

टी बोर्ड ★ भारत

(भारत सरकार के अधीन, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग)

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TEA BOARD ★ INDIA

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

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No. 9(37)/DTD/2014-15/25

Dated: 26th April, 2015

To

1. The All Tea Producers' Associations
2. All the Zonal /Regional Offices of Tea Board

Sub: Approval of Modalities and Guidelines of "Tea Development and Promotion Scheme" of Tea Board for Implementation during 12th Plan Period

Dear Sir,

This is to inform you that the Govt. of India vide circular no. T-17014/1/2013-Plant-A dated 23.04.2015 has approved "Tea Development and Promotion Scheme" of Tea Board for implementation during the 12th Plan Period i.e 2012-13 to 2016-17. The overall outlay of the scheme is Rs. 1425crores with the components as mentioned below:

	Sub-component	Outlay (Rs.crore)
1.Plantation Development	1.1Replantation Replacement planting Rejuvenation of old tea bushes 1.2New Planting 1.3Organic Tea 1.4Irrigation 1.5Field Mechanisation	400
2.Quality up-gradation and product Diversification	2.1 Factory Modernization by replacement of the old, worn out tea machineries- large scale modernization initiatives during XII plan period 2.2 Value addition by way of creating additional infrastructure for cleaning, Blending, colour sorting, packaging etc. 2.3 Setting up of new factories for production of green tea, orthodox tea and specialty teas etc. (product diversification) 2.4 Quality assurance certification for HACCP, certification for SO 22000 and other food safety standard certifications 2.5 Warehousing for proper storage of tea	350



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

चाय पियो मस्त जियो! Chai piyo mast jiyo!

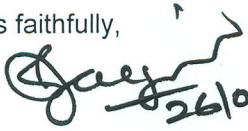
	2.6 Incentive for orthodox and green tea production	
3. Market Development and Export Promotion:	<p>3.1: Domestic promotion</p> <ul style="list-style-type: none">• Scheme for setting up Tea Boutiques in India for Domestic Promotion <p>3.2: Overseas promotion</p> <ul style="list-style-type: none">• Scheme for participation in International fairs and exhibitions with Tea Board• Scheme for promotional support to Tea Associations• Promotion Scheme for Packaged Teas of Indian Origin (Brand Support) <p>3.3: Project 5-5-5</p> <ul style="list-style-type: none">• Scheme for participation in International fairs and exhibitions with Tea Board• Scheme for promotional support to Tea Associations• Promotion Scheme for Packaged Teas of Indian Origin (Brand Support) <p>3.4: Trade-related activities</p> <p>3.5: Incentives to exporters/Associations</p> <ul style="list-style-type: none">• Scheme for assisting tea exporters towards meeting additional transport & handling charges being incurred for teas exported through ICD Amingaon• Promotion Scheme for Packaged Teas of Indian Origin (Brand Support) <p>3.6: Production of publicity material</p> <p>3.7: Legal and Consultancy</p>	200

4. Research and Development	4.1: Financial Assistance to TRA and UPASI-TRF 4.2: Research funding for projects to institutes other than TRA and UPASI 4.3: Financial assistance to universities for running specialized course on tea 4.4: Seminar, Conference and Workshops for dissemination of research output	150
5. Human Resource Development	5:1 Health 5:2 Education 5:3 Training 5:4 Funding the Plantation Welfare related projects of Tea Growing States	100
6. Small Growers Development	6:1 New Planting/Replanting/Rejuvenation 6:2 One Time Grant for common facilities to the SHGs 6:3 Setting up of Factories -micro/mini/Big factories 6:4 Training /study tours/tea conventions/workshops <u>Special Schemes:</u> a) special package for the small tea growers of Idukki district of kerala b) Pilot scheme for revival of Kangra tea in Himachal Pradesh c) Special package for non- traditional tea areas in the north eastern states under the small grower development scheme	200

7.National Programme for Tea Regulation (NPTR)	7.1 Strengthening of an IT enabled electronic platform for sale of tea and tea waste 7.2 To automate the licensing activities of Board for online issuances of licenses, submission of returns by the licensees and to ensure traceability of tea & tea waste in the supply chain. 7.3 To ensure mandatory checking/testing mechanism to meet national & international standards 7.4 Traceability of tea & tea waste in supply chain: 7.5 Ensure hygienic conditions for storing of tea and prevent marketing of sub-standard quality of tea and proper declaration and disposal of tea waste.	25
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The effective date for implementation of the Scheme activities is **01.04.2015**. The detailed components of the Scheme have been uploaded in the Board's Official Website i.e. www.teaboard.gov.in

Yours faithfully,



26/05/15

(S.Soundararajan)
Director of Tea Development