



TEA BOARD INDIA
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PRESS NOTE

**CELEBRATION OF THE 70TH FOUNDATION DAY OF TEA BOARD INDIA
ON 1ST APRIL 2023**

Guwahati, 31st March:

The Tea Board India came into existence with effect from 1st April 1954 in accordance with the provisions of the Tea Act 1953. Commemorating the 70th Foundation day of Tea Board India on 1st April 2023, a number of activities are being planned to celebrate the occasion in a befitting manner.

Tea cultivation in India is spread over 15 States and produces a bouquet of some of the finest quality orthodox, CTC teas and specialty teas suited to different tastes and preferences of consumers worldwide. The characteristics of teas from each region are distinct and unique. Some of the world's finest teas such as Darjeeling, Assam, Nilgiri, Kangra, Dooars-Terai, Sikkim, Tripura etc. are known for their unique flavour profiles, aroma, colours, liquors and characteristics. These specialty teas are distinguished by unique logos for according distinct recognition to their characteristics. Out of these, Darjeeling, Assam Orthodox, Nilgiri Orthodox and Kangra are Geographical Indications (GIs).

Since its inception, Tea Board India has carried out its functions and responsibilities for the overall development of the Tea Industry, implementing various Government-approved Plan schemes, as a result of which India has become the 2nd largest tea producer and the 4th largest tea exporter in the World. India is also the largest producer and consumer of black tea in the world.

The contribution of the Tea Board India to the tea industry led to the growth of 96% in area, 391% in production, 145% in productivity, 1443% in consumption over the last 70 years. There has been a phenomenal growth of the small tea growers' sector during the past two decades. The emergence of the Small Tea Growers helped the local economic conditions and livelihood of the people. The emergence of Small Tea Growers in the tea production also made India self-reliant to meet domestic requirements and exports.

The Tea Industry is one of the largest employers in India, providing gainful direct employment to more than 1.16 million people and an equal number of indirect employments. India produces around 1.4 billion kgs of tea in a year. With sustained export promotion efforts, tea exports alone valued close to US\$800 million and attained a positive growth of 15% in volume during 2022.

The year 2023 also marks completion of 200 years of the Assam Tea Industry. The Tea Industry in India has been an important economic asset for independent India in terms of

socio-economic progress, especially considering the fact that women comprise close to 60% of the workforce.

The salient initiatives undertaken include launching of Pan-India E-auction platform for tea in 2016, setting up of “Quality Control Laboratory” at Siliguri, West Bengal, collectivization of Small Tea Growers and formation of FPOs/FPCs, implementation of Plant Protection Code in 2014 for ensuring safety in tea production etc. A new auction model “Bharat Auction” has been developed for fairer price discovery and for inducing more transparency through strengthening of e-auction system. An alternate e-auction platform named “m-junction” was set up at Jorhat, Assam for promoting and institutionalizing e-commerce in the tea sector.

As part of the “Ease of Doing Business”, various steps have been taken up to simplify procedures.

In order to facilitate exports, Tea Board India has taken many trade promotion initiatives such as organization of buyer-seller meets (both physical as well as virtual) in collaboration with the Indian Missions in the key markets, undertaking trade facilitations and mounting trade delegations. Social media promotion has become one of the important tools in propagating the various facets of “India Tea” across the world.

As part of celebrations of the 70th Foundation Day on 1st April 2023, Tea Board India hereby pledges to become more committed and devoted to the overall growth and development of the Tea Industry, with particular emphasis on the small-grower segment (accounting for 52% of tea production). Tea Board India remains fully committed to rendering its support and cooperation for the welfare of all the stakeholders with added focus on quality adherence, earning better prices and enhanced market promotion.

Accordingly, the 70th Foundation Day is being planned to be celebrated in a physical mode across Tea Board’s Zonal/Regional Offices, which includes felicitation of the industry stakeholders in the tea-growing regions of the country.