

टी बोर्ड ★ भारत

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

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TEA BOARD ★ INDIA

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

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No. 9(37)/DTD/2017/

Dated: 14..05.2018

To

All Tea Producers Associations

All Zonal and Regional Offices of the Board

Sub : Approval of Modalities and Guidelines of "Tea Development and Promotion Scheme" of Tea Board for implementation during the Medium Term Framework (2017-18 to 2019-2020)

Dear Sir,

This is to inform that the Government of India vide office order F. No.T-17014/2/2016-Plant (A), dated 29.12.2017 has approved the proposal of Tea Board for the "Tea Development and Promotion Scheme " to be implemented during the Medium Term Framework (2017-18 to 2019-2020) with the following component wise financial outlay :

Sl. No.	Component	Sub component	Rs. crores Outlay (2017-18 to 2019-20)
1	Plantation development	<p>1.1 For Big Growers (owning more than 10.12 ha) :</p> <p>1.1.1 Replanting and Replacement planting</p> <p>1.1.2 Rejuvenation pruning</p> <p>1.1.3 Irrigation</p> <p>1.1.4 Mechanization</p> <p>1.1.5 Annual award</p> <p>1.1.6 Organic Certification (plantation)</p> <p>1.2 For small tea growers (owning upto 10.12 ha)</p> <p>1.2.1 Replanting</p> <p>1.2.2 Rejuvenation pruning</p> <p>1.2.3 Irrigation</p> <p>1.2.4. Mechanization</p> <p>1.2.5. Assistance to Self Help Groups (SHG)</p>	136.48

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

चाय पियो मस्त जियो ! Chai piyo mast jiyo !

		<p>1.2.6 Assistance to Farmers' Producers Organizations (FPO)</p> <p>1.2.7 Annual Award Scheme for Self Help Groups and best performing FPOs</p> <p>1.2.8 Setting up of new factories by FPOs</p> <p>1.2.9 Setting up mini factories</p> <p>1.2.10 Traceability and publication of news letters</p> <p>1.2.11 Workshop /training</p> <p>1.2.12 Study tour</p> <p>1.2.13 Strengthening field offices</p> <p>1.2.14 Development & Promotion of Organic Framing</p> <p style="padding-left: 40px;">I. Organic Conversion</p> <p style="padding-left: 40px;">II. Organic Certification (plantation)</p> <p>1.2.15 Special Packages for North East, Idukki, Kangra and Uttaranchal</p>	
2	Quality Upgradation & Product Diversification	<p>1. Value addition by way of creating additional infrastructure for cleaning, blending, colour sorting, packaging of tea in blending and packaging units / Estate Factories/BLFs/mini tea factory</p> <p>2. Setting up of specialty tea units towards product diversification for production of green tea, orthodox tea and instant tea. (Not applicable for factories being set up by FPOs as well as Mini factories by individual Small Tea Growers, association of Small Tea Grower and FPCs for which assistance will be provided under PDS scheme)</p> <p>3. Quality Certification for HACCP, Certification for ISO and other food safety standard certifications/ Organic certification for all kinds of tea factories including Mini factories/Warehouses/ Blending and Packaging units/instant tea factory.</p> <p>4. Incentive for orthodox tea / green tea production by the Estate Factory/BLFs/Mini factories.</p>	46.31
3	Market Promotion (Domestic & International)	<p>3.1: Domestic promotion including small tea growers</p> <p>1. Scheme for setting up Tea Boutiques in India for Domestic Promotion</p> <p>3.2: Overseas promotion including small tea growers</p> <p>1. Scheme for promotional support to Tea Associations</p> <p>2. Scheme for participation in International fairs and exhibitions with Tea Board</p>	58.87

		<p>3. Promotion Scheme for Packaged Teas of Indian Origin (Brand Support)</p> <p>4. Scheme for Assistance towards setting up Tea Boutiques in overseas locations for India Tea Promotion</p> <p>3.3: Project 5-5-5</p> <p>1. Scheme for participation in International fairs and exhibitions with Tea Board</p> <p>2. Scheme for promotional support to Tea Associations</p> <p>3. Promotion Scheme for Packaged Teas of Indian Origin (Brand Support)</p> <p>3.4: Trade-related activities</p> <p>1. Scheme for subsidising setting up packaging units in overseas countries under joint venture basis or through wholly-owned subsidiaries</p> <p>3.5: Incentives to exporters/Associations</p> <p>1. Scheme for assisting tea exporters towards meeting additional transport & handling charges being incurred for teas exported through ICD Amingaon</p> <p>2. Promotion Scheme for Packaged Teas of Indian Origin (Brand Support)</p> <p>3.6: Production of publicity material</p>	
4	Human Resource Development	<p>1. Health</p> <p>2. Education</p> <p>3. Training</p> <p>4. Studies on tea industry</p>	12.95
5	Research & Development	<p>1. Grant to TRA and UPASI-TRF</p> <p>1.1 Regular Grant to TRA and UPASI-TRF @ 49%</p> <p>1.2 Regular Grant (linked to Research Projects) to TRA and UPASI-TRF not exceeding 31% of approved cost</p> <p>2. Research Schemes to Institutes other than TRA/UPASI-TRF (IITs, Universities, IHBT etc.)</p> <p>3. ISRO Project (Tea Area Development & Management using remote sensing and GIS)</p> <p>4. Up-gradation of DTRDC</p> <p>5. Grant for Tea Husbandry Courses</p> <p>6. Seminar/Conference/Workshop/Publication</p> <p>7. Evaluation and Monitoring</p>	42.75
6	National Programme for Tea Regulation	<p>1. Automation of the licensing activities of Tea Board for online issuances of licenses, submission of returns by the licensees and traceability of teas with tripartite networking (Tea Board-Estate/manufacturer-E-Auction)</p>	14.24

		<p>2. Strengthening of an IT enabled electronic platform for sale of tea and tea waste</p> <p>3. Mandatory checking/testing mechanism to meet international standards as per TD&ECO-2005. drawing tea samples from tea factories at random for testing of their quality and adherence to standards specified under Tea Marking (Control) Order, 2003</p> <p>4. Monitoring of price sharing mechanism, hygienic conditions for storing of teas, buyers and exporters inspections and factory evaluations, etc. under various Control Orders.</p>	
5	Pending liabilities under the above components		83.25
Total			394.85

In addition to the above the Government has also approved the implementation of the Scheduled Caste Sub Plan (SCSP) and Tribal Area Sub Plan (TASP) scheme. The assistance under SCSP/TASP will cover all the components of the Tea Development & Promotion Scheme, for SC/ST beneficiaries, as the case may be, wherever possible.

Further, the Government vide letter F. No. T-17014/2/2016-Plant(A), dated 03.05.2018, has conveyed approval for the modalities and guidelines for implementation of the "Tea Plantation and Promotion Scheme" during the Medium Term Framework (2017-18 to 2019-20).

The date of implementation of the "Tea Plantation and Promotion Scheme" during the Medium Term Framework (2017-18 to 2019-20) will be from 29.12.2017.

The details of the component wise eligibility criteria and modalities will be available in the Boards' website www.teaboard.gov.in

Yours faithfully,



(S. Soundararajan)
Director of Tea Development