

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 : 2235-1411 (7 लाइन), एसटीडी : 033-22215720 फैक्स : 2221 5715
ई-मेल : teaboard@teaIndia.org., वेबसाइट : www.teaboard.gov.in

TEA BOARD ★ INDIA

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

14, B. T. M. Sarani (Brabourne Road), Kolkata - 700 001, P. O. Box No. 2172
Gram Teebord Tel.: 2235-1411(7lines) STD 033-22215720 Fax : 2221 5715
E-mail : teaboard@teaIndia.org., Website : www.teaboard.gov.in
Ref No: 40(01)/2019/Prom



Date : 01-04-2019

Entrepreneurs Meet for chalking road map for increasing exports , domestic consumption and enhancing the Quality parameters of Indian Tea

Dear all,

Tea Board is planning to hold an entrepreneurs Conference on 25th April, 2019 to discuss the future road map for increasing exports, domestic consumption and improving the quality parameters of Indian Tea

We would like to deliberate on the following so that we may all move in the right direction

1. The support expected at Farm and Manufacturing level
2. The support required in marketing of teas to the target audience
3. Branding of Specialty teas and the way in which Tea Board may extend support
4. A parading shift to move from bulk teas towards value added teas
5. Steps needed to be taken to bring quality produce to the market
6. To gauge the need for discouraging rampant production of low quality teas
7. The ways to expand sales, export and marketing of good quality teas and restrict sales, export and marketing of low quality teas
8. Steps to be taken for manufacture of more organic teas
9. Steps to be taken for manufacture of FSSAI complaint teas and teas compliant with International standards
10. To make Indian Teas synonymous with Quality Teas
11. Role of Tea Board as regulating , controlling, licensing and marketing body
12. Generic Promotion of Tea

You are requested to register for this Conference by way of deposit of a sum of Rs 1,000/-

(On line transfer- Tea Board Market Promotion Scheme – A/C No: 00260200000807-
IFSC Code : BARBOBRABOU- Bank of Baroda, Brabourne Road Branch)

The details of the venue will be intimated shortly. First 50 registrations will be taken on board, please



(Rishikesh Rai)

(Secretary)



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