



टी बोर्ड भारत
TEA BOARD INDIA

Press note: Announcement of the Tea Development & Promotion Scheme 2023-24 to 2025-26

Kolkata,

03-10-2024

Tea Board under the aegis of Department of Commerce, Ministry of Commerce & Industry, Government of India, is pleased to announce the **Tea Development & Promotion Scheme on 03-10-2024** with an overall budget of Rs 664.09 Crores. The duration of the scheme is from 2023-24 to 2025-26 (31st March, 2026). The scheme has seven major components. Tea Board will facilitate the stakeholders of the tea industry, who play a pivotal role in production, manufacturing, promotion and marketing, research etc., of tea to avail assistances and support under the components of the scheme viz - Plantation Development & Quality Up-gradation, Tea Promotion and Market Support, Technological Intervention, Research and Development and Welfare and Capacity Building measures. Through these scheme components it is envisaged that right from the field to cup, every aspect of the tea industry would be touched upon and lead to holistic development.

The major areas of the Indian tea industry ecosystem which will be incentivised under this scheme and the stakeholders of the tea industry to be benefitted are as given below-

SI No.	Sub-components/Activities	Stakeholders involved
1.	Support for Replantation	Big tea gardens (area more than 10.12 ha) registered with Tea Board India
2.	Assistance for Raising Nursery with Recommended Quality Cultivars	Any individual entrepreneur/ STG / Start -ups / SHGs / FPOs / FPCs
3.	Federating the Small Tea Growers –Assistance to SHGs and FPOs/ FPCs	SHGs / FPOs/ FPCs
4.	Setting Up of New Mini Tea Unit by SHGs / FPOs/ FPCs for Production of Orthodox, Green and Specialty Teas	FPOs/ FPCs
5.	Annual Awards for SHGs / FPOs – 1st, 2nd, 3rd Categories of Awards In 4 Regions Per Year	SHGs / FPOs
6.	Soil Testing for Individual Small Tea Growers /SHG / FPO	STGs/SHGs/FPOs
7.	Organic Certification and Conversion	STGs
8.	Farm Field School	
9.	Encouraging Adherence to Proper Pruning Cycle and Standard Plucking Rounds and Consistent Supply of Quality Green Leaf	SHGs/FPOs/FPCs
10.	Ensuring Quality Checks, Drawing and Testing of Tea Samples	Samples to be collected from manufacturing units /warehouse/open market

11.	Support to Tea Research Institutes for upgradation of Tea Testing Laboratory	Tea research institutes (Government/Autonomous body/Private/ Society registered) having established tea testing laboratories
12.	Increasing Consumer Awareness on Quality of Tea	Registered Tea Associations / Group of Indian Tea companies registered with Tea Board
13.	International Brand Promotion, generic promotion, campaigns, PR and networking activities, multimedia and social media promotion, delegations, sponsorships, events etc. with promotional tools, aids, materials etc. for Identified and New Geographies and markets etc. (Smart Promotion)	Registered Tea Associations / Group of Tea companies/group of Exporters registered with Tea Board
14	Support to Indian Origin Tea cafes for diversifying to International Markets	Indian origin tea cafés incorporated in India , Indian start ups
15	Participation in International fairs and exhibitions with Tea Board	Indian tea exporters registered with Tea Board
16.	Outbound delegation and Buyer seller Meet (organized by Tea Board)	Indian tea exporters registered with Tea Board
17.	Inbound delegation and reverse buyer seller meet (organized by Tea Board)	Indian tea stakeholders with relevant valid registrations with Tea Board
18.	Market Research, Surveys, International Tea Organizations, Market Intelligence etc.	Registered Tea Association, Tea companies/ Tea exporters registered with Tea Board
19.	Incentive towards export of tea through ICD Amingaon	Indian Tea exporters with valid registrations, Small tea growers/FPO/FPC/Company having Estate Factory/ BLF/ Co-operative factory/Mini Tea Factory who have obtained Exporter License from Tea Board
20	Intellectual Property Right and Logo Protection & Promotion	By Tea Board for the Indian tea industry
21	Participation in domestic events, trade fairs and exhibitions etc	Indian tea companies with valid relevant registrations with Tea Board
22	Domestic promotion for Orthodox Tea	Registered Tea Associations/group of different Indian tea companies registered with Tea Board
23	Domestic branding activities, marketing, generic promotion, PR activities, promotional materials, social media and multi-media promotions etc	Registered Tea Associations/ group of different Indian tea companies registered with Tea Board
24	Support for brand promotion to Start Ups	Indian tea Companies registered with Start Up India

25	Setting up of value addition units (blending and packaging units)	Entrepreneurs
26	Technological Intervention	For upgrading efficiency and productivity of Tea Board and stakeholders.
27	Product Development and Diversification (Research on Blends for International Market), Maximum Residue Limits (MRL), Pest and Disease Management etc.	R&D institutions (Government/Autonomous body/ private, industry supported/ registered societies/ Laboratories)
28	Support to Tea Research Institutes: TRA, UPASI, DTRDC and QCL	TRA, UPASI, DTRDC and QCL
29	Capacity Building - Scientific Seminars and Workshops and capacity building/training of Board officers	Training Institutes
30	Capacity Building- Workshop, Seminars & Institutional Training, GAP, GMP, Health Awareness Camps for Workers etc.	Training to small tea growers, SHGs, FPOs / FPCs through Board's officials and training institutes
31.	Educational Support to The Wards of The Big Tea Garden Workers and STGs (Up to 1 Ha)	Wards of Tea Garden workers/ STGs
32	Books And Uniform Grants- Wards of Workers of Closed Tea Estates and Big Tea Gardens affected by natural calamities	Wards of Workers of Closed Tea Estates and Big Tea Gardens affected by natural calamities
33	Award for meritorious students of STGs (Up to 1 Ha) and Big Tea Garden Workers for Class X And XII	Wards of STGs & Big Tea Garden Workers
34	Assistance for Disabled and Critically Ill Dependents of Workers (Kidney, Heart, Liver Diseases and Cancer) in Closed Tea Gardens	Dependents of Workers of closed tea gardens registered with Tea Board

Strengthening the tea industry through this holistic approach is expected to boost per capita consumption of tea domestically and contribute to better price realization and increasing India's share in tea export markets as a step towards making the industry sustainable.

The modalities and guidelines for implementation and other details of the scheme as approved by the Ministry is available in Board's website www.teaboard.gov.in. All the services for implementation of the various sub-components of the scheme will be through online mode at "Service Plus" Portal <https://serviceonline.gov.in> and all payments will be made electronically as per the procedure prescribed by Government of India. Interested stakeholders may like to apply online from 15-10-2024. The tentative cut-off dates in respect to each activity will be placed separately in Board's website.

N.B- Abbreviations used-

DTRDC- Darjeeling Tea Research Development Centre,
Exporters- Exporters holding valid exporters' license of Tea Board,
FPC- Tea Farmer Producer Company, **FPO-** Tea Farmer Producer Organisation,
GAP- Good Agricultural Practices, **GMP-** Good Manufacturing Practices,
ICD- Inland Container Depot, **IPR-** Intellectual Property Rights
PPP- Public Private Partnership, **QCL-** Quality Control Laboratory, **STG-** Small Tea Grower,
TMCO- Tea Marketing Control Order,
TRA- Tea Research Association, **UPASI-** United Planters' Association of South India