

Report on Young Tea Entrepreneurs Meet held on 25th April 2010 at Kolkata

Tea Board India organized a 'Young Tea Entrepreneurs Meet' at Kolkata on 25th April 2019 to discuss the roadmap for increasing exports and domestic consumption, and improving Indian tea quality.

Young successful entrepreneurs of the Industry attended the conference to deliberate on pertinent topics and give insights into the recent facets of the Indian Tea Industry. The meet was mainly to focus on these entrepreneurs to add value to the tea business and quality.

In his welcome address, Shri Arun Kumar Ray, IPS, Deputy Chairman, Tea Board, thanked the Tea industry for showing overwhelming response towards participation in the meeting and asserted that the industry has to look forward to the future with certitude as there is no place for retrograde steps. It is also obligatory for tea industry to take initiatives in CSR (Corporate Social Responsibility). Producers have a duty to find ways and means of increasing productivity and motivate their workforce. Adequate budgetary allocation has to be made for promoting Indian teas as the finest product. Making profits is vital for tea industry but at the same time profits should percolate down to the lowest strata. The Tea industry should move forward with all the firmness and boldness.

Distinguished and successful tea entrepreneurs such as Shri Amuleek Singh Bijral, Founder & CEO of Chai Point, Shri Kaushal Dugar, Founder & CEO of Teabox, Shri Udit Gupta, Head of Supply Chain Management, Chaayos etc. spoke at the meeting.

A special segment dedicated to 'Women Entrepreneurship in the Tea Business' was also the highlight of the meeting, where speakers such as Dr. Nazrana Ahmed, Chairperson of the Assam Tea Planters Association, Mrs. Husna Tara Praksah, co-owner of Glenburn Tea Estate, Mrs. Rakhi Dutta Saikia, Director of Arin Tea Pvt. Ltd. & Pabhojan Tea Estate etc. spoke on pertinent issues.

Speaking at the meeting, Shri Amuleek Singh Bijral, Founder & CEO of Chai Point, stated that getting good quality teas from the gardens is very important for sustaining the end business. Customers are increasingly becoming conscious about the teas, its origins and its health benefits. Therefore, traceability and MRL compliance are very important. The business of tea has to be aligned to the fast changing lifestyle. Customers now want teas within a very short span of time.

Shri Kaushal Dugar, Founder & CEO of Teabox, stated that the image of Indian tea has to be reinforced as a global brand. He opined that the true potential of Indian teas is still lying untapped. Concerted marketing efforts have to be made to explore this potential fully. According to Shri Dugar, setting up stores is an expensive proposition but marketing through internet is very much affordable. The business strategy of his company is to target the consumer offline, then incentivize him to come online for the second and subsequent offers. He further stated that if the supply chain can be reduced from months to days, the brand of Indian tea will be admired globally.

Dr. Nazrana Ahmed highlighted that more than 60% of the workforce employed in tea gardens consist of women, and therefore there is a greater need to emphasise on issues related to women's health and welfare. Mrs. Husna Tara Praksah, co-owner of Glenburn Tea Estate, recounted her journey of setting up a successful business model of offering visitors a highly personalized experience of stay at the Glenburn Tea Estate. Mrs. Rakhi Dutta Saikia, Director of Arin Tea Pvt. Ltd. & Pabhojan Tea Estate, emphasized on the need to go for production of organic handmade teas and stated that the future of the tea industry lies in going for organic production.