

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

UNSTARRED QUESTION NO:91

ANSWERED ON:05.08.2013

TEA EXPORTS

Dhruvanarayana Shri R. ;Reddy Shri Magunta Srinivasulu;Siricilla Shri Rajaiah;Sivasami Shri C.

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

- (a) whether the United States of America is emerging as major export market for black tea and if so, the details thereof;
- (b) whether the Government proposes to focus on five countries for export of Indian black tea and if so, the details thereof;
- (c) whether the Government is taking effective steps for strict quality check to ensure export tag for Indian tea and if so, the details thereof and the present status thereon;
- (d) whether the Government is stimulating demand for Indian tea by promoting tea consumption through generic promotional campaigns; and
- (e) if so, the details thereof and the steps taken/being taken by the Government in this regard?

Answer

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

- (a): Yes, Madam. USA is emerging as major market for black tea and now it is the 3rd largest importer of tea . The present market size of USA is about 126 m kgs of which 84.4 % is black tea. .
- (b): Yes Madam. Five countries viz. U.S.A., Russia, Kazakhstan, Iran and Egypt have been chosen for extensive & intensive promotional intervention through five specific activities over five years. These five countries account for 42% of the total tea exported from India.
- (c): Yes Madam. A new online system has been introduced with effect from 1st June 2013 to enforce strict quality check of teas exported as well as teas imported for re-export For this purpose, two Advisory tea councils have been set up one each for South and North India to monitor and take appropriate corrective action against the concerned exporters whose teas have failed the quality checks.
- (d) & (e): Stimulating demand for Indian Tea is one of the important functions of the Tea Board. Besides participating in fairs and exhibitions it is focusing on arranging buyer seller meets, and trade delegation also for promotion of tea both in the international and domestic market. Fresh steps have been initiated during the current financial year for a special promotional campaign in rural areas aimed at increasing consumption.