

# टी बोर्ड ★ भारत

(भारत सरकार के अधीन, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग)

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वेबसाइट : www.teaboard.gov.in



## TEA BOARD ★ INDIA

(Under Govt. of India, Ministry of Commerce & Industry, Deptt. of Commerce)

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### CIRCULAR

#### Sub- Special tea plucking, manufacture and special auction in commemoration of the International Tea Day on 21<sup>st</sup> May, 2026

For the connoisseurs of tea, International Tea Day (ITD) is a day of celebration. United Nations General Assembly designated May 21 as “*International Tea Day*” (ITD) in 2019, premised on the proposal put forth by Government of India in October 2015 at the FAO Intergovernmental Group (IGG) on tea. This day was first celebrated globally in 2020. This observance seeks to celebrate tea, the most preferred beverage, not only as a cherished cultural tradition, but also as a vital contributor to sustainable development, rural livelihoods, and intercultural understanding.

On this 7<sup>th</sup> year of official celebration of the most preferred beverage in the world, Tea Board has planned series of programs through various platforms for observing this special day. Since quality is the prime parameter which upholds the name of our country in the global market since ages, like earlier a special tea plucking and manufacturing (**limited Edition**) activity followed by auctioning of the teas have been planned by Tea Board starting from 21<sup>st</sup> May, 2026, as detailed below:

1. The manufacturers in the country shall pluck green leaf of highest quality (two leaves and a bud) on 21<sup>st</sup> May, 2026.
2. The teas so plucked shall be manufactured by 22<sup>nd</sup> May, 2026 or as the case may be.
3. Both Estate and Bought Leaf factories can participate in this **limited-Edition** voluntary endeavor.
4. These teas shall be packed for offering in auctions, the maximum no. of packages in a lot should not exceed 5 and a manufacturing unit can offer maximum 5 Lots only for all category of teas including all grades (CTC and Orthodox combined).
5. For Darjeeling tea and specialty teas maximum quantity is 15 kgs.
6. A special auction of these teas will be organized in all the auction centers during June, 2026, the details of the special auction will be informed later.

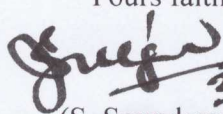


यदि आप अपना पत्र हिन्दी में लिखेंगे तो उतनी ही जल्दी जवाब मिलेगा, जितना कि अंग्रेजी में लिखने से मिलता है।

7. The gardens/ manufacturing units which are desirous of participating in this voluntary endeavor may kindly fill in the attached form and e- mail/submit the same to the respective auction centers by 19-05-2026.
8. The teas to be offered for special auction shall be marked as Special plucking-ITD 2026 both on the bag and the invoice for easy identification.

In view of above, all estate manufacturing units and BLFs are requested to participate in this special manufacturing and route their teas through special auction as part of celebrations of the International Tea Day.

Yours faithfully,

  
30/09/2026

(S. Soundararajan)

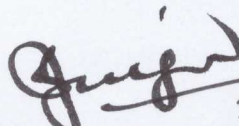
Director of Tea Development

Copy to:

1. All Producers' Association across India (ITA/ DTA/ TAI/ NETA/ BCP/ ATPA /ITPA/ UPASI/ CISTA/ TIPA/ NBTPWA/ ABLTMA/ NBLTMA/ NWTMA/ FITMA/ BLF Association etc)
2. All Buyers' Associations across India.
3. All Auction Centres (Kolkata, Siliguri, Guwahati, Cochin, Coimbatore, Coonoor and Teaserve)
4. All the officers at HQ, Kolkata
5. All the Zonal/Regional offices of the Board
6. IT Cell

- For information and with request to bring the content to the notice of all concerned stakeholders

- to upload the circular in website

  
30/09/2026

(Director of Tea Development)



**Registration for participating in the special auction of Teas plucked on 21-05-2026**

**(International Tea Day Celebration)**

**To be submitted by 19-05-2026**

**To**

**The Secretary,**

**Kolkata, Siliguri, Guwahati, Cochin, Coimbatore, Coonoor and Teaserve Auction Centres**

<b>Sl No</b>	<b>Details</b>	<b>To be filled in by the manufacturing unit</b>
<b>1</b>	<b>Name of the Company</b>	
<b>2</b>	<b>RC. No:</b>	
<b>3</b>	<b>Name Of the Factory and mark</b>	
<b>4</b>	<b>CTC/ORTHODOX/SPECIALITY Tea</b>	
<b>5</b>	<b>No of Lots to be offered(Maximum 5 lots per Factory)</b>	
<b>6</b>	<b>Grades to be offered</b>	
<b>7</b>	<b>Total Quantity in Kgs :</b>	

**Date :**

**Signature and seal of the Manager of manufacturing Unit / Factory**