



आज़ादी का
अमृत महोत्सव

टी बोर्ड भारत Tea Board India
14, बी.टी.एम.सरनी (ब्रेबोर्न रोड) कोलकाता 700001
14, B.T.M Sarani (Brabourne Road) Kolkata 700 001
www.teaboard.gov.in

Ref No : 18(03)/2022/Prom/B ::::::::::::::

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Dated:03.07.2023

Circular for setting up an Indian Tea Experience Zone as part of the Promotional Activities related to India's G20 Presidency at Kevadia, Gujarat, 10-12 July, 2023 (For Small Tea Growers)

- Small Tea Growers (STGs) interested to participate along with Tea Board at the G-20 Indian Tea Experience Zone at Kevadia, Gujarat, on 10-12 July, 2023, must be registered with Tea Board India. A self-attested copy of STG Smart Card issued by Tea Board India should be submitted.
- The company/applicant shall submit an undertaking with the Company/applicant seal and signature of the Authorised Signatory stating that it is not under any investigation/charged/prosecuted/debarred/black listed on any grounds related with trade and business, on the Letter Head of the Company and not signed by anybody less than the rank of a Director. Scanned copy of declaration given on company/applicant.
- The company/applicant must display/sell/exhibit only Indian teas at the events. Self-declaration by the company/applicant duly signed, that the company/applicant will display/sell/exhibit only Indian teas (*Camellia sinensis*) from the pavilion. No other beverage other than *Camellia sinensis* will be allowed.
- Branding would be allowed in terms of packs/cartons/ caddies etc. on display, and on leaflets, free gifts etc.

- Only Indian teas to be displayed, sampled and sold from the stalls. Non-tea products (i.e. products not derived from the plant *Camellia sinensis*) or other beverages as well as other origin teas apart from India should not be displayed from the stalls. Any deviation to this will be viewed seriously and penalty will be applicable as per the discretion of Deputy Chairman.
- Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the exhibition. All the requirements essential for putting up a good show at the India Tea Experience Zone e.g. hiring of experienced personnel for conducting the tea tasting and tea sampling activities, travel, accommodation, sampling equipment, logistics, smart liveries for the staff, display materials, accessories, extra furnishing and other incidental charges will have to be arranged for and borne by the company/applicant. Further, it must be ensured that all the representatives of the participating tea companies must be there for the entire duration of the event till the completion of the event.
- Each small tea grower/tea company/applicant must submit pictures of proper displays and accessories to be displayed at the Indian Tea Experience Zone.
 - One stall will be allotted to a group of 2-4 Small Tea Growers (STGs), provided there is a minimum of two applications from the STG sector and provided the STGs submit their filled-in application forms within the last date for submission of applications. The participation fees of Rs. 2,500/- + 18% GST will be divided equally amongst all the STG participants.
 - If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, penalty will be applicable as per the discretion of Deputy Chairman, Tea Board.

- In the event of any doubt or dispute arising out of any application, the decision of the Deputy Chairman, Tea Board shall be final and binding.
- Tea Board reserves the right to amend, amplify or abrogate, in its discretion, any of the terms and conditions of the sub-component without notice as deemed necessary for efficient and effective execution of the scheme and fulfilment of its objectives.
- Applications of persons who resort to making offers, rewards, gifts or any material benefit, or any coercion either directly or indirectly, to influence the sanction process shall summarily be rejected.
- All the above-mentioned documents must have the Company/applicant Seal along with the signature of the Authorised Signatory of the Company/applicant.
- The interested Small Tea Growers/Tea companies/applicants to submit the participation fees of Rs 2,500/- + 18 % GST latest by 05.07.2023. The details of the representatives of the Company may be duly filled up as per the format and submitted to Tea Board latest by 05.07.2023.
- The details for NEFT/RTGS for remittance of the participation fees of Rs. 2,500/- + 18% GST are given below:

Account Name: Tea Board Market Promotion Scheme

Bank: Bank of Baroda

Branch: Brabourne Road

Account no: 00260200000807

IFSC: BARB0BRABOU


- Please note that all the interested applicants/tea companies/STGs must submit the filled-in application forms strictly within the last date for submission of applications. Any requests for considering applications submitted after the cut-off date will not be entertained under any circumstances. Full details of all the participants as per the attached format must be provided for issuance of entry passes to the event.

(Dr. Rishikesh Rai)

Secretary



Format for forwarding details of participants for entry passes

Name (Should include complete parentage)	Aaadhar Number	Working mobile number	Permanent Address (complete with Taluka/ Tehsil, Village, district, house/street/lane and PIN code) POLICE STATION DETAILS BE ALSO INCLUDED)	Present address (if applicable , but in same format)	Photo
Raj Ram Reddy Father's Name: Mother's Name: (This is an example)	806100983454	9448224611	#64/1, F1 Coffee Court, Millers Road, Benson Town Post Office, Bengaluru-560046 (Bharai Nagar Police Station)	#64/1, F1 Coffee Court, Millers Road, Benson Town Post Office, Bengaluru-560046	

Application for participation

Sl. No.	Subject	Particulars
1	Name of the firm/company/applicant/organization	
2	Complete Communication coordinates (E-mail, Telephone no, Mobile No, Address of Registered Office)	
3	Name of the official(s) participating in the event	
4	Name and number of the documents showing registration with Tea Board	
5	Particulars of exhibition Name City: State: Duration of the event from _____ to _____	
6	Whether assistance availed from other Govt. Bodies/EPCs/Commodity Boards/ITPO etc. for the event under reference at Sl. NO. 7?	

Declaration

I/We hereby solemnly undertake/declare that the particulars stated above are true and correct to the best of my/our knowledge and belief.

Any information, if found to be incorrect, wrong or misleading, will render us liable to rejection of our participation in the forthcoming events with Tea Board, without prejudice to any other action that may be taken against us in this behalf.

If as a result of scrutiny any excess payment is found to have been made to me/us, the same may be adjusted against any of the subsequent claims to be made by my/our firm or in the event no subsequent claims are in the pipeline, the amount overpaid will be refunded by me/us to the extent of the excess amount paid.

Signature_____

Name (Block Letters)_____

Designation_____

Name of Applicant_____ Firm_____

Office Seal_____

Place:

Date: