

3rd International Tea Day – 21-05-2022

Press Release

Kolkata, May 21: Tea Board India celebrated the 3rd International Tea Day on 21st May, 2022 with much fervor and enthusiasm. A lot of activities were done throughout the length and breadth of the country to observe this day.

Tea Board India in collaboration with Indian Tea Association organized a Seminar (in hybrid mode) to commemorate the 3rd International Tea Day on 21st May, 2022, an annual event of the United Nations Calendar. The inaugural session was graced by the presence of Ms Anupriya Patel, Hon'ble Union Minister of State for Commerce & Industry, Govt. of India through the virtual medium. Other notable dignitaries who participated in the inaugural session were Dr. K.N. Raghavan, Executive Director, Rubber Board and Chairman, MPEDA as well as former Chairman and Dy Chairman, Tea Board India, Mr. Saurav Pahari, Chairman and Deputy Chairman, Tea Board India, Ms Nayantara Palchoudhuri, Chairperson ITA and other dignitaries of Tea Board India and Indian Tea Association. Other important dignitaries who added value to this seminar were Dr Krishna Gupta IAS, Principal Secretary, Deptt of Technical Education, Training and Skill Development, Govt of West Bengal, Mr Atul Asthana, MD Goodricke Group, Dr Shatadru Chattopadhyay, MD, Solidaridad Asia who were moderators for different sessions of the seminar.

In her welcome address, Ms Palchoudhuri stated :

"Our goal is to strengthen the socio-cultural fabric and economic sustenance of the tea sector and work towards the collective growth and prosperity of all stakeholders".

She added that Sustainability of the tea sector is no longer just about profitability but one that also takes into consideration the well-being of all stakeholders – be it preserving our natural resources in the face of climate change threats or meeting the growing aspirations and improving the standards of living of the vast workforce and to ensure that the consumers get a safe and healthy beverage.

Smt. Anupriya Patel, the Hon'ble Union Minister of State for Commerce & Industry extended her good wishes to the industry on the occasion of International Tea Day. She stated that this day is an occasion to promote and foster collective action towards sustainable production of tea recognizing that globally the trend is moving towards better quality and organic teas. She further stressed on tea being made attractive as a beverage to the younger generation who would drive consumption in the future. She emphasised on the need to make India a leading supplier of quality tea in the global market.

Dr. K.N. Raghavan, IRS, Executive Director Rubber Board and MPEDA and former Chairman and Dy Chairman Tea Board India in his address stated that India produces myriad varieties of tea. Indian tea is not just a beverage but an emotion and a lifestyle. He raised a cup in honour and acknowledgement of the tea garden workers whose relentless toil make us available our daily

cups of tea.

Shri Saurav Pahari, IAS Chairman and Deputy Chairman Tea Board India in his address stated that Tea industry needs to reinvent itself to keep pace with the changing consumer trends. The image of tea should synergize with current trends and appeal to the consumers, specially youth. He praised the role of the industry for taking special care of the health and safety of the workers during the COVID pandemic and said that the industry has shown remarkable resilience during the trying times.

The event comprised panel discussions over

3 sessions on –

Session – 1 : Sustainability challenges and Business case for certification for the tea sector

Session – 2 : Domestic Tea Promotion and Marketing challenges – Way Ahead

Session - 3 : Small Tea Growers – Sustainability Challenges

Advertisements through newspapers, promotions through radio, sms (on mobile) tea sampling through stalls, displays , contests on social media platforms ` The India Tea Song competition' and `My special cup of India Tea contest' are the other activities which were done to mark the occasion and to increase awareness about the wonderful beverage – Tea

Since quality is the prime parameter which upholds the name of India Tea in

the global market, a special tea plucking (limited edition) activity was also organised by Tea Board India in various tea gardens to observe this occasion. A special auction of these teas will be organised in the auction centres in June 2022

Various promotional activities to observe this day has created a buzz and the significance of International Tea day as well as the beverage TEA has been well established.
