

Promotional Support to Tea Association

To encourage Tea Associations undertake promotional activities aimed at (a) creating greater awareness of India's origin teas and (b) expanding India's market share overseas, certain promotional expenditures are proposed to be shared by Tea Board.

ELIGIBLE ASSOCIATIONS

All registered Associations of tea producers and exporters.

CATEGORIES

The scheme would be available for export promotion and marketing teas of Indian origin and would be applicable for the following categories :-

I) FAIRS & EXHIBITIONS

Associations participating in Trade & Consumer Fairs / Exhibitions, may be entitled to 50% of the cost of the space rent, stand fabrication and decoration cost incurred by them, by way of reimbursement, in respect of the events that are approved by the Board in advance. Events not in Tea Board's list would also be considered

II) MEDIA

Associations may be eligible for reimbursement of 50% cost of insertion of their advertisements through a) electronic media i.e. T.V/Radio and b) other media e.g. news papers /Magazines/Hoarding /Bus or Tram panel advertising etc. as part of their publicity /promotion of their origin teas.

III) FIELD/STORE PROMOTIOON

Field or in-store Promotion, Tea Tasting/Tea Festivals other programmes in support of tea brands of members of the Association or for promoting Indian origin teas will qualify for support. Specific proposals in this regard are to be submitted by the Association to Board's Head Office in Kolkata for approval in advance, with full justifications, cost breakup under each of the proposed activities and period of implementation

IV) AIR TRAVEL

50% cost reimbursement of air travel of one member per company by economy class may be considered for the sector India-event destination-India.

V) INTERPRETER

Associations participating in exhibition or other promotional events in non-English speaking countries may be eligible for 50% reimbursement of cost incurred on account of hiring professional interpreters from Agencies.

VI) IN-BOUND DELEGATIONS

In case the need is felt for inviting select foreign buyers to India, Tea Board would be the full cost of the international and domestic airfare on account of the delegation's visit to India.

Hotel costs, Entertainment, local transport and meeting cost are to be ordinarily borne by the Associations and the Tea Board on a 50 : 50 basis.

CONDITIONS.

1. Associations must apply in advance in the required format to Tea Board for assistance under the above scheme. While applying, Associations would be required to provide (A) full details of exports of their members (volume and value) of their tea /brands, in the last 3 years, year-wise, to the particular country for which promotion/financial assistance is sought (B) indicate market prospects. **Prior approval** of Tea Board is essential before going ahead with the programme/event etc. **For all the Tea Board funded /sponsored activities the Associations must give due credits to Tea Board in the publicity materials produced as well as in the ads released.** Tea Board's prior approval of the printed materials/film may be obtained.
2. There should be participation of minimum 5 (five) exporting companies having valid exporter licence. Group companies will be treated as one company.
3. For assistance under category (I), 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, a copy of invoice and fund transfer documents (through Bank) indicating payment made by the Association on account of space rent, stand fabrication and decoration may be submitted to the Board.
4. For assistance under category (II), details of the selected media readership/viewership, and tariff may be indicated. After the campaign, copies of invoices along with copy of advertisement released (in case of publication) may be submitted for release of funds. In case of hoardings or Bus/Train panel ads, photographs may be submitted.
5. Claim under category (III) should be supported by original invoices and receipts as well as photographs.
6. Claim under category (IV) may be made to Tea Board within three months from completion of the journey. The claim should be supported by original used air ticket jackets. (Xerox copies will not be accepted) plus proof of payment made by way of money receipt from Airline or Travel Agency. In case of extended itinerary, the tariff certificate for the main sector would need to be submitted. In case of e-ticket, the original boarding cards may be submitted.

7. Claim under category (V) should be accompanied by original invoice and receipt from the Agency.

8. In all cases, financial support would be limited to 50% of the cost or Rs.15 lakhs whichever is lesser, except category (vi).

9. All claims will need to be duly substantiated by proof of payment against invoices.

10. There would be a ceiling of Rs.50 lakhs per Association per annum, in terms of financial year and NOT calendar year.

11. Applications will be processed on "First-come-first served" basis, subject to availability of funds.

12. Applications may be made as per prescribed format (attached), separately for each activity in each country.

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APPLICATION FORM FOR ASSOCIATION'S PROMOTION SUPPORT

1.	Name of the Association with full address				
2.	Membership strength				
3.	Details of exports of members during the last three years, year-wise to the country where exhibition participation/ promotion is proposed	1. 2. 3.	Fin. Year	Quantity	Value (Rs. Cr.)
4.	Particulars of item/event/country for which support sought with estimated expenditure	Item / Event			
5.	In case of exhibition whether through a) ITPO b) Directly c) Tea Board				
6.	Whether assistance / reimbursement availed of in current financial year	Yes / No			
7.	If yes, for which event/ purpose	Event / purpose Country			

Place

Signature :

Name & Designation

Date :

(Office Seal)

