



टी बोर्ड भारत **Tea Board India**
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14, B.T.M Sarani (Brabourne Road) Kolkata 700 001
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Ref. No. 20(10)/2023/PROM/Part-I

Dated: 22.08.2024

Circular for Participation at the World Food India to be held from 19-22 September, 2024 at Pragati Maidan, New Delhi, along with Tea Board India

A. Background

The Ministry of Food Processing Industries (MoFPI) is organizing World Food India (WFI) 2024 from 19th to 22nd September, 2024, at Pragati Maidan, New Delhi, bringing together investors, manufacturers, producers, food processors, policy makers and organizations from the global food ecosystem. The event comprises Exhibitions, Conferences and Thematic knowledge sessions, Reverse BSM for B2B, B2G, and G2G meetings, Indian states and International pavilions, CEO Roundtables, and Food street, Start-up Awards etc.

WFI 2024 is envisaged to showcase India as the Food Basket of the World and to explore the investment and collaboration opportunities in food processing, technology & equipment, manufacturing, supply chain, logistics, cold chain, and food retail.

A Reverse Buyer Seller Meet (RBSM) is being organised during World Food India 2024 where Foreign Buyers from across the globe will be invited to have scheduled B-2-B and B-2-G meetings with Exhibitors and enhance multilateral trade in the food and beverage sector.

In the above backdrop, Tea Board India has decided to participate in WFI'24 through an impressive India Tea pavilion. Accordingly, interested stakeholders are requested to send in their applications for participation at World Food India 2024 along with Tea Board India latest by 31st August, 2024. (In case the requisite number of companies required for the joint participation in the event is not there so as to optimally use the space available with Tea Board, the Tea Board may extend the cut-off date.)

Like last year, this year too, a “Reverse Buyer-Seller Meet (RBSM)” is being organized during “World Food India 2024” where International Tea Buyers/stakeholders from across the globe will be invited to have scheduled B-2-B and B-2-G meetings with the Exhibitors and enhance multilateral trade in the tea sector and furthering of Indian tea export prospects

The RBSM will witness a seamless collaboration and will offer an array of advantages, including interactions with potential partners, exposure to new products and innovations, insightful discussions on industry trends, and the creation of valuable B2B connections.

General Guidelines

1. All the necessary statutory compliances, as applicable, under Central or State Government Laws, Rules and Regulation shall be obtained by the applicant before submission of application.
2. The applicant must be
 - a) Registered with Tea Board or, in the case of small tea growers, have QR Code embedded Identity Card except where Tea Board does not register such entities.
 - b) All individual applicants will have to submit the copy of Aadhar and Bank Account details.
 - c) All applications must be supported by non-refundable application fees

3. In the event of violation of the Tea Act 1953 or any fraudulent activity on part of the applicant, or any non-conformity to scheme guidelines, the applicant shall have to refund the financial assistance/ subsidy along with interest @ repo rate + 5% per annum, and in case of failure to do so, the same shall be recoverable by the Tea Board. Further, such entities shall also be ineligible for assistance under any scheme implemented by Tea Board till the time such recovery is completed and a further period of time not exceeding five years, as may be specified by Tea Board.
4. Applications of persons who resort to making offers, rewards, gifts or any material benefit or any coercion either directly or indirectly, to influence the sanction process shall summarily be rejected. Legal action will be initiated for recovery with applicable interest against applicants who obtain the benefit by wilfully furnishing wrong/incorrect information, misrepresentation and suppression of information.

Eligibility Criteria

1. Tea companies/applicants interested to participate along with Tea Board at the World Food India 2024 from 19th to 22nd September, 2024 at Pragati Maidan, New Delhi, must be registered with Tea Board.
2. Applicants shall submit an undertaking that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.

Conditions

1. Only Indian tea must be showcased, sampled, displayed at the events. Indian teas not having the major component as *Camellia sinensis*, as well as other origin teas apart from India should not be displayed, sampled/sold/ /promoted under any circumstances. For participating in Domestic Fairs & Exhibitions with Tea Board, each applicant is to be provided a minimum exclusive space as far as practicable. Allocation of particular stalls (i.e. location, position etc. of the individual stall allocated to the particular applicant) will be done through drawing of lots. No requests from any interested applicants requesting for a particular space/position/location within the Tea Board pavilion will be entertained under any circumstances.

2. Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the exhibition. All the requirements essential for putting up a good show at the Tea Board pavilion e.g. hiring of experienced personnel for conducting the tea tasting and tea sampling activities, travel, accommodation, sampling equipment, logistics, smart liveries for the staff, display materials, accessories, extra furnishing and other incidental charges will have to be arranged for and borne by the company/applicant. Further, it must be ensured that all the representatives of the participating tea companies must strictly be attired in formals for the entire duration of the event till its completion.
3. Representatives from the exhibiting companies shall preferably be of senior management level. Leaving the stalls empty before the completion of the event would be viewed seriously and might lead to non-acceptance of participation in the next event by Tea Board.
4. Only one application will be entertained for group companies where the entire group will be considered as one applicant.
5. Advance participation charges and Application Fee will be forfeited if the applicant who has confirmed participation pulls out of participation before one month of the commencement of the event.
6. In the event of a greater number of applicants applying than the available space in a particular event/fair/exhibition, preference will be given to the following categories in descending order of importance:
 - i. Companies/Applicants dealing in value added/organic teas/specialty tea
 - ii. MSMEs
 - iii. Small tea growers/ Start Ups
 - iv. Large Companies
7. In case of a greater number of participants within a particular category, the selection of applicant for that particular category would be done through drawing of lots. STGs will be exempted from any charge for the stall except payment of Rs. 1000/-+ GST as participation fee for each applicant. For SC and ST small grower participants, there will be no participation charges.

8. Tea Board will provide basic furnished stall space only. All other requirements e.g. accommodation, sampling equipment, logistics, extra furniture, furnishing etc and other incidental charges will have to be arranged by and borne by the company.
9. A self-declaration that the company has not and will not avail benefit for a particular event from any other scheme of the Government or from any other Government/Semi-government organization.
10. CA certified annual turnover certificate for the last three financial years for companies
11. The applications received will be scrutinized and intimation would be conveyed regarding the applicant companies' participation at the earliest. The approval for participation would be intimated upon completion of the scrutiny of applications, subject to availability of funds.
12. A report and feedback about the event, awareness generated, orders received etc to be submitted within 4 weeks from the date of completion of the event.

Procedure of Application

- 1 Tea Companies/applicants interested in participation will have to apply to Tea Board informing their interest in participation as per at Annexure-1.
- 2 Application for participation in exhibition with Tea Board will be considered only on receipt of all the requisite documents and the participation fees as per the guidelines
- 3 The cut-off date for receiving applications along with application and participation fees for World Food India 2024 is 31.08.2024 end of day.

APPLICATION and PARTICIPATION FEES

- 1) A sum of Rs 5,000/- + GST is to be submitted as application fees. Small tea growers with valid smart cards to make payments of Rs 1000 /- + GST. SC and ST Small tea growers are exempt.

The application fees must be remitted to the following bank account:

Account Name: Tea Board Tea Fund Collection

Bank: STATE BANK OF INDIA

Branch: N.S Road, Kolkata, Branch Code: 0144

Account no: 11107799307

IFSC: SBIN0000144

- 2) An advance of Rs. 50,000/- (Rupees fifty thousand only) on account of participation fee to be submitted at the time of application.

The fees must be remitted to the following bank account:

Account Name: Tea Board Market Promotion Scheme

A/C No: 00260200000807

IFSC: BARB0BRABOU (the 5th letter is 'zero')

Bank of Baroda, Brabourne Road

- 3) In case any selected participant withdraws before one month of the date of the commencement of the event, then his application and participation fees will be forfeited.

MANDATORY DOCUMENTS TO BE SUBMITTED

1. Copy of valid registration issued by Tea Board India
2. In case of Small Tea Growers, Copy of STG Smart Card has to be submitted
3. Copy of caste certificate of the STGs belonging to SC/ST category, in addition to STG Smart Card, for claiming exemption of fees

4. In case of Start-ups, Copy of Start-Up India Certificate of Registration issued by DPIIT, Government of India
5. In case of companies dealing in Organic teas, Copy of NPOP certificate issued by any certification body accredited by APEDA
6. Details of the transaction showing remittance of the Application Fees and Participation Fees, as applicable (Amount transferred, Date and UTR no. of transaction to be mentioned)

Scale of Assistance

- 1) 60% of the total cost of the furnished stall.
- 2) In case of Start- ups 80 % of the total cost for their furnished stall.
- 3) The excess money, if any, on both the sides will be adjusted (refunded/recouped) upon final calculation consequent to completion of the event.
- 4) Tea Board will provide basic furnished stall space only. All other requirements e.g. accommodation, sampling equipment, logistics, extra furniture, furnishing etc and other incidental charges will have to be arranged by and borne by the participant

Signed and stamped copy of the Circular

All applicants are requested to sign and stamp each page of this Circular signifying their acceptance of the terms and conditions and submit it to Tea Board.

All the communications including submission of applications may be submitted at the following coordinates:

Publicity Officer,
TEA BOARD INDIA
14, B.T.M. Sarani (Brabourne Road)
Kolkata 700 001 Phone No. +91 33 2235 1331 Ext. 271 (Hard copies)
dipannita.teaboard@gmail.com, dpmajumdar.tbi@nic.in (Soft copies)

Sd/-
(Dr. Rishikesh Rai)
Secretary

Annexure-I

Application for participation at the World Food India 2024 to be held from 19-22 September, 2024 at Pragati Maidan, New Delhi along with Tea Board India

| Sl. No. | Subject | Particulars | | |
|---------|--|-------------|--------|--------|
| 1 | Name of the firm/company/applicant/organization | | | |
| 2 | Complete Communication coordinates (E-mail, Telephone no, Mobile No, Address of Registered Office) | | | |
| 3 | Name and designation of the official (s) attending the fair/exhibition | | | |
| 4 | Name of the Group company/applicant, if any | | | |
| 5 | Name and number of the documents showing registration with Tea Board | | | |
| 6 | Annual Turnover of the Company during the last 3 financial years | Year 1 | Year 2 | Year 3 |
| 7(i) | Average exports (volume, value in INR & USD, Unit value realisation) during the last 3 financial years | | | |
| 7(ii) | Average domestic annual turnover with indications of average percentage of business in the value-added segment during the last 3 financial years | | | |

Annexure-2

Declaration format

I/We hereby solemnly undertake/declare that the particulars stated above are true and correct to the best of my/our knowledge and belief.

Any information, if found to be incorrect, wrong or misleading, will render us liable to rejection of our participation in the forthcoming events with Tea Board, without prejudice to any other action that may be taken against us in this behalf.

If as a result of scrutiny any excess payment is found to have been made to me/us, the same may be adjusted against any of the subsequent claims to be made by my/our firm, or in the event no subsequent claims are in the pipeline, the amount over paid will be refunded by me/us to the extent of the excess amount paid.

Signature_____

Name (Block Letters)_____

Designation_____

Name of Applicant/Firm_____

Office Seal_____

Place:

Date: