

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

UNSTARRED QUESTION NO:1385
ANSWERED ON:03.03.2000
EXPORT OF TEA TO RUSSIA
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether due to decline in the Rouble's value, the export of Indian tea to Russia has considerably suffered;
- (b) if so, the percentage of decline in the export of Indian tea to Russia during 1999 as a consequence thereof and the anticipated decline in exports during the current year; and
- (c) the strategy formulated by the Government to step up the exports of Indian tea to Russia and to explore other markets ?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI MURASOLI MARAN)

- (a) No, Sir. Export of tea to Russia during April-November 1999 was 55.95 mn.kgs as compared to 48.66 mn.kgs during the corresponding period of previous year thereby registering an increase of 7.29 mn.kgs.
- (b) Does not arise.
- (c) Government/Tea Board have adopted a multi pronged strategy to promote export of tea to Russia which include the following:-
 - (i) Tea Board signed an agreement with the Russian Tea & Coffee Association in December, 1998 according to which Russia will import Indian tea at an approximate annual volume of 1 lakhs tonne for a period of six years from 1999 to 2005.
 - (ii) Tea Board is interacting with the Russian importers on a regular basis to expeditiously lift teas from India under the Debt Repayment Route under the above agreement.
 - (ii) Consignment exports to Russia against the Debt Repayment Route have been allowed to give a push to exports.
 - (iii) Steps are being taken to increase export of tea in value added form viz. packet tea, tea bags and instant tea in place of bulk tea.
 - (iv) A delegation led by Chairman, Tea Board, visited Russia and Ukraine in July '99 with the objective of promoting tea trade.
 - (v) An Indian Tea Conference was organised by the Tea Board at Sochi on 16th and 17th July, 1999. In addition to the above, Government and the Tea Board have been analysing country-wise exports of tea giving special attention to areas offering potential. Tea Board also acts to remove bottlenecks in exports to individual markets whenever these are noticed. Certain other steps taken to increase exports of tea include :-
 - i) participation in major trade fairs/exhibitions abroad ;
 - ii) field sampling at speciality stores and in principal markets.
 - iii) media campaign to increase consumer awareness of the speciality of Indian teas and to popularise the Tea Board marketing symbol which stands for pure Indian tea.
 - iv) exchange of tea delegations between India and tea importing countries.