



Ref. No. DTD/Per/2020

Dated: 12-05-2023

## CIRCULAR

**Sub: Special tea plucking and manufacture and special auction in commemoration of the International Tea Day on 21<sup>st</sup> May, 2023 (To be celebrated on 19-05-2023)**

Declaration of 21<sup>st</sup> May as the “*International Tea Day*” (ITD) by the United Nations General Assembly premised on the proposal from Government of India in October 2015 at the FAO Intergovernmental Group (IGG) is a colossal and momentous event.

This being the fourth 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. However, since 21<sup>st</sup> May, 2023 is a holiday (Sunday), it has been decided to carry out special plucking on 19<sup>th</sup> May, 2023 (Friday).

Since quality of Indian teas is sine qua non and in line with last two years a special tea plucking and manufacturing (limited Edition) activity followed by auctioning of the teas have been planned by Tea Board on 19<sup>th</sup> May, 2023

1. The manufacturers in the country shall pluck green leaf of highest quality (two leaves and a bud) on 19<sup>th</sup> May, 2023.
2. The teas so plucked shall be manufactured by 20<sup>th</sup> May, 2023 as the case may be.
3. Both Estate and Bought Leaf factories can participate in this **limited Edition** voluntary endeavor.
4. These teas shall be packed 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 categories of teas (CTC and Orthodox).
5. A special auction of these teas will be organized in all the auction centers during June, 2023, details of the special auction will be informed later as was done last year.
6. The gardens/ manufacturing units that 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 16 -05-2023.
7. The teas to be offered for special auction shall be marked as Special plucking-ITD 2023 both on the bag and the invoice for easy identification.



World's Gold Standard



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

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.



(S. Soundararajan)

Director of Tea Development

### Distribution

1. All Producers Associations  
(ITA/DTA/TAI/NETA/BCP/ATPA/ITPA/UPASI/CISTA/TIPA/NBTPWA/ABLTMA/  
BLF Assoc. etc)
2. All the Auction Organizers
3. All Buyers Associations
4. All the officers of the Board



Registration for participating in the special auction of Teas plucked on 19-05-2023

(International Tea Day Celebration)

To be submitted by 16-05-2023

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