

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

UNSTARRED QUESTION NO:2945

ANSWERED ON:12.12.2011

DECLINE IN TEA EXPORTS

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

- (a) whether there has been a considerable decline in the export of tea during the January-July period this year;
- (b) if so, the reasons therefor alongwith the details of the total tea exports from India during the last three years and the current year, year-wise and Country-wise;
- (c) whether the tea industry in India is facing stiff competition from certain tea producing countries with regard to export
- (d) if so, the details thereof and the reasons therefor; and
- (e) the steps taken/being taken by Government to help the tea industry and to further boost the tea export?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA M. SCINDIA)

(a) and (b) : Yes, Madam. The export of tea from January to July 2011 was 89.82 Million kgs as against 107.30 Million kgs during the corresponding period of 2010. The decline in exports is mainly due to political disturbances in Afghanistan, Egypt and a few other Middle East countries. However, the final quantum of exports would emerge after completion of the current calendar year. A Statement showing the details of the total tea exports from India during the last three calendar years and the current year, year-wise and Country-wise is at Annexure-I.

(c) and (d) : Yes, Madam. The situation in India is totally different from that of major tea exporting countries like Sri Lanka and Kenya. Being the world's largest tea consuming country and domestic demand accounting for 80% of the production, the exportable surplus is not adequate for competing in the global market. In Sri Lanka and Kenya the domestic demand is less than 3-5% and 95-97% of their tea is exported.

(e) : Under the 11th Plan schemes, Government is promoting export of Tea through Tea Board by supporting its promotional campaigns, Buyer Seller Meets, Tea Tasting Sessions, Trade Fairs, International Conventions and incentive to exporters. A 5-5-5 approach to promote Brand India tea in 5 international markets over the next 5 years with five activities for each market to boost up demand for Indian tea to increase exports has been initiated.