by economy class may be considered for the sector India-event destination-India only for the outbound delegations

Eligibility

All registered Indian tea associations of tea exporters and producers are eligible to avail this Scheme

Terms & Conditions

- a) Associations must apply at least 90 days in advance in the requisite format to Tea Board for assistance under the above sub-component with full justifications, cost break-up under each of the proposed activities and period of implementation
- b) While applying, associations will be required to provide year wise full details of exports of their members (volume and value) of their tea /brands for the last 3 years to the particular country for which promotion/financial assistance is sought and indication about market prospects for the target country. The details will be required for exporters who will be part of the delegation
- c) Prior approval of Tea Board is required before going ahead with the intended programme/event etc.
- d) For all the Tea Board funded /sponsored activities, the Associations must give due credits to Tea Board in all the promotional materials produced as well as in the advertisements released and these to be released and displayed only upon approval of Tea Board

- e) Tea Board's prior approval for all promotional materials in any format (printed materials/film /audio visual/digital/electronic/social media etc.) needs to be obtained.
- f) There should be participation of minimum five (5) exporting companies having valid exporter license from Tea Board and submitting regular monthly export returns through eGICCS portal. Group companies will be treated as one company.
- g) For assistance under the activity category (1) the name and other particulars of the Fair/Exhibition, with full details of the proposed participation may be provided in advance, i.e., prior to the event. On receipt of approval from Tea Board and after the event, original invoices and fund transfer documents (through Bank) indicating payment made by the Association on account of space rent, stand fabrication and furnishing may be submitted to the Board.
- h) For assistance under category (2), details of the selected media readership/viewership and tariff may be indicated. After the campaign, original invoices along with copy of advertisement released (in case of publication) and proof of other media programme and releases may be submitted along with samples, for release of funds. In case of hoardings or Bus/Train panel ads, photographs must be submitted.
- i) Claim under category (3) must be supported by original invoices and receipts as well as photographs.
- j) Unless the claims under category (4) are made to Tea Board within two months from the completion of the journey or else the claims will not be entertained. The claim shall be supported by original e-tickets (containing the fare component) in addition to proof of payment made by way of money receipt from the Airline or the Government-approved Travel Agency, as well as original invoice with GST component.
- k) Claim under category (5) shall be accompanied by original invoice(s) for all claims and original receipts from the Agencies as well as proof of payment
- l) All claims will need to be duly substantiated by proof of payment against original invoices (with GST component wherever relevant) and a Chartered Accountant's Certificate in support of that and should be submitted within 2 months from the completion of the event

- m) There will be an overall ceiling of Rs. 10.00 lakh (inclusive of all components) for this Scheme during the Scheme period and as per availability of funds
- n) Applications may be made as per the prescribed format separately for each activity in each country

Implementation: Deputy Chairman will be the sanctioning Authority of the scheme component. Tea Board will implement the sub-component as per the approved delegation of powers. The decision of the Deputy Chairman, Tea Board shall be final and binding on all issues.

Submission of application: The applicant Associations desirous of availing the assistance shall submit their application in the prescribed form along with necessary supporting documents, to any Deputy Director, Tea Promotion, Tea Board, 14 B.T.M. Sarani, Kolkata 700001 or through e portal of the Board as would be indicated

Disbursement: After the sanctioning authority is satisfied about the legitimacy of the same, funds will be released through e-payment mechanism ie. RTGS/NEFT/PFMS or through e- portal Administrative and monitoring expenses of the sub-component will be met from the fund allocated for it.

All claims need to be duly substantiated by proof of payment against original invoices, duly certified by a Chartered Accountant. Please note that applicant must submit the original GST invoices for activities in the domestic market. Photocopies and/or scanned copies of the invoices will not be accepted. In the event of any false claims being lodged, incorrect information being provided, relevant information being suppressed, Tea Board reserves the right to claim refund of the amount granted to the applicant with an interest rate @ repo rate +5%.

3.7. Scheme for Participation in International fairs and exhibitions with Tea Board

Objective: To provide a platform to the exporters to show case their products in international events for promotion and facilitate generation of trade opportunities through interaction

between buyers and sellers during the exhibition as well as to create greater awareness among the general populace and consumers

A. Eligibility

- a. All exporters holding valid exporters' license are eligible to participate from Tea Board's pavilion in exhibitions, trade fairs, events, delegations etc.
- b. The small growers' exporters must have unique ID with QR code issued by Tea Board in addition to valid exporter's license.
- c. The applicant exporter shall not be under any investigation /charged /prosecuted /debarred/blacklisted on the grounds related to trade and business or otherwise
- d. Only exporters submitting regular monthly export returns during last 12 months through eGICCS portal will be eligible for participation
- e. The applicant exporter must give an undertaking with application that only 100% Indian Origin Teas will be showcased.
- f. Provision for new entrants will be there as per the table at C 2 below

B. Procedure of application: -

Exporters interested in participation will have to submit application to Tea Board informing them of their interest in participation. Application for participation in exhibition with Tea Board will be considered only on receipt of participation and application fee through online format or through e –portal and as per the guidelines given below.

1. No application prior to the date of uploading on Tea Board's website will be considered.
2. For each event, a cut-off date for receiving applications along with application and participation fees will be intimated. If the requisite number of exporters to be accommodated in the pavilion space is completed by that date, new applicants will be considered only upon decision by the Competent Authority.
3. Deposit of Rs. 1.50 lakh/- (Rupees One lakh fifty thousand only) by way of online payment or through e-portal as may be indicated on account of application and participation fees to be submitted
4. One stall will be reserved for small tea grower exporters. 2-3 STGs (exporters) may participate from one stall. STGs (exporters) will be exempted from any charges for the stall except for participation fees of Rs 2000/- each. In the event of more than 2 STGs (exporters) participant, selection will be done based on the recommendation made by

select committee comprising of Deputy Chairman and Executive Director (Guwahati) and Executive Director (Coonoor). Please note that in all cases, Tea Board will bear only the rental charges for the stall as per the approved percentage share. All other charges e.g. travel, accommodation, visa, interpreter, sampling equipment, logistics, extra furnishing etc and other incidental charges will NOT be borne by Tea Board.

5. Assistance of a furnished stall to an exporter would be to the tune of 60% of the total cost. Hence 40 % of the total cost of a furnished booth will have to be borne by the exporter. The excess money, if any, upon calculation of the 40% of the furnished booth will be refunded to the exporters upon completion of the event or vice-versa i.e. excess amount required for participation will have to be borne by the exporters. In case the exporter fails to pay the excess amount required for participation after final calculation of the charges for the furnished booth, Tea Board will suspend the exporter license of that particular company and other support as per other Schemes of Tea Board and blacklist the company till the dues are cleared. They will also not be allowed to participate in any other programme or events by Tea Board till the dues are settled.

C Sector wise representation

1. Since there are many companies exporting teas and pavilion space might be limited, there is a need to make a priority list. The parameters for priority list are:
 - a) The Y-o-Y growth (%) in aggregate export value for that particular market (last 3 years)
 - b) The Y-o-Y growth (%) in aggregate export volume for that particular market (last 3 years)
 - c) The Y-o-Y growth (%) in aggregate export value in general (last 3 years)
 - d) The Y-o-Y growth (%) in aggregate export volume in general (last 3 years)
 - e) Export of value-added teas - value (last 3 years)
 - f) Export of value-added teas - volume (last 3 years)

The decision shall be made on the basis of priority (a) failing which priority (b) and so on shall be applicable till the required number of applicants are selected.

2. In order to ensure equitable and fair representation from the industry in an event, the following quota would be adhered to, for implementation out of the admissible number of exporters to be accommodated in Tea Board's pavilion for a particular

fair/exhibition. This may be treated as the general guideline in the aforesaid direction. However, quantum of selection from each segment would ultimately depend upon the actual availability and segment wise responses.

Sl.No	Segment	% Representation
1	Merchant Exporters	40%
2	Producer Exporters	30%
3	Value added including organic	10%
4	First time entrant/ new companies	10%
5	Entrepreneurs/Small growers	10%

In case of more entries in segments 1 to 3, decision for selection will be based on parameters as at C (1) above, whereas in case of segment 4 & 5 it will be based on recommendation of committee consisting of Deputy Chairman, Executive Director (Guwahati) and Executive Director (Coonoor).

3 A Company will be eligible for participation under this scheme for three consecutive times in a particular event after which the company will not be eligible for participation under this Scheme with the same conditions. They may, however, choose to participate along with Tea Board upon agreeing to bear the cost of the furnished stall on a 60% basis from 4th year onwards, provided there is space available upon accommodating the other exporters

D. Documents to be submitted

- i. Signed application form with company seal
- ii. Self-Certified Copy of valid exporter's license of Tea Board
- iii. Self-declaration by the company duly signed and stamped, that the company is not under any investigation/charged/prosecuted/debarred/blacklisted on any grounds related with trade and business
- iv. A signed and stamped self-declaration that the company has not and will not avail benefit for a particular event from any other scheme of the Government or from any other organization.
- v. Scanned copy of declaration given on company letter head regarding forfeiture of participation charges and Application Fee of non-participants if they pull out of the participation by a month or less before the event.
- vi. A signed and stamped self-declaration on company letterhead declaring that the company/ applicant agrees to pay Tea Board any excess amount required for

participation upon final calculation of the charges for the furnished booth. In case the exporter fails to pay the excess amount, Tea Board is at liberty to suspend the exporters' license of that particular company and other support as per other Schemes of Tea Board till the dues are cleared. The Company will also be blacklisted and not be allowed to participate in any other programme or events by Tea Board till the dues are cleared.

E. Terms & conditions

- 1 For participating in Fairs & Exhibitions and events with Tea Board each participating exporter is to be provided a minimum exclusive space as far as practicable
- 2 Only Indian tea may be displayed from Board's stalls. Non-tea e.g. Tulsi tea/ Herbal tea (non *camellia sinensis*) and other origin teas apart from India should not be displayed from the stalls. Any deviation to this will be viewed seriously and would lead to suspension of Exporter's License
- 3 Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the exhibition. Representatives from the exhibiting companies shall preferably be of senior management level.
- 4 Value added tea exporters having a large range of products and samples to display, desiring to have more space, may be provided extra space at actual cost if Tea Board's budget permits and if it is possible to get extra space alongside Tea Board's booth and only upon accommodating other participants. The exporters must indicate their requirement well in advance to enable Tea Board to plan for extra space. The enhanced space must be properly utilized through adequate and varied display of packaged and value-added products.
- 5 Only one application will be entertained for group companies where the entire group will be considered as one applicant
- 6 In case of participation from a separate stall due to Tea Board not being able to provide required space, Tea Board will not bear the cost or consider reimbursement of the stall space.
- 7 Participation charges and Application Fee of non-participants will be forfeited if they pull out of the participation by a month or less before the event. In the case of an intimation by a participant pulling out of an event before a month and an alternative participant is not found to take up the stall space, the participant will forfeit the money so submitted

- 8 Tea Board will provide basic furnished stall space only. All other requirements e.g. accommodation, visa, interpreter, sampling equipment, logistics, extra decoration and furnishing and other incidental charges will have to be borne for by the exporter
- 9 In the event of any information submitted by a Company/exporter/applicant to Tea Board is found wholly or partly incorrect, the sum extended as financial support to the Company/applicant/exporter will have to be returned to Tea Board by that Company/exporter /applicant along with an interest rate @repo rate + 5%
- 10 In all cases of dispute, the decision of the Competent Authority of Tea Board is final and binding.

F Implementation

The implementation will be as per the approved scheme. Deputy Chairman will be the sanctioning Authority under the scheme component. The decision of the Deputy Chairman, Tea Board shall be final and binding on all issues.

G Submission of application

The applicant exporters desirous of availing the assistance shall submit their application in the prescribed format online along with necessary supporting documents through the online format or e-portal as would be indicated, to Tea Board India , 14 B.T.M. Sarani, Kolkata 700001.

3.8. Project Management Units

In order to undertake promotional campaigns and activities in a professional manner to be sustained over a period of time, both for overseas and domestic markets, professional expert agencies will be taken on board (upon following GFR norms) for strategizing and implementation.

3.9. Intellectual Property Rights and logo protection

The Board shall spend the funds allocated under the sub heading 'Intellectual Property Rights and Logo Protection' under the Market Promotion Scheme in the following broad categories: -

1. Registration of Geographical Indication, Certification Trade Mark, Certified Trade Mark, Trade Mark, Copy Right of teas of Indian Origin in India and other countries;

2. Renewal/amendment of Geographical Indication, Certification Trade Mark, Certified Trade Mark and Trade Mark of marks owned by the Board in India and other countries;
3. Opposing such marks which are similar or deceptively similar to the marks owned by the Board in India and other countries and if required filing of oppositions, appeals, reviews, revisions, cancellation proceedings and defending any such oppositions, appeals, reviews, revisions, cancellation proceedings filed against the marks owned by the Board;
4. Creation of Online Traceability, Block Chain system for authenticating the integrity of marks registered as Geographical Indication and Certification Trade mark;
5. Registration/renewal of domain names in the name of the marks owned by the Board;
6. Creation of dedicated funds for protection of marks owned by the Board;
7. Creation of Online portal for grant/renewal of license/permission for use of the marks owned by the Board and issuing Certificate of Origin for such marks;
8. Taking membership of Associations/Trade Bodies for better protection of marks owned by the Board;
9. Appointment of watch agency, Publication of trade notices for better protection of marks owned by the Board;
10. Instituting study/survey for better protection of marks owned by the Board;
11. Any other expenses essential for protection of marks owned by the Board;

Expenditures on the above categories shall be subject to availability of funds. The Board shall make endeavor to collaborate with stake holders and various State Governments in sharing the expenditure on Intellectual Property Rights and Logo Protection and take necessary steps in this regard.

COMPONENT 4 – WELFARE OF WORKERS – SMALL TEA GROWERS AND THEIR WARDS

Objective: There are more than 2.10 lakhs small tea growers throughout India with tea area approx. 2.15 lakhs ha. sharing almost 50% of the total tea production. They are mostly scattered and unorganized and are still at the bottom of the value chain. Unlike, the workers of the tea garden that accounts for around 1.16 million of the total work forces in tea garden and are protected with various statutory Act and Laws viz., Plantation Labour Act, Factory Act, Gratuity Act etc., to get a proper working conditions, accommodation, drinking water facility,

school for education of their wards and dependents on the other hand the small tea growers generally works on their own plantation together with their family members and were devoid of all such facility provided to the tea garden workers. Because of their nature of existence but valuable contribution to the State and National Economy, it was proposed to frame a component for providing assistance towards ensuring better education to the wards of the small tea growers, provide award to the meritorious student for encouragement of school going children as well as grants towards book and uniform as a part of income support. The component for the welfare of the tea garden workers has been dropped in the current scheme component since a separate proposal is in process exclusively for the welfare of the tea garden workers and their dependents.

4.1. Activity/Sub Component: Education to the wards of the Small Tea Growers area up to 2.00 ha.

4.1.1. Education Stipend:

Objective: To provide welfare measures for securing better educational facilities and improvement of amenities and incentives for encouraging education for the wards of the small tea growers (STG) up to holding 2.00 ha. area under tea plantation

4.1.2. Nature, Scale of Assistance and other eligibility criteria

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/conditions
1	Education Stipend	Reimbursement of tuition fees and 2/3 rd of the hostel charges (including boarding and lodging) are paid on the basis of actual subject to ceiling limit up to Rs.20000.00	<ul style="list-style-type: none"> i. Stipends will be paid to the wards of the small tea growers from elementary/primary stage in tea growing states of North and South India. Stipends will be provided for Elementary, Middle, Secondary education, General and Technical Degrees including Post Graduate courses and Technical and Vocational Education including Nursing course ii. Children of small tea growers holding tea area up to 2.00 ha. area under tea plantation, are eligible for stipend provided the concerned small tea growers are Enrolled with Tea Board and possess QR code embedded Identity Card issued by Tea Board

			<p>iii. Not more than 2 children including legally adopted ones can be granted</p> <p>iv. An orphan adopted by a grower and dependent on him or her can also be granted stipend.</p> <p>v. Children in receipt of free tuition or any other scholarship/stipend from either State or Central Government are not entitled for stipend under the scheme. But in cases where such scholarship/stipend does not provide for Hostel Charges, a grant representing the balance may be sanctioned under the scheme or 2/3rd of hostel charge whichever is lower.</p> <p>vi. Students who wish to pursue their studies through correspondence course will not be eligible.</p> <p>vii. The applicant should have Aadhaar Card/valid Identity proof.</p>
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4.1.3.CONDITIONS AND TENABILITY OF STIPENDS:

- a) All stipend awarded under the scheme are tenable only for one academic session for pursuing regular fulltime courses in Government recognized institutions in India only. At the end of each academic session, a candidate has to make a fresh application with the photo copy of annual progress report certified by the Head of the Institution where the student was studying in the previous academic session.
- b) A stipend is tenable on the usual conditions of good conduct and satisfactory progress. No stipend is granted to a student detained in a class. However, in case when a student subsequently passes the examination by appearing in the supplementary examination for the failed subject the educational stipend may be allowed.

- c) The amount of stipend under the scheme is limited to all types of school fees and 1/3 of hostel charges will be borne by the growers. Hostel charges will be payable for the period of study (excluding summer, Puja and winter vacation) as certified by the Head of the Institution.
- d) The children who are interested to complete Diploma courses in Computer Science may apply for stipend scheme on the existing scheme on the existing terms and conditions provided that the Diploma Course should not be less than 2 years course and be conducted by recognized Institutions.

4.1.4. Documents required for submission of application and claim for undertaking the Educational Stipend: Online Portal

Sl.No.	Application
1	Application form – online
2	Small Tea Growers QR Code Card issued by Tea Board
3	Attested Mark sheet of the last examination passed
4	Bank Account Details linked with Aadhar Card and mobile - copy of the Bank Passbook
5	Original Tuition Fee receipt for the entire academic year
6	Original Hostel Fee receipt for the entire academic year
7	Certificate from Head of Institution regarding the ward's parents name and address

4.1.5. Targets: Physical and Financial: The physical target will be 2900 numbers of with financial outlay of Rs. 5.80 Crores.

4.2. Award for meritorious students Class X

4.2.1. Objective: To encourage the wards of the small tea growers towards importance of Education.

4.2.2. Nature, Scale of assistance and other eligibility criteria

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/conditions
1	Award for meritorious students Class-X	Onetime lump sum grant @ Rs. 8,000/- to the eligible wards of the growers.	i. At least 60% marks in the last Secondary or equivalent examination and then undergoing studies in Higher Secondary as educational

			<p>expenses/ book grant</p> <p>ii. Children of small tea growers holding tea area up to 2.00 ha. area under tea plantation, are also eligible for the Award</p> <p>iii. Not more than 2 children including legally adopted ones can be granted</p> <p>iv. An orphan adopted by a grower and dependent on him or her can also be granted a stipend</p> <p>v. Students who wish to pursue their studies through correspondence course will not be eligible.</p> <p>vi. The applicant should have Aadhaar Card/valid Identity proof.</p>
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4.2.3. Documents required for submission of application and claim for undertaking the Award for meritorious student Class X: Online Portal

Sl.No.	Application
1	Application form – online
2	Small Tea Growers Registration /Identity/Smart Card issued by Tea Board
3	Attested Marksheet of the last examination passed (Class X)
4	Bank Account Details linked with Aadhar Card and mobile - copy of the Bank Passbook
5	Original Tuition Fee receipt for the entire academic year
6	Original Hostel Fee receipt for the entire academic year
7	Certificate from Head of Institution regarding the wards parents name and address

4.2.4. Targets: Physical and Financial: The physical target will be 500 numbers of with financial outlay of Rs. 0.40 Crores.

4.3. Award for meritorious students Class XII

4.3.1. Objective: To encourage the wards of the small tea growers towards importance of Education.

4.3.2. Nature, Scale of assistance and other eligibility criteria

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/conditions
1	Award for meritorious students Class-XII	onetime lump sum grant @ Rs. 10,000/- to the eligible wards of the growers.	<ul style="list-style-type: none"> i. At least 60% marks in the higher secondary examination (XII) and then undergoing studies in Higher Education from recognized school/institute ii. Children of small tea growers holding tea area up to 2.00 ha. area under tea plantation, are also eligible for the Award iii. Not more than 2 children including legally adopted ones can be granted iv. An orphan adopted by a grower and dependent on him or her can also be granted a stipend v. Students who wish to pursue their studies through correspondence course will not be eligible. vi. The applicant should have Aadhaar Card/valid Identity proof.

4.3.3. Documents required for submission of application and claim for undertaking the Award for meritorious student Class XII: Online Portal

Sl.No.	Application
1	Application form – online
2	Small Tea Growers Registration /Identity/Smart Card issued by Tea Board
3	Attested Mark sheet of the last examination passed (Higher Secondary/XII)
4	Bank Account Details linked with Aadhar Card and mobile - copy of the Bank Passbook
5	Original Tuition Fee receipt for the entire academic year

6	Original Hostel Fee receipt for the entire academic year
7	Certificate of Head of Institution regarding the parents' name and address

Targets: Physical and Financial: The physical target will be 100 numbers of with financial outlay of Rs. 0.50 Crores.

4.4. Studies on Tea Industry

Objective: Tea Industry is a labor-intensive Industry giving direct employment to more than 1.16 million of tea workers and a considerable number of dependents on the tea plantation worker, most of whom are the female workers. There are more than 2.10 lakhs of small tea growers who are contributing more than 50% of the total India production. The socio-economic condition of these work force largely depends on the Tea Industry and the Industry being located in the remote areas are the only source of employment to those work force. The tea industry also plays an important role in the State economy and National economy. It is very important to create an equilibrium between the industry, the workforce, production, productivity, consumption and export. The imbalance in any of the stakeholder/activity will adversely affect the development and promotion of the Tea Industry. It is therefore necessary to undertake study on the Tea Industry by an independent expert agency that will help the stakeholder/government to frame a policy for the overall development of tea industry.

4.4.1. Scale of assistance

Sl.No.	Activity	Scale of Assistance (Rs.)	Other criteria/conditions
1	Study on Tea Industry	Outsource Agency- Through Selection based on actuals upon approved of the Competent Authority	The terms and conditions are as per the tender document floated for selection of Agency for undertaking Study on Tea Industry

4.4.2. Documents required for submission of application and claim for undertaking the Study on Tea Industry: Online Portal

Sl.No.	Application
1	Application form- Only after selection of agency through open bidding/GeM to be uploaded by Tea Board
2	Name of the Selected Agency
3	Copy of the Terms and Reference

4	Total cost of the project and duration
5	Mode of Payment to the Agency – quarterly/annual/ advance
6	List of beneficiaries/ stakeholders
7	Details of program/event conducted by the selected Agency along with location

Targets: Physical and Financial: The financial outlay is Rs. 0.50 Crores.

V. SCHEDULED CASTE SUB PLAN AND TRIBAL AREA SUB PLAN FOR SMALL TEA GROWERS FOR COMPONENT -4 AND SUB COMPONENT

The small tea growers belonging to Scheduled Caste Community would be covered under the Scheduled Caste Sub Plan (SCSP)

The small tea growers belonging to Scheduled Tribe Community would be covered under the Tribal Sub Plan (TASP)

The small tea growers belonging to Scheduled Caste and Scheduled Tribe are eligible for all the assistance as reflected under Component – 5 and its sub-component

The Eligibility Criteria and mode of submission of application and other conditions/criteria will remain same as mentioned under Component – 5 and its sub-component The application fee will however be exempted.

In addition to the documents desired under the Component – 5 and its sub-component the eligible small tea growers belonging to Scheduled Caste and Scheduled tribe will have to submit the **valid caste certificate** issued from the concerned authority for availing the benefits.

There are some relaxations made under the Scheme Component – 5 and its sub-component

The physical and financial target under Scheme Component – 5 and its sub-component are additional and were met through the fund allocated under SCSP & TASP

a. Under Component – 4: WELFARE OF WORKERS – SMALL TEA GROWERS AND THEIR WARDS

Sl.No.	Sub- Component	Relaxation to Scheduled Caste & Scheduled Tribe Growers
1	Education Stipend	i. Children/dependent ward of SC/ST small tea growers holding up to 4.00 ha. area under tea plantation, are also eligible for the Award ii. Stipend is granted to a student even if he/she is detained in a class

2	Award for meritorious students Class X	<ul style="list-style-type: none"> i. Children/dependent ward of SC/ST small tea growers holding up to 4.00 ha. area under tea plantation, are also eligible for the Award i. The percentage of marks eligible shall be 50% for consideration of award
3	Award for meritorious students Class XII	<ul style="list-style-type: none"> i. Children/dependent ward of SC/ST small tea growers holding up to 4.00 ha. area under tea plantation, are also eligible for the Award i. The percentage of marks eligible shall be 50% for consideration of award

Component -5: Research and Development

The Research Directorate has been entrusted to formulate, co-ordinate, monitor and evaluate tea research nationally through Tea Research Institutes (TRIs) covering a whole gamut of basic, applied and regulatory research aspects.

Research & Development will comprise of the following Sub-Components:-

5.1 : Grant in Aid to TRA and UPASI-TRF @ 49%

5.2 : Support to DTR&DC & QCL

5.3 : Evaluation and Monitoring

The modalities of each sub-component containing the details (objectives, eligibility criteria, release of assistance, claims for financial support etc.) are given below.

5.1.1. Sub-Component: Grant in aid to TRA and UPASI-TRF (49%)

Objectives:

To support Tea Research Institutes (TRIs) for undertaking focused research and extension activities for the improvement of production and quality, processing, mechanization and other relevant demand driven research for Tea Industry.

Eligibility:

TRIs viz. Tocklai Tea Research Institute, Tea Research Association, Jorhat, Assam and United Planters' Association of South India - Tea Research Foundation, Valparai, Coimbatore, Tamil Nadu are having DSIR Recognition and experience in handling Tea Research Projects.

Scale of Assistance:

49% financial assistance in the form of grant-in-aid under five identified heads. The 49 % of the Grant-in-Aid under this scheme will be **capped at the level of expenditure of these Institutes during financial year 2016-17, without upward revision.**

The five identified heads for Grant-in aid to two Tea Research Institutes (TRIs) include the followings:

Sl. No.	TRA	UPASI-TRF
1	Salary	Salary & Allowances (including PF and Gratuity)
2	PF	Printing & Stationery
3	Gratuity	Electricity & Water Supply
4	Medical	Travelling & Vehicle
5	Training	Consumables for R&D

Terms & Conditions:

- (1) Research grant under five heads will be released on actual basis subject to the cap as mentioned under the sub head scale of assistance.
- (2) Grant will be released on receipt of fund from Ministry and requisition from the TRIs.
- (3) Performance report in a specific format (quantifiable outputs such as technology generated, commercialized and used by the industry, publications, patents etc.) has to be vetted by the Director/Council of Management/Trustees and ultimately signed by the Chairman/President of TRIs. Such format needs to be submitted along with the requisition for fund release.
- (4) TRIs shall submit to Tea Board a Statement of Accounts duly audited together with the Auditor's Certificate that the conditions attached to the grant have been/are being fulfilled by 31st March of every year.
- (5) TRIs will settle all PF and Gratuity dues expeditiously from the fund received from Tea Board.
- (6) The grant shall not be diverted to/or utilized for the purpose other than those for which it is sanctioned.
- (7) TRIs will submit its accounts/information/report/inputs promptly whenever required to do so.
- (8) Deputy Chairman will be the sanctioning Authority under the scheme Component

5.2. Sub-Component: Support to Darjeeling Tea Research & Development Centre

(DTR&DC) and Quality Control Laboratory (QCL)

Objectives:

To upgrade DTRDC & QCL to become a Centre of Excellence for undertaking Research & Development work to cater the need of the Darjeeling Tea Industry.

Various works related to infrastructural development at both DTRDC, Kurseong and Quality Control Laboratory (QCL), Siliguri, procurement of scientific equipment and recruitment of contractual scientists/research fellows/research assistants etc. are included in this Up-gradation scheme.

Further, recurring expenditure including consumables for day-to-day research work, expenditure for maintenance of experimental field (covering manures, pesticides etc.), maintenance of equipment and other administrative costs for both DTRDC and QCL, are also included in this scheme. Day-to-day running of QCL and research work includes administrative, accounting and other service support.

Eligibility criteria and execution of the scheme:

DTRDC, as a research wing of Tea Board and DSIR-Recognized Research Centre, is eligible to undertake the above mentioned work. DTRDC has to submit the proposal to Tea Board, Head Office. As it is an In-house project component, the Directorate of Tea Research, Tea Board will examine the proposals, and after having the approval of the competent authority, the above mentioned proposed works are to be undertaken and executed by DTRDC and QCL.

Mode of Fund Disbursement:

Based on the progress of work, fund disbursement will be done following the GFR.

Evaluation & Monitoring:

The evaluation and monitoring will be done through TRLC and spot verification by the Directorate of Tea Research, Tea Board.

Deputy Chairman will be the sanctioning Authority under the scheme component.

Sub-Component 5.3: Evaluation and Monitoring

The progress of R&D work done so far will continuously be monitored/evaluated by examining the Monthly Progress Reports (MPRs) submitted by TRIs. Besides, the exercise of evaluation

and monitoring will also be done by an independent Research Evaluation Committee (REC) and Tea Research Liaison Committee (TRLC) of Tea Board. The members of the evaluation committees will be selected from the national R&D Institutes (ICAR, CSIR etc.) and Universities, experienced and renowned scientists from respective disciplines.

For the members of the evaluation committee, related expenditure including travel, transport, accommodation and honorarium etc. are to be disbursed on actual basis. Payment will be made through e-payment mechanism (RTGS/NEFT).

Deputy Chairman will be the sanctioning Authority under the scheme component

COMPONENT -6 REGULATORY FUNCTIONS INCLUDING AUCTION REFORMS

Tea Board is responsible for monitoring and regulation of the activities of the stakeholders to ensure proper implementation of different directives of Central Government and Tea Board issued from time to time in accordance with the provisions of the Tea Act and Control orders issued there under- The Tea (Marketing) Control Order, 2003 (TMCO, 2003), The Tea (Distribution and Export) Control Order, 2005 (TD&ECO, 2005), The Tea Warehouse Licensing order, 1989 (TWLO, 1989) and The Tea Waste Control Order, 1959 (TWCO, 1959). The effectiveness of Regulatory functions also aids in the effective discharge of other functions like Developmental Activities, Marketing & Promotional Activities and Research Activities. As per the evaluation study conducted by M/s Deloitte Touche Tohmatsu India LLP of the MTF Scheme, the production in the tea industry has grown at a higher rate but the prices have not grown at a rate commensurate with the cost of production. The prices are determined by quality of supply at one hand and by the demand and market forces on the other hand. Not only the consumers are becoming conscious about the quality but the food safety norms are becoming increasingly stringent globally. In view of the above, it has been stated that given the growing need for regulation of various activities in the tea plantation, processing, warehousing, auction and tea trade, for stakeholders associated therewith, the Regulatory functions including auction reforms (RFAR) previously known as National Programme for Tea Regulation (NPTR) Scheme shall continue in the 15th Finance Commission period 2021-26.

The modalities of the various sub-components under Regulatory functions including auction Reforms (RFAR) are given below

6. Drawing of tea samples:

Drawing of tea samples from tea factories, warehouses, export consignments, tea council or from any other premises where teas are stored as and when required at random for testing of their quality and adherence to standards specified under various control order of Tea Board viz. The Tea (Marketing) Control Order, 2003 (TMCO, 2003), The Tea (Distribution and Export) Control Order, 2005 (TD&ECO, 2005), The Tea Warehouse Licensing order, 1989 (TWLO, 1989) and The Tea Waste Control Order, 1959 (TWCO, 1959) and FSSAI standards

6.1.1. Objective: Improvement in the quality of tea and to ensure that the tea manufactured in India shall conform to the minimum standard as laid down under various Control Order, FSSAI and standards set by other exporting countries

6.1.2. Other conditions

- i. The tea samples shall be drawn from any lots, place, premise, storage, go down, consignments etc., that appears to be sub-standard and likely to fail in the minimum standard as laid down under FSSAI Parameters
- ii. The samples shall be drawn as per the procedure laid down under various control order and proper seizure list is to be maintain for each such seizure
- iii. The testing shall be done at any laboratory approved Government of India/State Government/enlisted with Tea Board/NABL accredited etc.,
- iv. Disposal of seized teas shall be done as per provisions laid down under various Tea Control Orders in case of non-compliance of stipulated standards.
- v. The action will be taken as per the provisions laid down under various control orders, if the sample fails in meeting the minimum qualifying parameters as laid down under FSSAI
- vi. The analysis of the sample is to be done within 30 days from the date of such seizure which includes the transportation of seized sample to the laboratory and the duration of analysis done by the laboratory.
- vii. The sample analysis report shall be shared with the applicant with proper suggestions/advisory, if any, by the concerned Board's field office

6.1.3. Terms and Conditions

- a) The Zonal Offices located at Guwahati, Coonoor and the Regional Office located at Siliguri and Palampur will draw an annual plan for drawing the sample for each region within the allocated budget

- b) The approval for drawing the sample is to be given by ED, Guwahati (for entire North Eastern Region), ED, Coonoor (for entire South India region) and Controller of Licensing for entire North Bengal, Sikkim, Bihar, Palampur and Uttarakhand
- c) The sample shall be drawn by the Development Officer/Factory Advisory Officer/Assistant Director/Dy. Director of Tea Development or any other officer authorize by the Competent Authority
- d) The seizure and sending of sample for analysis shall be done by the respective Regional Offices under intimation to Board's Guwahati, Coonoor, Siliguri or Palampur office (HQ, Kolkata for Siliguri & Palampur jurisdiction) within 24 hours of such seizure to the laboratory as decided by their controlling offices (Guwahati, Coonoor, HQ, Kolkata).
- e) The respective regional office (who is forwarding the sample to the laboratory) will obtain the report from the respective laboratory, the bills and tax invoice and send along with the report and recommendation to their respective Controlling Office (Guwahati, Coonoor, HQ, Kolkata) for taking further necessary action as per the Control Orders and payment action to the laboratory.

6.1.4. Release of payment to the laboratory: The payment will be released on monthly basis through e-payment mechanism i.e., RTGS & NEFT to the laboratories on receipt & scrutiny of the bill of expenditure for each seizure received from the Field offices.

6.1.5. Financial Targets: The total financial outlay is Rs.1.00 crores

6.2. Strengthening of an IT enabled electronic platform for sale of tea and tea waste

6.2.1. Objective:

The auction platform has already been made self-sustainable to a larger extent with the implementation of transaction charges. In order to upgrade the existing Auction Platform and to bring more transparency in the auction system, various initiatives are being taken to make it further sustainable along with major policy reforms as per the recommendations of Prof. Mahadevan Committee report, IIM, Bangalore. The services for such up gradation and the maintenance of the existing platform are done by outsourced agency.

6.2.2. Functional Support

- a) Provide day to day operational support to the seven auction centers and Tea Board with headquarters at Kolkata.

- b) Provide day to day operational support at Data Centre in Noida.
- c) Comprehensive AMC support for the IT infrastructure installed at Data Centre.
- d) Follow up with Tea Board's MPLS/Data Centre in Noida/Data Recovery Centre in Jaipur and other Service Providers.
- e) Generate auction related statistics after the end of every sale programme.
- f) Housekeeping, backup and recovery operations to ensure the integrity, good health of the systems and databases.
- g) Provide support from 7 A.M. to 8 P.M. on all auction days and as and when required.
- h) Development and implementation of Pan India Post e-Auction Settlement Module in accordance with the provisions of the GST, as and when amended.
- i) Development and implementation of the key recommendations of IIM, Bangalore including Japanese Auction Model in the existing system.
- j) Modification of the system (post implementation) based on the stakeholder's feedback.
- k) Maintenance of all the implemented systems like auction (tea and tea waste), tea council etc.,

6.2.3. Payment and Terms and Condition

The payment will be made only after timely and satisfactory completion of the deliverables by the vendor as per terms and conditions of contract.

6.2.4. Monitoring: The monitoring will be done by the Licensing Department.

6.2.5. Financial Targets: The financial outlay will be Rs.1.00 Crores

6.3. Traceability in the supply chain

"Traceability" is an important tool to track the movement of the tea right from raw materials (green tea leaves) till its consumption. An effective traceability system relies on being able to track product one step forward and one step back at any point in the supply chain. The system a food business has in place includes any procedures for identifying producers, suppliers, customers and products and the records kept including:

- name and address (and other contact details) of suppliers (small tea growers, estate factory, bought leaf tea factory and other tea stakeholder) and a description of products or inputs supplied
- name and addresses (and other contact details) of customers and a description of the product supplied to them
- date of transaction or delivery
- batch or lot identification (or other markings)
- volume or quantity of product supplied or received

- any other relevant production records, etc.,

The entire process needs up gradation and integration in the existing auction system, the Chai Sahyog app or any other software/hardware improvement and its linking with the existing system through outsourcing the services.

6.3.1. Selection of Agency/outsourcing agency

The selection of the outsourcing agency will be done following GFR norms. The terms and conditions will be defined in the tender documents. Successful bidder will be selected for development and implementation of services.

6.3.2. Monitoring and payment

The monitoring will be done by the Licensing department. The payment to the successful bidders will be done electronically as per the terms and condition laid down in the tender document as well as the agreement between Tea Board and the outsourced agency only after satisfactory implementation or the progress of work.

6.3.3. Financial Targets: The financial outlay will be Rs.1.00 Crores

6.4. Study on Tea Trade related activities

6.4.1. Objective

Tea Industry is a century old industry. Apart from playing an important role in the State economy, tea also plays an important role in Indian Economy. Livelihoods of more than 1.16 million tea workers and 2.10 lakhs small tea growers directly depends on this industry. Being located in the remote areas, it is the only source of employment to millions of people. There are several stakeholders in the entire supply chain viz., the small tea growers, agents handling green tea leaves, SHGs/FPOs/FPC, estate & estate factory, bought leaf tea factory, tea auctioneers, tea brokers, tea buyers, tea warehousing, tea exporter, logistics etc., It is very important to maintain an equilibrium between all the stakeholders for the sustainability of the tea industry. The co-relationship of the tea stakeholders is very important to keep a balance between the supply and demand. It is therefore very important to undertake the study on different stakeholder, redefining their role and functions, bring transparency in the supply chain etc., through an expert outsourcing agency.

The study mainly aimed at

- a) Study on the out turn percentage from green tea leaves to made teas in different tea growing areas
- b) The cost of production in different tea growing areas
- c) The cost of manufacturing in different tea growing areas and for different types of tea
- d) The sharing of costs between the green leaf tea supplier and the manufacturing unit (bought leaf tea factory or estate factory)
- e) Warehousing costs and standards
- f) Study on the role and functions of auction organizer and the brokers
- g) Study on the present online auction system for improvement, if any and alternative e-commerce platform
- h) Study on the existing Control Orders
- i) Any other trade related study

6.4.2. Selection of Agency/outsource agency

The selection of the outsource agency will be done following GFR norms. The terms and conditions will be defined in the tender documents. Successful bidder will be selected for undertaking the studies as approved by the Competent Authority.

6.4.3. Monitoring and payment

The monitoring will be done by the Licensing department. The payment to the successful bidders will be done electronically as per the terms and condition laid down in the tender document as well as the agreement between Tea Board and the outsourced agency only after satisfactory implementation or the progress of work.

6.4.4. Financial Targets: The financial outlay will be Rs.2.00 Crores

COMPONENT – 7 ESTABLISHMENT

The existing human resources will be utilized for implementation of the scheme. This would necessitate expenditure on Salary, Pension, Establishment and Administrative expenses. The cost will be made out of the budgetary allocation provided by Government of India.