

Second International Tea Day commemorated by Tea Board India on 21st May, 2021

- Promotional programmes broadcast on different radio stations, promotional advertisements in vernacular print media and sending out “Bulk SMS” in vernacular languages on mobile phones to spread the message of International Tea Day.
- Promotional creatives, videos on the significance of International Tea Day posted on social media platforms. ‘My India Tea Star’ contest and Drawing/Painting Competition on the theme ‘India and Tea’ launched on social media platforms.
- Webinar entitled “International Tea Day and its significance vis-a-vis the Indian Tea Industry” organized by the North East Zonal Office, Tea Board India.