



आज़ादी का
अमृत महोत्सव

टी बोर्ड भारत Tea Board India

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..... Dated 06-12-2022

Circular for setting up Indian Tea Experience Zones as part of the Promotional Activities related to India's G20 Presidency

In a historic moment, India formally assumed the Presidency of G20 from 1st December, 2022.

India's G20 Presidency is a unique opportunity to showcase India's strengths to the entire world. There is global curiosity and attraction towards India, which further increases the potential of India's G20 Presidency. G20 Presidency would help showcase parts of India beyond the conventional big metros, thus bringing out the uniqueness of each part of our nation.

The Department of Commerce, Ministry of Commerce & Industry, Government of India, has set up a Trade & Investment Working Group (TIWG) to spearhead some of the activities and promotions related with India's G20 Presidency.

The Event Calendar (for the year 2023) Is given below:

EVENT CALENDAR

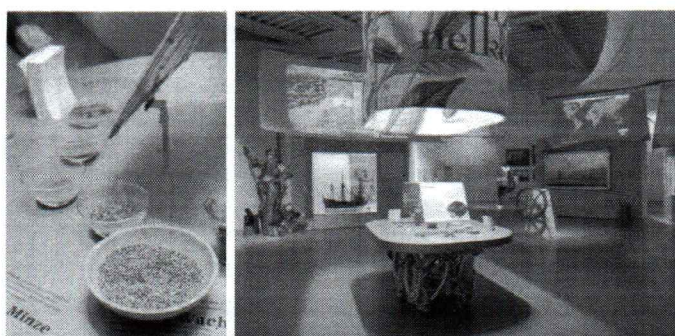
MARCH	JUNE	JULY	AUGUST
28-30	19-21	13-15	21-22
MUMBAI	KEYADIA	BENGALURU	JAIPUR
1 st Trade & Investment Working Group	2 nd Trade & Investment Working Group	3 rd Trade & Investment Working Group	4 th Trade & Investment Working Group
AUGUST			
24-25		JAIPUR	
Ministerial Meeting			

It has been decided to set up World-Class Experience Zones for each type of Commodities in order to showcase the strengths of each of them and to let the visiting delegates enjoy the enthralling experience of the wealth of our Commodities (Tea, Coffee, Spices etc.)

SIDE EVENTS – EXPERIENCE ZONE

Spice, Millets, Tea & Coffee Experience Zone

- Best quality tea tasting and experience – To be curated by Tea Board.
- GI Coffees – tasting and experience to be curated by Coffee Board.
- Spices – experience, storytelling around Indian Spices
- Millets – tasting and experience around Indian varieties.
- Exquisite Tea Coffee and Spice products especially branded for G20.



Tea Board India has been entrusted with the responsibility of curating the Indian Tea Tasting and Experience Zones at the below-mentioned 4 locations:

Venue	Anchoring Agency
Mumbai	Spice Board
Kevadia	Tea Board
Bengaluru	Coffee Board
Jaipur	APEDA

All activities will be coordinated by DoC G20 Cell.

At Kevadia, Gujarat, the entire pavilion for all the Commodities, including Tea, would be under the stewardship of Tea Board India as would be done by the other Boards at the other locations.

Interested bonafide Indian tea companies are requested to send in their applications for taking up the project of setting up World-Class Indian Tea Tasting and Experience Zones at the above-mentioned 4 locations. It may please be noted that only generic promotion of 100% Indian teas would be conducted through these Experience Zones.


The participation fees for each individual location would be Rs. 50,000/- + 18% GST (non-refundable). The total expenditure for setting up the Experience Zones (apart from the participation fees of Rs. 50,000/- + 18% GST) would be jointly borne by Tea Board India and the respective companies on a 20:80 sharing basis (20% of the expenditure will be borne by Tea Board and the remaining 80% has to be borne by the participating company).

The last date for sending in your applications is 19.12.2022. Please mention the UTR no. and date of transaction of the participation fees sent to the Tea Board Market Promotion Scheme account along with your applications.

The details for NEFT/RTGS for remittance of the participation fees of Rs. 50,000/- + 18% GST are given below:

Account Name: Tea Board Market Promotion Scheme
Bank: Bank of Baroda
Branch: Brabourne Road
Account no: 00260200000807
IFSC: BARB0BRABOU

Further details will be shared subsequently in due course.


(Dr. Rishikesh Rai)
Secretary

