

टी बोर्ड ★ भारत

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

14, बी. टी. एम. सरणी (ब्रेबोर्न रोड), कोलकाता-700 001, पो० बा० सं० 2172

तार टीबोर्ड दूरभाष : 033 2235-1331 फैक्स : 033 2221 5715

वेबसाइट : www.teaboard.gov.in



TEA BOARD ★ INDIA

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

14, B. T. M. Sarani (Brenner Road), Kolkata-700 001, P.O. Box No. 2172

Gram Teaboard Tel. : 033 2235 1331, Fax : 033 2221 5715

Website : www.teaboard.gov.in

Dated: 15th May, 2020

All the Producers Associations

(ITA/DTA/TAI/NETA/BCP/ATPA/ITPA/UPASI/CISTA/TIPA/NBTPWA/ABLTMA/

BLF Assoc. etc)

1. All the Auction Organizers

Sub: Special tea plucking and manufacture and special auction in commemoration of the International Tea Day on 21st May, 2020-Reg.

Sir/Madam,

You must be aware that United Nations General Assembly has recently designated May 21 as "*International Tea Day*" (ITD) premised on the proposal put forth by Government of India in October 2015 at the FAO Intergovernmental Group (IGG) on tea.

This being the first year of official celebration of the most preferred beverage in the world, Tea Board has planned series of programs through various platforms for observing this special day. Since quality is the prime parameter which upholds the name of our country in the global market since ages, a special tea plucking and manufacturing limited Edition activity followed by auctioning of the teas have been planned by Tea Board on 21st May, 2020 as detailed below:

1. The manufacturers in the country shall pluck green leaf of highest quality (two leaves and a bud) on 21st May, 2020.
2. The teas so plucked shall be manufactured by 22nd May, 2020.
3. Both Estate and Bought Leaf factories can participate in this limited Edition voluntary endeavor.
4. These teas shall be packed in paper sacks for offering in auctions, the maximum no. of packages in a lot should not exceed 5 and a manufacturing unit can offer maximum 5 Lots only for all category of teas (CTC and Orthodox)
5. For Darjeeling tea and specialty teas maximum quantity is 15 kgs.

Tea Board



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

6. A special auction of these teas will be organized in all the auction centers during June, 2020 and a percentage of sale proceeds will be shared with relief funds or as decided by the Committee to be set up for this purpose.
7. The gardens/ manufacturing units which are desirous of participating in this voluntary endeavor may kindly fill in the attached form and e- mail/submit the same to the respective auction centers by 19 -05-2020.

All the activities of plucking, manufacturing, packaging, etc. should be carried out in strict compliance with all the social distancing norms laid down in the wake of Covid-19 pandemic.

In view of above, all estate manufacturing units and BLFs are earnestly requested to participate in this special manufacturing activity and route their teas through special auction as part of celebrations of the International Tea Day.

Yours faithfully,




(S. Soundararajan)

Director of Tea Development

Copy to:

1. All Buyers Associations
2. All the officers of the Board



(Director of Tea Development)



Registration for participating in the special auction of Teas plucked on 21-05-2020

(International Tea Day Celebration)

To be submitted by 19-05-2020

To

The Secretary,

Kolkata/ Guwahati/ Siliguri/ Coonoor/ Cochin/Coimbatore Auction Centres

Sl No	Details	To be filled in by the manufacturing unit
1	Name of the Company	
2	RC. No:	
3	Name Of the Factory and mark	
4	CTC/ORTHODOX/SPECIALITY Tea	
5	No of Lots to be offered(Maximum 5 lots per Factory)	
6	Grades to be offered	
7	Total Quantity in Kgs :	

Date :

Signature and seal of the Manager of manufacturing Unit / Factory