



Ref. No. DTD/Per/2021

Dated: 5th May, 2021

To

06

AlltheProducersAssociations

(ITA/DTA/TAI/NETA/BCP/ATPA/ITPA/UPASI/CISTA/TIPA/NBTPWA/ABLTMA/

BLFAssoc.etc.,)

1. All the Auction Organizers

Sub: Special tea plucking and manufacture and special auction in commemoration of the International Tea Day on 21st May, 2021-Reg.

Sir/Madam,

You must be aware that United Nations General Assembly has recently designated May 21 as "**International Tea Day**" (ITD) premised on the proposal put forth by Government of India in October 2015 at the FAO Intergovernmental Group (IGG) on tea.

This being the second year of official celebration of the most preferred beverage in the world, Tea Board has planned series of programs through various platforms for observing this special day. Since quality is the prime parameter which upholds the name of our country in the global market since ages, in line with last year a special tea plucking and manufacturing (**limited Edition**) activity followed by auctioning of the teas have been planned by Tea Board on 21st May, 2021 as detailed below:

1. The manufacturers in the country shall pluck green leaf of highest quality (two leaves and a bud) on 21st May, 2021.
2. The teas so plucked shall be manufactured by 22nd May, 2021 or as the case may be.
3. Both Estate and Bought Leaf factories can participate in this **limited-Edition** voluntary endeavor.
4. These teas shall be packed for offering in auctions, the maximum no. of packages in a lot should not exceed 5 and a manufacturing unit can offer maximum 5 Lots only for all category of teas (CTC and Orthodox)



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

6. A special auction of these teas will be organized in all the auction centers during June, 2021, the details of the special auction will be informed later as was done last year.
7. The gardens/ manufacturing units which are desirous of participating in this voluntary endeavor may kindly fill in the attached form and e- mail/submit the same to the respective auction centers by 19-05-2021.
8. The teas to be offered for special auction shall be marked as Special plucking-ITD 2021 both on the bag and the invoice for easy identification.

All the activities of plucking, manufacturing, packaging, etc. should be carried out in strict compliance with the social distancing norms laid down in the wake of Covid-19 pandemic.

In view of above, all estate manufacturing units and BLFs are earnestly requested to participate in this special endeavor and route their teas through special auction as part of celebrations of the International Tea Day.

Yours faithfully,



(S. Soundararajan)

Director of Tea Development

Copy to:

1. All Buyers Associations
2. All Auction Centres
3. All the officers at HQ, Kolkata
4. All the Zonal/Regional offices of the Board

(Director of Tea Development)



Registration for participating in the special auction of Teas plucked on 21-05-2021

(International Tea Day Celebration)

To be submitted by 19-05-2021

To

The Secretary,

Kolkata/ Guwahati/ Siliguri/ Coonoor/ Cochin/Coimbatore /Jorhat Auction Centres

Sl No	Details	To be filled in by the manufacturing unit
1	Name of the Company	
2	RC. No:	
3	Name Of the Factory and mark	
4	CTC/ORTHODOX/SPECIALITY Tea	
5	No of Lots to be offered(Maximum 5 lots per Factory)	
6	Grades to be offered	
7	Total Quantity in Kgs :	

Date :

Signature and seal of the Manager of manufacturing Unit / Factory