

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

UNSTARRED QUESTION NO:2201

ANSWERED ON:11.03.2013

EXPORT OF TEA H

Rajaram Shri Wakchaure Bhausahab;Tomar Shri Narendra Singh

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

- (a) the present position of India in the world tea trade;
- (b) the total quantity of tea including Darjeeling tea produced, consumed and exported from the country and the foreign exchange earned therefrom during each of the last three years and the current year, value-wise and country-wise;
- (c) whether there have been reports of the private companies misusing the trademark of Darjeeling tea to promote their business;
- (d) if so, the details thereof and the action taken by the Government and the Tea Board in this regard; and
- (e) the specific efforts being made by the Government and Tea Board to promote the export of tea from the country?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (DR. D. PURANDESWARI)

- (a): India is in the 4th position in the world tea market.
- (b): The required particulars are furnished in the table below:

Year	Production of tea million kgs		Exports			
	All India	Consumption	Quantity		Value	
(including Darjeeling)	Darjeeling	Million kg	in Rs	Crs in M	US\$	
2009-10	991.18	8.96	838.00	213.43	3038.69	637.80
2010-11	966.73	8.68	856.00	213.79	2995.79	657.81
2011-12	1095.46	9.02	883.00	214.35	3304.82	690.14
2012-13	1037.43	8.40	-	156.38	3062.69	561.89

(Apr-Dec)
(P)
P= provisional subject to revision

Particulars of exports value-wise and country-wise are furnished in annexure-1

(c) to (d): The Government has no such information. However, an agency (M/s Thomson and Reuters) has been appointed to monitor and alert the Tea Board regarding any attempt made by any company to register the Darjeeling word mark and logo mark in any country.

(e): For sustained export to earn higher value realization, a focused effort has been made to promote Indian Teas in targeted highly potential markets viz. U.S.A., Russia, Kazakhstan, Iran and Egypt. It has been programmed for extensive & intensive promotional activities over five years through dedicated funding.

In order to facilitate export of quality teas in world class packaging, work toward establishment of the Tea Parks comprising a common infrastructure facilities for processing, blending, packaging, warehousing & testing has been initiated at Siliguri, Kochi and Kolkata.