

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

UNSTARRED QUESTION NO:3984
ANSWERED ON:30.04.2012
EXPORT OF TEA
Jindal Shri Naveen

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

- (a) the details of production, consumption and export of tea during each of the last three years, State-wise;
- (b) whether India is the largest consumer, second largest producer but only the fourth largest exporter of tea in the world;
- (c) if so, the details thereof alongwith India's share in the global tea trade during the said period;
- (d) the steps taken by the Government to increase country's share in global tea trade;
- (e) whether the Government has received any representations from various States/Tea producers Associations to accord National Drinks status to tea; and
- (f) if so, reaction of the Government thereto and the steps taken in this regard?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI ANAND SHARMA)

(a): Details of estimated tea production during last three calendar year, state-wise is as under:

(Quantity in million kg)

States	2011	2010	2009
Assam	508.74	480.29	500.00
West Bengal	226.36	229.78	221.57
Tamil Nadu	167.23	170.72	169.36
Kerala	68.35	66.75	68.96
Karnataka	5.31	5.90	5.81
Others	12.34	12.96	13.30
ALL INDIA	988.33	966.40	979.00

State-wise details of export and consumption of tea are not available/maintained. However, total export and consumption of Tea during last three calendar years is as under:-

Year	Export (in M.Kgs)	Consumption (in Rs. Crores)	(in million Kgs.)
2009	197.90	2785.85	819
2010	222.02	3058.31	837
2011(E)	192.87	2842.07	856

(E) Estimated & subject to revision

(b) : As per the latest statistics available, India is the second largest consumer and second largest producer, but is the fourth largest exporter in the world.

(c): The details are as under:

Comparative evaluation of Indian tea vis-à-vis World during 2009, 2010 and 2011

Year Quantity in World India % Share
Million Kgs.

2009 Production 3944 979 25
Export 1605 198 12
Consumption 3808 819 22

2010 Production 4163 966 23
Export 1742 222 13
Consumption 3965 837 21

2011 Production 4217 988 23
Export 1718 193 11
Consumption 4038 856 21

(d): The Government through Tea Board has been taking various initiatives to augment the export of tea which include conducting promotional programmes in the foreign markets; rendering support to exporters in their marketing endeavour; field sampling at specialty stores in prominent markets; media publicity aimed at building favorable image of Indian tea; Buyer Seller Meets to establish closer link between exporters and importers; and public relation activities to influence public attitude and acceptance toward Indian tea in the importing countries etc.

(e) & (f): : Yes, Madam. A joint forum of Assam Tea Planters Association (ATPA), North East Tea Association (NETA) and Bharat Chai Parishad (BCA) had put forward an appeal in the past to declare tea as a National Drink of India. However, no formal proposal has been received by the Government from Tea Board of India.