

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:6810
ANSWERED ON:09.05.2003
TARGET FOR EXPORT OF TEA
CHINMAYANAND

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether any target was set by the Government in regard to export of tea during the Ninth Five Year Plan;
- (b) if so, the details thereof;
- (c) the extent to which the target has been achieved;
- (d) the reasons behind not reaching to the goal;
- (e) the target set for export of tea during the Tenth Five Year Plan; and
- (f) the strategy proposed for achieving the target?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI CH. VIDYA SAGAR RAO)

(a) to (c) : The targets set for export of tea and the achievements during the 9th Five Year Plan are given below

(figures in Million Kgs)

Year	Export Target for tea	Achievements
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1997-98	180	211
1998-99	200	206
1999-00	220	192
2000-01	225	204
2001-02	205	190

(d) : The major factors responsible for the decline in exports of tea are lower off take by Russia, stiff competition from other tea producing countries like Sri Lanka, China, Indonesia, Vietnam & Kenya, tariff & non-tariff measures imposed by some important tea importing countries like Russia, Egypt and Iran and higher price of Indian tea due to high cost of production.

(e) : The targets set for export of tea during the first two years of the Tenth Five Year Plan are given below :

(figures in Million Kgs)

Year	Export Target
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2002-03	200
2003-04	200

(f) : Major steps taken by the Government to increase exports of tea include:-

- Tea Board is implementing a medium term export strategy on tea prepared in consultation with M/s Accenture. As part of the Medium Term Export Strategy, a communication campaign to promote Indian tea and the logo developed by Tea Board was launched in Russia in October, 2002.

- Financial assistance are provided to the exporters of tea for meeting part of cost of handling, packaging, transport/freight charges.

- Tea Board is implementing a quality upgradation programme for improving quality of tea manufactured by small growers in the country.

- A Factory Upgradation Scheme has been implemented to encourage production of orthodox and non-reconditioned Cut-Tear-Curl (CTC) teas to cater to the international demand.

- Promotional support is given to Indian exporters in their promotion and marketing of Indian brands.

- Participation in international fairs and specialized exhibitions, field samplings at specialty stores and markets, Buyer Seller Meets and exchange of tea delegations between India and tea importing countries are some of the other activities undertaken by the Tea Board to boost the export of tea.