

TEA FILE

BULLETIN OF TEA BOARD OF INDIA

चाय पियो मस्त जियो !
Chai piyo mast jiyo !



NOV'16 - FEB'17

Bulletin Board

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From the Chairman's Desk

Dear friends,

Availability of a reliable database on the tea gardens is a pre-requisite for embarking upon planning strategies for their development. Information on the extent, type and location of the tea gardens helps in mobilizing resources for the holistic development of the tea growing areas. Under the project "Tea Area Development and Management using remote sensing and GIS", (Joint venture between Tea Board and ISRO) the team has brought out a Tea Garden Atlas. It depicts detailed inventory of tea gardens that includes big, medium and small tea growers, its present landuse, shade tree density and primary information pertaining to the gardens. My compliments to the entire project team for bringing out this publication. I hope this atlas would serve as a reference to all the stakeholders involved in the Tea industry of India and will be useful for the planners in government and non-governmental organisations involved in implementing various resource development programmes in the tea growing areas of the country.





TEA DEVELOPMENT

A brief note on the project

“Tea Area Development and Management using Remote Sensing and GIS” (Joint venture between Tea Board and ISRO)

India is the world's second largest producer of Tea and the largest producer of black tea. Tea industry is supported by cut of the edge technologies and research infrastructure but the adaptation of geo-spatial technologies has not been significant in the past decades. Such adaptation is important for competitive edge in Indian tea industry. Moreover, availability of a reliable database of the tea gardens is a pre-requisite for embarking upon planning strategies and development. Information on the extent, type and location of the tea gardens can help in mobilizing resources for the holistic development of the tea growing areas. Remote sensing is an important tool due to its high resolution, multi- spectral & synoptic viewing capability and repetitive coverage to capture the landuse details and their temporal dynamics at micro-level. The information acquired through satellite remote sensing can be stored as geo-database, which can be retrieved, appended, updated and modelled based on the requirement. Space technology coupled with Geographic Information System (GIS) is emerging as an adaptive, efficient, speedy, cost-effective and reliable technology in natural resources management.

Keeping the potentials of space technology in view, Tea Board agreed to initiate the project on “Tea area development and management using Remote Sensing and GIS” for generating a nationwide spatial database describing the present status of major, medium and small tea gardens.

The first phase of the project, encompassing the states of Assam and West Bengal has been accomplished using high resolution Indian satellite data acquired by IRS LISS IV and Cartosat-1. It has been completed in 3 years including training and capacity building. The spatial database includes not only satellite based information about tea gardens but also large number of legacy data for referencing and spatial analysis. The customized software package will facilitate web-enabled services to the various stakeholders related to tea industry with its server located at vantage location. This aims not only to provide spatial database pertaining to tea gardens viz. garden landuse, shade tree density, slop and aspect, drainage, degraded tea area, uprooted areas, pruning types but also to generate an interface for populating the Management Information System (MIS) for time series analysis, dynamic linking with GIS for rendering, decision making and customized tools for preparation of reports, maps etc.

Based upon the request from several tea gardens some of the value-added services have been also provided related to surface hydrology and foliar nutrient estimation using hyper spectral data.

All the data has been compiled and a ‘Tea Garden Atlas - Based on Remote Sensing Data has been brought out. This atlas would serve as a useful reference to all the stakeholders involved in Tea industry in the country.

TEA DEVELOPMENT

Special Kangra Revival Pilot (SKRP)

Under the Special Kangra Revival Pilot (SKRP), distribution of mechanical aids was done, as a measure for offsetting the acute labour constraint faced by the Himachal tea industry.



Under the Scheme, physical and financial involvement has been as tabled below

Sl. No.	Item	Name of Machine	Type & No.	Locality/ Places/ Venue	Members/STG number benefitted/ participants	Area(ha) coverage	Financials(in Rs)	
1	Machine Procurement	Harvester and Pruning Machine	Single Man Harvester=3, Double Man Harvester=4, Single Man pruning=3, Double Man Pruning=3	Bhawarna,Gopalpur,Bundla, Nagari, Tanda	Harvester: 51 STGs, Pruning Machine: 22 STGs	Harvester Tea area : 56.54, Pruning Machine : Tea area =139.64	1079200/-	
2	Training & Meeting/Awareness campaign	Topic: SKRP Implementation	5	Satate Tea Wing and KVSTPA HQ Conference HALL ; Palampur Co-op TF, Tea Board, Baijnath Co.TF and Bir CoTF	388	-	131181/-	
3	SHG	Revolving Corpus and Purchasing of shears	Inputs for 11.78 Ha for 18 no of STGs; Shears: 32- no for 72 no of STGs covering 69.79 ha.	Dharer, Chauntra, Banuri, Bir in Kangra and Mandi	90	69.79	200700/-	
4	Others	Maintenance of Machines	1 no. demonstration machine				1500/-	
Total Utilization--								14,12, 581



TEA PROMOTION

Report on Tea Board's Participation at Gulf Food Show 2017

Gulf Food 2017: Highlights

- Gulf Food is the largest food show in Middle East,
- Organized from 26th February' 2016 to 2nd March 2016
- DWTC(Dubai World Trade Centre) was the Organizer
- This year Tea Board of India was in a much larger area compared to last few years - 111 Sqm and 17 exporters participated in the exhibition through the Board. All ranges (from bulk to packaged) and all origins of Indian tea including speciality tea was displayed at the exhibition The exhibitors were :

A. Premier's Tea Ltd

D. Saket Impex

G. Aditya Trading Co

J. Golden Tea Manufacturers

M Team United Marketing

P. Limtex (I) Pvt. Ltd

B. Golden Tips Tea Co P Ltd

E. United Nilgiri Plantations

H. Jayashree Tea Industries Ltd

K. Kusum International

N. Inderchand Sitaram –

Q. Shah Brothers

C. J V Gokal Ltd

F. Variety Food Products

I. Primus Intertea Trade Pvt. Ltd

L. Harrisons Malayalam Ltd -

O. Vikrma Impex

All the above are regular exporters to the region.

- Continuous liquid tea sampling and tasting was organized at the Tea Board booth
- Smt Rita Teaotia, Secretary, Department of Commerce, Govt of India, inaugurated the India Tea Pavilion
- Mrs Priyanka Basu Ingty, Secretary and Director Tea Promotion, Tea Board, and Satrajit Banerjee, Dy. Director Tea Promotion, Tea Board participated in the event



TEA PROMOTION

Report on Tea Board's Participation at Gulf Food Show 2017

Observations & Feedbacks:

- Number of trade enquires was very encouraging.
- Trade enquiries were received from buyers of Iran, Pakistan, Afghanistan, Syria, Kuwait and local Dubai market
- Maximum trade inquires were for CTC Assam Tea
- Some of the old businesses which were lost to Sri Lanka, have shown their willingness to come back to India
- India Tea has a great demand in the Dubai Market and people are willing to pay for good quality India Tea

Inspection of Tea Board office at Dubai

An inspection of the Tea Board office situated at Habib Bank Building on Bank Street at Dubai was undertaken. The office is situated in the heart of the business district, easily accessible by local transport. If properly utilized, the office may be developed as focal point for Indian Tea Promotion.

Tour of Dubai Tea Trading Centre, a part of Dubai Multi Commodity Centre situated at Jebel Ali Free Zone

DMCC was established in 2002 as a strategic initiative of the government of Dubai with a mandate to provide the physical, market and financial infrastructure required to establish Dubai as a hub for global commodities trade (Diamonds, Gold, Tea, Pearl, Agro, Base metals etc). DMCC is officially recognized as the largest Free Zone in the United Arab Emirates with over 12,000 registered companies under license. It combines the best of the public and private sector. As a result, they are one of the largest and fastest growing Free Zones in Dubai.

DMCC launched its Tea Centre in 2005 to strengthen the tea trade in Dubai through the introduction of world-class facilities and international best practices. The DMCC Tea Centre is a dedicated facility combining warehousing, blending and packaging, providing the most complete and convenient solution for traders looking to maintain a stock capable of meeting the requirements of importers in the Middle East and adjacent regions. It process teas from 13 different tea producing countries and in keeping with our mandate, facilitate the trade of tea to buyers internationally. The UAE is the world's largest re-exporter of tea with a 60% share of the market and 750,000 kg annually passing through the UAE, valued at USD 48 million per annum. The DMCC Tea Centre is a dedicated facility which combines warehousing, blending and packaging functions, providing the most complete solution for traders looking to maintain a stock capable of meeting the requirements of importers in the Middle East and adjacent regions. In fact, a trader can receive their goods, blend and package, then ship it out again within 24 hours of arriving at Jebel Ali Port. The benefits include free storage privileges for limited periods, access to a tea blending unit, tea bag and loose tea packing facilities, tea tasting and in-house industry experts.



Tea Board of India pavilion before opening



Business Visitors at Tea Board Lounge



Hon'ble Commerce Secretary in discussion at Tea Board Lounge



Hon'ble Commerce Secretary inaugurating the Tea Board of India Pavilion



Indian Tea Exporters Participating through Tea Board at Gulf Food 2017



Hon'ble Commerce Secretary visiting DMCC Tea Centre



A brief report on participation of Tea Board India at Biofach-2017 at Nuremberg, Germany during Feb 15-18, 2017

A well-organized trade exhibition readily gives an instant platform for effective means of promotion and a two-way communication between the buyers & the sellers. With the Biofach in Nuremberg, Germany having established a major confluence for the organic buyers from all over the Europe, participation in the same for 2017 proved to be strategic and significant in propelling organic movement further.

Biofach is a premier trade fair for Organic food where producers, distributors and buyers of food, beverages & drinks industry meet to share information and do business with many influential professionals from these sectors to build the foundations of an international network of partnerships. This year around 1000 exhibitors from 100 different countries participated and close to half-a-million visitors reportedly visited the fair.



With the approval of GOI, Tea Board of India had participated in this renowned fair to sustain the visibility and promotion of Indian organic tea in the organic space substantively.

The representatives of M/s Miracle Tea & Spices Co, M/s Variety Food Products Distribution Co Pvt. Ltd., M/s Jivraj Tea Retail (Gujarat) Pvt. Ltd., M/s Tea Promoters India and M/s Ambootia Tea Exports Pvt. Ltd. participated in the exhibition from Tea Board stand. Tea Board India was represented by the Chairman-cum-Dy. Chairman – Shri Santosh Kumar Sarangi and Dy. Director, Tea Promotion of Tea Board - Shri Joydip Biswas.

Tea Board India acquired space of 50 sq.m and each of the five participating companies was allocated 8 sq.m of booth, which was constructed based on customized design along with the appropriate furniture & accessories and proper illumination being put in place.

Tea Board India's composite stall consisting of 5 booths stood at the location coordinates of 4-731 at Hall no. 4 wore resplendent look with bright publicity posters from the stables of Tea Board India and the participating companies adorning its walls. The Tea Board's publicity posters depicted diverse aspects of single-origin varieties like Darjeeling, Assam, Nilgiri, Kangra, Dooars-Terai, Sikkimese in an attractive pictorial presentation with eye-catching tag lines and scroll-ups. A spectrum of posters as well as company scroll-ups showing divergent facets of Indian tea – its sprawling & verdant tea estates, logos and buoyant product ranges & grades were on display throughout the stand.

[Continue Reading](#)



A brief report on participation of Tea Board India at Biofach-2017 at Nuremberg, Germany during Feb 15-18, 2017

Samples of quality origin teas like Darjeeling, Assam, Nilgiri, Dooars and Sikkim tea (all organic) having different grades of orthodox types were exhibited with focused zeal across the counters. This attracted



sizeable number of visitors during all the four days, who were ecstatic about pure Indian organic tea. The continuous sampling of Indian-origin teas of the Darjeeling, Assam and Sikkim tea across TBOI's stall attracted large number of visitors, who made beeline for having a taste of the exquisite varieties, especially those from Darjeeling and Sikkim (Temi Tea Garden). The companies exhibited their brands in various packet sizes having the organic varieties. The salient characteristics of this show were generation of a number of business leads and exploration of business opportunities by the five exporters as a consequence of intense deliberations in distinct groups.

Chairman-cum-Dy. Chairman addressed the Indian exporters on February 17, 2017 at the TBOI stand stating the various initiatives Tea Board of India had undertaken to ensure quality and safety of Indian tea for consumption and urging them to diversify into US organic market, which is expanding. Further, he asked them to look for opportunities into the highly niche but premium Scandinavian market comprising Sweden, Denmark and Finland. A proposal of holding a centralized BSM in Sweden has been mooted as a corollary to discussions sometime in November this year.



Tea Board's Participation at World Food Kazakhstan at Almaty (2nd -4 th November 2016)

The exhibition was organized at the Atakhent Exhibition Centre at a very prominent location in Almaty. The Indian Pavilion occupied 54sqm of space with following exporters in participation:

1	Golden Tips
2	Harrisons Malayalam
3	Premier's Tea Ltd
4	Vikrma Impex
5	Aditya Trading



The Tea Board pavilion attracted lot of visitors both in the form of importers and consumers. Live tea sampling of all variety of teas was the special draw. On the sideline of the exhibition Buyer -Seller-Meetings were organized for the Indian exporters which led to potential enquiries. Meetings with food chains like, Metro, Interfood, etc were useful in analyzing the scenario.

Most of the inquiries were for CTC tea's and few of them also expressed their demanded for the Assam CTC tea's with deep liquor. Apart from customers from Kazakhstan there were few inquiries from Kyrgyzstan and other neighboring countries.

The visibility of Indian Tea brands in the exhibition was noticed and appreciated by visitors.



Tea Board India's participation at Prodexpo - Moscow (6th to 10th February 2017)

Present Market Scenario of Russia

During 2015-16, Russia imported 48.23 million kgs of tea from India compared to 39.40 million kgs in 2014-15. The market is dominated by tea in bulk form. The country is traditionally and pre-dominantly an Orthodox market with tea being consumed in packet format (90%) and in Orthodox blends (around 3/4-th is Orthodox and the rest is granulated CTC). Of late, "Green tea" category evokes an active interest for its perceived intrinsic health benefits and the segment is expected to grow during the coming years.

Value-added teas are the key to growth, although imports primarily continue to be in bulk form. In terms of convenience, there has been a renewed thrust on tea bags.



The Participants - Prodexpo- Moscow- 2017

Prodexpo is one of the important product exhibitions in Moscow. The exhibition was organized at the Expo Centre, at a very prominent location in Moscow. The Indian Pavilion occupied 72 sqm of space with following exporters in participation

S/No	Participants
1	Golden Tips Tea Co. Pvt. Ltd
2	Vikram Impex
3	Variety Food Products
4	Inderchand Sitaram
5	Premier's Tea
6	A. Tosh & Sons
7	Aditya Trading Co Ltd
8	JFK International Ltd

The visibility of Indian tea brands in the exhibition was noticed and appreciated by visitors.



TEA RESEARCH

Tea Board organized two workshops on 'Pruning & Cold Weather Practices'

Two workshops on 'Pruning & Cold Weather Practices' were organized by the Capacity Building Centre of Quality Control Laboratory, Tea Park, Siliguri at Tindharia Tea Estate and Thurbo Tea Estate on 12 December, 2016 and 13 January, 2017 respectively. Scientists from the Tea fraternity, Planters and Tea Board officials participated in the workshop for exchange of technical knowhow on the topic.

The participants were shown different types of pruning in situ inside the gardens. Scientists explained various queries of the Planters on different pruning methods.

During field visit, recommendations such as corrective pruning, KCO (Knife cleaning operations) for removal of moss, collar depression and also for preventing loss of moisture etc. was given to improve productivity. It was also advised to keep pruning litters for mulching operations. Starch Test was demonstrated where colour change in the cut section of the root, dipped in iodine solution indicated that adequate starch was present in the root sample. This test is important and is required to be performed for pruning before pruning operations.

Planters enquired about the advantages and disadvantages of mechanization in respect to quality of Darjeeling tea and requested for conducting some scientific study on this.

Around 35 participants from 10-12 Tea gardens from Kurseong Valley and 15 participants from 5 Tea gardens in Mirik Valley participated in this workshop. The workshop concluded with vote of thanks on behalf of Tea Board India to the all the participants.





TEA STATISTICS

PRODUCTION DATA

Year	Qty (M.Kgs)	Year	Qty (M.Kgs)
2014	1207.31	2014-15	1197.18
2015	1208.66	2015-16	1233.14
2016 *	1239.15	2016-17 (Apr to Jan)*	1152.36

*Provisional, subject to revision

EXPORTS DATA

Year	Qty (M.Kgs)	Value (M US\$)	U.P. (\$/Kg)	Year	Qty (M.Kgs)	Value (M US\$)	U.P. (\$/Kg)
2014	207.44	664.26	3.20	2014-15	199.08	625.55	3.14
2015	228.66	678.78	2.97	2015-16	232.92	686.67	2.95
2016 *	216.79	644.15	2.97	2016-17 (Apr-Jan)*	181.90	686.67	3.05

IMPORT DATA

Year	Qty (M.Kgs)	Value (M US\$)	U.P. (\$/Kg)	Year	Qty (M.Kgs)	Value (M US\$)	U.P. (\$/Kg)
2014	20.59	44.67	2.17	2014-15	21.02	45.75	2.18
2015	18.61	36.80	1.98	2015-16	18.43	37.36	2.03
2016 *	20.98	42.68	2.03	2016-17 (Apr-Jan)*	18.93	42.32	2.00

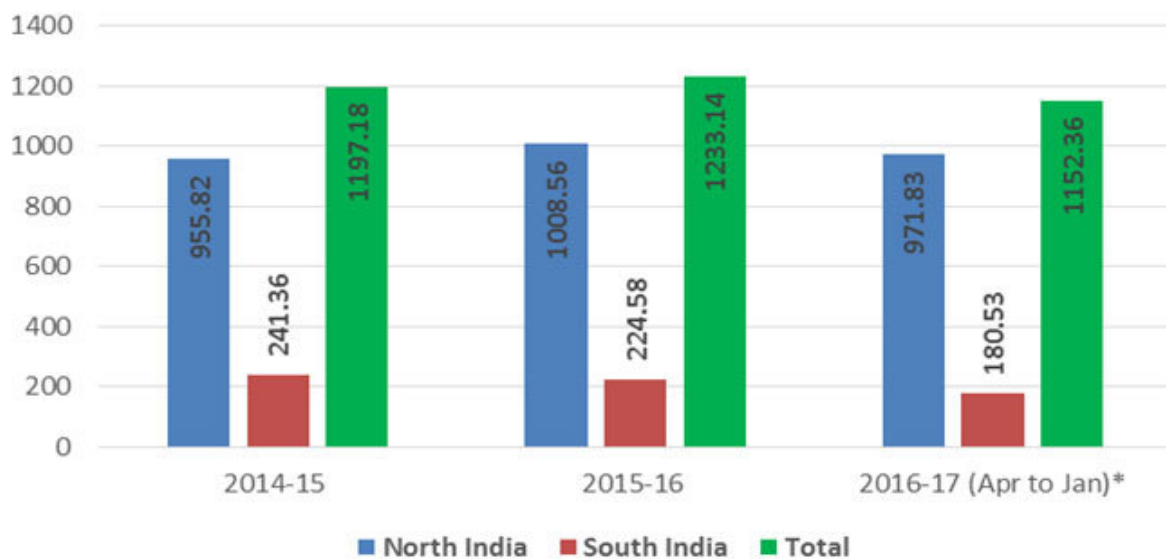
TEA PRICE SITUATION

Year	All India		Year	All India	
	Qty (M.Kgs)	Avg.Price (Rs/Kg)		Qty (M.Kgs)	Avg.Price (Rs/Kg)
2014	541.73	126.88	2014-15	553.02	125.59
2015	561.99	124.48	2015-16	536.08	127.62
2016 *	520.36	134.26	2016-17 (Apr-Feb)*	537.83	134.26

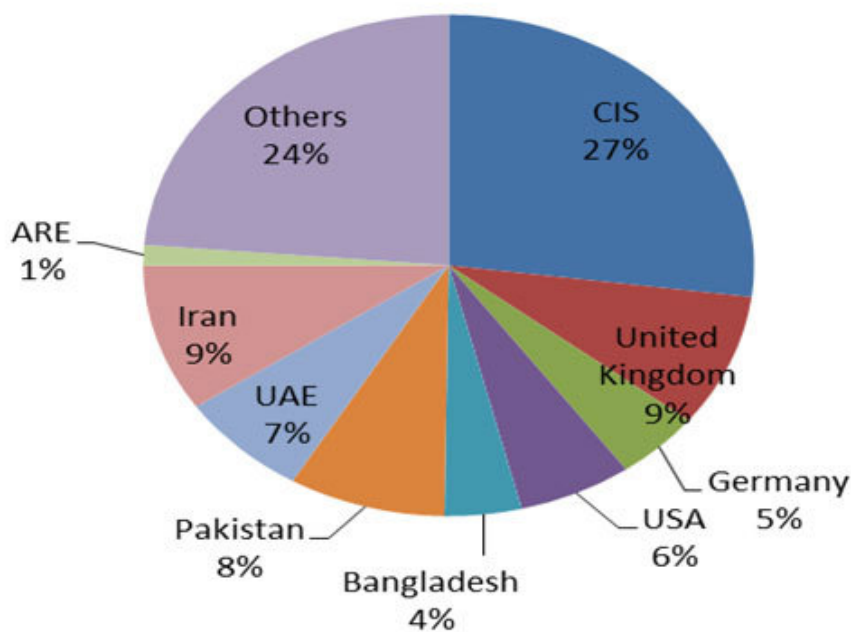
*Provisional, subject to revision

TEA STATISTICS

Production of Tea in India (M Kgs)



SHARE OF INDIAN TEA EXPORTS TO MAJOR COUNTRIES DURING 2015-16





TEA STATISTICS

MAJOR COUNTRY WISE EXPORTS FROM INDIA

Country Name	2016-17 (Apr-Jan)*					2015-16 (Apr-Jan)				
	Qty (M.Kgs.)	Value (Cr.?)	Value (Mill US\$)	Unit Price (Rs/Kg)	Unit Price (\$/Kg)	Qty (M.Kgs.)	Value (Cr.?)	Value (Mill US\$)	Unit Price (Rs/Kg)	Unit Price (\$/Kg)
Russian Fed	36.05	530.86	78.99	147.26	2.19	40.24	555.2	85.38	137.97	2.12
Ukraine	2.47	35.9	5.34	145.34	2.16	2.55	35.75	5.5	140.2	2.16
Kazakhstan	9.39	178.87	26.62	190.49	2.83	8.45	238.07	36.61	281.74	4.33
Other CIS	0.95	18.88	2.81	198.74	2.96	0.97	17.55	2.7	180.93	2.78
Total CIS	48.86	764.51	113.76	156.47	2.33	52.21	846.57	130.19	162.15	2.49
United Kingdom	13.17	265.45	39.5	201.56	3	17.65	367.99	56.59	208.49	3.21
Netherlands	3.14	88.08	13.11	280.51	4.17	2.93	75.42	11.6	257.41	3.96
Germany	8.1	206.01	30.65	254.33	3.78	8.98	235.11	36.15	261.82	4.03
Ireland	2.08	80.29	11.95	386.01	5.74	1.94	69.18	10.64	356.6	5.48
Poland	4.57	70.06	10.42	153.3	2.28	4.9	69.87	10.74	142.59	2.19
U.S.A	12.34	338.25	50.33	274.11	4.08	12.44	319.86	49.19	257.12	3.95
Canada	2.51	72.62	10.81	289.32	4.31	1.95	56.54	8.69	289.95	4.46
U.A.E	14.87	311.01	46.28	209.15	3.11	14.07	291.37	44.81	207.09	3.18
Iran	19.92	525.58	78.21	263.85	3.93	19.46	506.22	77.84	260.13	4
Saudi Arabia	2.77	67.61	10.06	244.08	3.63	2.56	60.44	9.29	236.09	3.63
Egypt (ARE)	2.77	29.43	4.38	106.25	1.58	2.15	21.18	3.26	98.51	1.51
Afghanistan	0.74	16.71	2.49	225.81	3.36	1.03	11.08	1.7	107.57	1.65
Bangladesh	5.93	61.63	9.17	103.93	1.55	7.12	61.38	9.44	86.21	1.33
China	4.78	88.56	13.18	185.27	2.76	4.18	80.93	12.45	193.61	2.98
Singapore	0.35	9.64	1.43	275.43	4.1	0.4	9.98	1.53	249.5	3.84
Sri Lanka	2.03	28.88	4.3	142.27	2.12	1.56	24.51	3.77	157.12	2.42
Kenya	0.69	10.81	1.61	156.67	2.33	2.14	19.37	2.98	90.51	1.39
Japan	2.86	118.11	17.57	412.97	6.15	2.94	126	19.38	428.57	6.59
Pakistan	9.59	95.09	14.15	99.16	1.48	16.91	168.86	25.97	99.86	1.54
Australia	2.61	106.01	15.77	406.17	6.04	3.04	104.66	16.09	344.28	5.29
Other countries	17.22	368.65	54.86	214.08	3.19	17.35	347.83	53.48	200.48	3.08
Total	181.9	3722.99	553.99	204.67	3.05	197.91	3874.35	595.78	195.76	3.01