

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

UNSTARRED QUESTION NO:602
ANSWERED ON:24.02.2009
PROMOTION OF TEA
Kharventhan Shri Salarapatty Kuppusamy

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

- (a) whether the Government has any proposal to set up Tea Park, Centre of Excellence in Tea and a Tea Museum for the promotion of tea in the country;
- (b) if so, the details alongwith the locations identified for setting up of the same;
- (c) the time by which they are likely to be set up; and
- (d) the steps taken by the Government to promote production and export of tea?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY(SHRI JAIRAM RAMESH)

(a): Yes, Sir.

(b): The Center of Excellence and Tea Museum will be established at Kurseong and Darjeeling respectively and the Tea Park is being set up at Siliguri.

Under the Scheme, the existing research institute of Tea Board 'the Darjeeling Tea Research & Development Centre (DTR & DC), Kurseong will be upgraded, with adequate infrastructure and scientific manpower to undertake research work in the frontier areas of tea science. The Center of Excellence will serve as a stop point for getting information relating to all aspects of tea production, marketing & IPR issues etc.

The Tea Museum will be set up to showcase the development of the tea industry in India over the last two centuries.

The Tea Park will be the central place for meeting all service requirement of the tea industry including warehousing, packaging, blending of teas etc.

(c): The aforementioned three units will be set up during the course of ongoing XI Plan period.

(d): The steps taken by the Government to boost production and export of tea are given below:

Production of Tea

- i. New planting by the Small Growers
- ii. Replanting, Rejuvenation pruning, infilling and consolidation of existing tea areas,
- iii. Creation of irrigation and drainage facilities in the tea gardens,
- iv. Organising Self Help Groups of small growers
- v. Setting up of new factories, modernization of existing factories, creation of new facilities for product diversification, ISO/HACCP Certification and Quality Awareness Programme.
- vi. R & D support to tea gardens,
- vii. Training of Tea Plantation Workers, Managers
- viii. Welfare measures covering health, sanitation, drinking water, medical care, education of wards of workers etc.
- ix. It is also proposed to set up three quality testing laboratories in order to facilitate the exporters to ensure the export of tea consignments conforming to the quality standards.

Export of Tea

The Board undertakes promotional activities in the foreign markets and also lends support to Indian tea exporters in their marketing efforts. Such activities are carried by Board through its overseas offices at London, Moscow and Dubai which undertake the following activities:

- (i) Participation in international and/or specialized fairs and exhibitions.
- (ii) Field sampling at specialty stores and/or principal markets.
- (iii) Media publicity.
- (iv) Buyer Seller Meets.
- (v) P.R. activities to establish closer link between importers and exporters.
- (vi) Exchange of tea delegations between India and Tea importing countries.

Transport subsidy is being provided to tea exporters towards meeting the additional transport and handling charges incurred for teas exported through I.C.D., Amingaon in Assam to increase the overall export of tea from India.