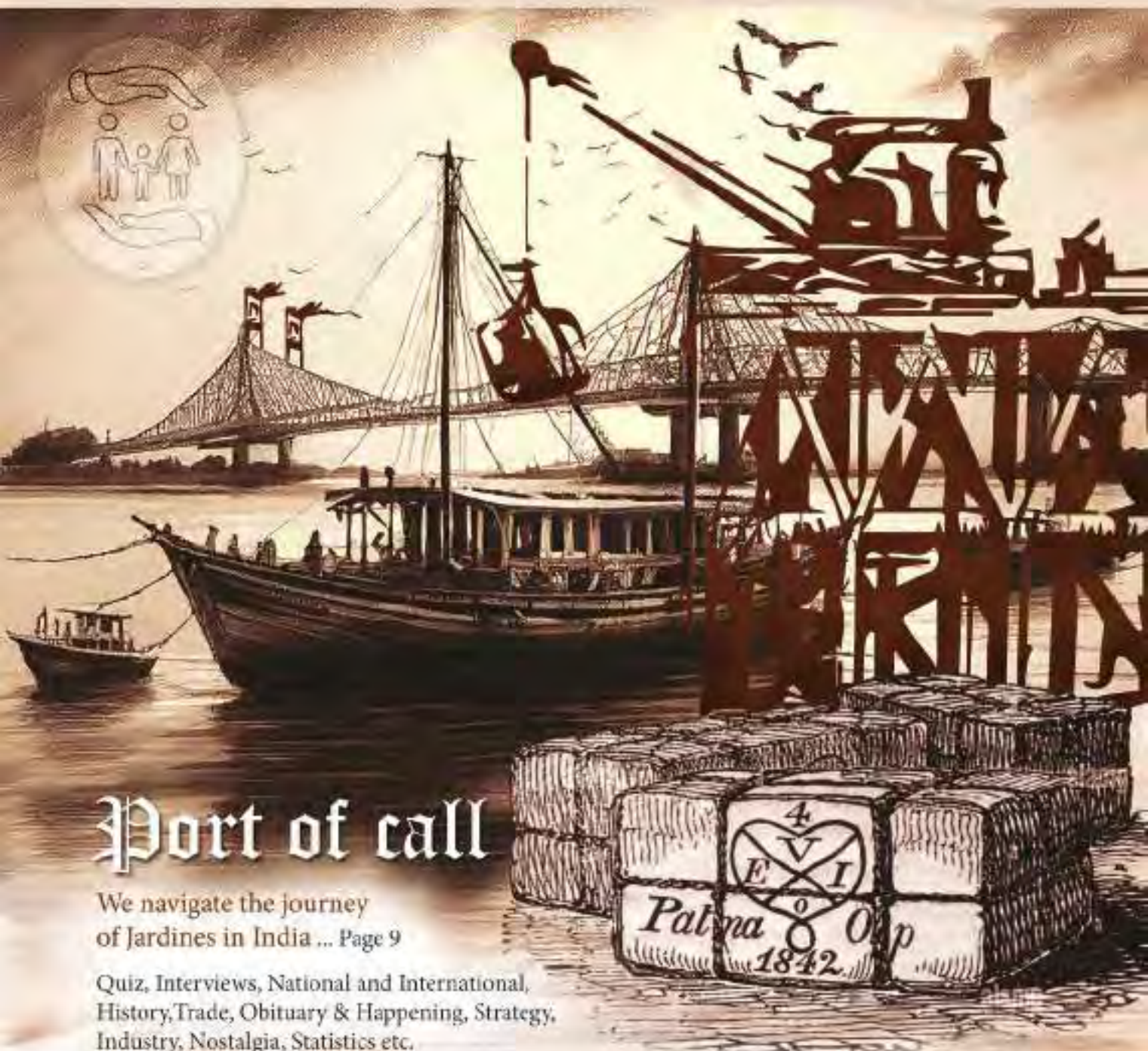


CONTEMPORARY

TEA TIME

VOL. XXXIII NO. IV • OCTOBER - DECEMBER 2023 • R5. 80 • US\$ 7

TEA JOURNAL WITH THE LARGEST READERSHIP 34th YEAR OF PUBLICATION



Port of call

We navigate the journey
of Jardines in India ... Page 9

Quiz, Interviews, National and International,
History, Trade, Obituary & Happening, Strategy,
Industry, Nostalgia, Statistics etc.



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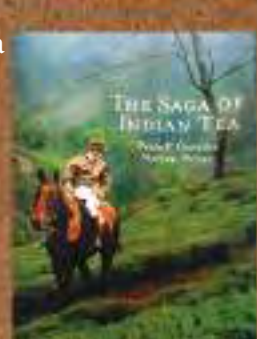
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PUBLISHER'S NOTE

“The reason why it is so difficult for existing firms to capitalize on disruptive innovations is that their processes and their business model that make them good at the existing business actually make them bad at competing for the disruption.” — Clayton Christensen, American economist best known for coining the term disruptive innovation.

The tea industry is looking at an uncertain future, brought about by surplus supplies and stagnant consumption. As in all commodities, supply and demand establish price.

It is time, some thinkers in the industry opine, for a roadmap and a development strategy be created.

This debate is not to find answers but to create a strategic plan for welfare. The idea is to answer the following questions first.

Which body/association/think tank could develop the strategic planning process for the tea industry? What could be the resolution for the short term and long term issues?



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TEA TIME

QUESTIONS

1. What are the herbal teas associated with beauty, virility and longevity during the time of ancient China?
2. Which town was reminiscently called 'Little England' in Sri Lanka during the British Planter era?
3. The Great Atlantic and Pacific Tea Company which marketed 'Eight O'Clock Coffee' has been taken over by which Indian firm?
4. Bara Ringtong was a tea estate in Darjeeling, where the manager changed its name in memory of his daughter who had died and was said to haunt the estate. What is the name of this tea estate?
5. What is the meaning of the name 'Lapsang Souchong'?
6. 'Rang Ghar' was a rather poetic name given to which room on a tea plantation?
7. During the cold weather from the higher elevation of India's Blue Mountains: The Nilgiris, a particular tea is produced. Name this tea.
8. Which tea estate started in the late 1890s, was a Scottish Missionary Plantation?
9. In what way are thrips and shot hole borers subversive to tea?
10. This is an American tea concoction described as a hot drink made with milk, water and sugar together with a dash of tea and named after a white linen. Name this drink.



QUIZ



- ANSWERS**
1. Rose tea (Mei Hui Gua Cha), Ginseng Tea and Astragalus (Huang Qi) Tea.
 2. Nuwara Eliya.
 3. Tata Global Beverage.
 4. Margaret's Hope.
 5. Neither "lapsang" or "souchong" has a meaning. This is because the name "Lapsang Souchong" is a direct transliteration of the original pronunciation in Chinese: Zheng Shan Xiao Zhong (正山小种), which can mean 'small sort pine wood, referencing the size of leaves and pine wood over which it is smoked.
 6. The fermentation room where there is a subtle change of colour from green to a coppery hue.
 7. Frost Tea.
 8. Mission Hill Tea Estate in Darjeeling.
 9. They are tea pests.
 10. Cambric Tea.



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In Conversation with Tea Time

Jardines Henderson Ltd. was established in August 1946 by the merging of two business houses. Jardine Skinner, a partnership firm, and George Henderson Ltd. Co.

Jardine Skinner belonged to Jardine Matheson of the UK and had trading centres in Hong Kong. Shares of Jardine Henderson at the time were held by Mr. G. L. Mehta. Jardine Henderson. was the managing agency of many sterling and indian companies. There were six jute mills and twenty three tea estates along with coal mining and paper packaging.

In the year 1970 the Managing Agency system was abolished by the Indian Government with



Mr. S. G. Mehta

Rydak Syndicate Ltd

independent management running their own Board of Directors. Later, under FERA all foreign companies were asked to form Indian Company allowing them 74 percent of holding and balance was to be issued to the Indian Public.

With the changing scenario Jardine Hendersons Ltd was left with only eight Tea estates under its control.

Jardine Hendersons had also big interest in coal mining but this industry was nationalised by the Indian Government.

Jardine Hendersons was a pioneer in the pest control

business as well. This business was being expanded and diversified.





The tea industry in India is a vibrant and dynamic sector, deeply rooted in the country's heritage. It holds significant importance, both culturally and economically. Interestingly, India is one of the largest tea-producing countries globally and has a rich heritage of tea cultivation.

RYDAK'S HERITAGE

A story of growth, expansion and quality in a vibrant and dynamic sector. Rydak is deeply rooted in the country's heritage. India is one of the largest tea-producing countries globally.

Rydak, revered among tea connoisseurs, stands as an esteemed torchbearer upholding the rich legacy and regal art that have intricately shaped the tea culture of India.

FACT SHEET

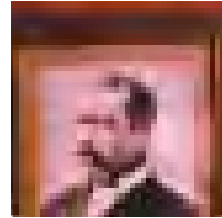
RYDAK SYNDICATE LTD.

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- 3500 Hectares
- 5 Million Kgs of Tea
- 150 Cr+ Turnover

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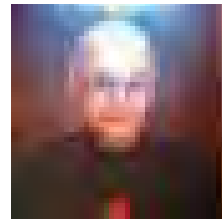
1898

The foundation stones of Rydak Syndicate Limited are laid amid the Indian independence Struggle reforming India's tea landscape. The following years mark turning points.



1940-1960

Sees merger with tea companies including Baradighi, Mangaldai and Central Cachar forming the Rydak Family.



1948

Joins hands with Jardine Henderson Group passing ownership into the hands of its first Indian owners.



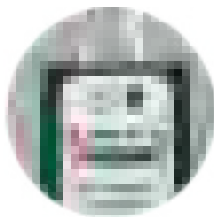
1970

Launches well-known trademark in the tea industry-the Trishul Brand, a brand that continues to pervade markets.



2018

Ventures into packet tea business with Rydak Premium tea, becoming a popular name in West India and Calcutta.



2019

Forays into the tourism industry with the launch of a luxurious retreat at the Baradighi Tea Estate.



PEOPLE



The team comprises of experienced individuals, well known to the Trade and Industry and innovative young minds that continuously innovate at Rydak. The entire Rydak family works with passion and dedication. There are several people who have been in the service of the company for generations.



KARTICK was the best performing estate in the group and featured number 1 in Doors this year, thus the entire team was given a recognition with awards medals and a monetary reward.

ESTATES

Kopati Tea Estate:

In the tranquil embrace of the Dhunseri River, nestled gracefully, lies the enchanting Kopati tea estate in Assam. The region produces teas that are highly valued by buyers for their exquisite appearance and strong brew, and enhance the quality of every blend.

Rydak Estate:

At the foothills of the Darjeeling Hills and far north in Bengal, their flagship estate, Rydak, produces some of the most refreshing cups that are demanded at a premium by the blenders in Eastern India and feature very high up on the auction batting order.



Duklingia Tea Estate:

Nestled along the majestic Majuli river in Assam lies Duklingia Tea Estate, an estate which is the pride of the Company. The quality of tea made here is excellent.

OUR ESTATES



Baradighi

In the beautiful region in the foothills of the Darjeeling Hills, in North Bengal, Baradighi is large estate spanning an impressive 600 acres. This stunning estate produces incredibly robust teas with glossy black grains that are a favourite of tea drinkers across India.

Serispore Tea Estate:

Located in the serene and picturesque Cachar Valley, this estate embodies a captivating timelessness. A haven for tea enthusiasts seeking the authentic flavors of the past, Serispore Tea casts a lasting impression on the drinkers.

Dhelakhat Tea

Dhelakhat Tea Estate in Assam has successfully maintained the tradition of preserving the time-honored craftsmanship of meticulously hand-sorting and delicately rolling well-nurtured Orthodox teas producing the most consistent liquors for the global exports.



Mohunbaree Tea Estate:

Mohunbaree, situated on the banks of the Brahmaputra River, is an estate renowned for cultivating exceptional Orthodox tea that is highly sought out after by discerning exporters. This exquisite tea, recognized for its distinctive tippy golden appearance and vibrant color, always achieves top rankings at the auction table.



Kartick Tea Estate:

Located in the foothills of the Darjeeling Hills and situated in the northern region of Bengal, the twin estates Kartick and Rydak have been consistently producing incredibly delightful cups of tea. This tea is most sought after by the local blenders.

The group sells tea in packets. All are single origin, packed tea in airtight packaging and fresh.

They supply tea from the farm to the lip.

The packet tea brands are:

RYDAK -PREMIUM TEA

KOPATI -SUPREME TEA

SERISPORE TEA -Refreshing Aroma



In Conversation with ...



Rajvinder Singh

Managing Director, Rydak Syndicate Ltd

❑ **Tea is going through turmoil in general, how is your company preparing for it?**

- Our company has been in business for the last 125 years and we treat such turmoil as opportunities to restructure our operations to manage cyclic disruptions in future. Since we believe in quality we would continue our endeavor to produce premier teas.
- We are working on productivity which will be a key factor in the coming days because of higher cost of manpower. Soil fertility and organic approach will be adopted to cut down the harmful effects of inorganic practices being followed in the tea garden for the last many decades.

❑ **What are the opportunities ahead for the industry and the threats?**

- As we have already mentioned that we treat this entire situation as an opportunity which is in a way forcing us to make necessary corrections as per the need of the hour.
- Threats: I feel that cheap and inferior teas are the biggest threat to the industry. It is

spreading in the markets like cancer. Hence, it requires very drastic and intense steps to ensure that only quality prevails and we continue to retain the image of our country as “A quality producing nation”. We should encash this and with the infusion of health benefits, market it as aggressively as possible with the increase in consumption the issue of oversupply would eventually be resolved. Low productivity is another threat and we feel that in the future, workers’ incentives should be linked with their attendance and productivity.

- In a way we can introduce variable pay for the workers working in the gardens which will improve their income as well as help to improve operations for the company.

❑ **How can the Tea Board be of help to the industry?**

- I feel not enough is being done to promote tea as a health drink. In a country like India there is no dearth of platform where we can promote our product and I think the Tea Board can play a vital role in this area. The Tea Board can launch different role in the area. The Tea Board can launch different campaign through media and make our presence felt every day and in every household. The Tea Board can also help to improve quality inputs like coal, chemicals and fertilizers at reasonable rates and ensure availability of their inputs in time.
- Inferior teas have taken over a major share of the market leaving only a small space for the quality teas. Before the consumers forget the actual taste and flavor of good teas it is time to initiate steps more aggressively. We have seen that we still have buyers who appreciate quality and for which they are willing to pay any price.
- Tea Board along with different associations must make a strategy, which is more practical and educate the youth about the health benefits of tea and the small tea producers to produce clean teas which is the future of the Industry.



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Big!
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Green Tea



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First Flush Plucking Event



Mr Rajeev Baid
Chairman &
Managing Director

Okayti Tea Estate: serving authentic Darjeeling tea with sincerity since 1888



Okayti tea estate is an organic tea estate sprawled in the undulating hills of the scenic Mirik, Darjeeling District.

The tea estate's original name was Rangdoo Tea Estate, when William Lloyd bought the garden in 1872. The teas produced at Rangdoo had a distinctive taste because of the soil and agro-climatic conditions and soon earned a reputation for being the perfect Darjeeling Tea. The London Tea Auctioneers affectionately started calling teas from Rangdoo Tea Estate the only "Okay Tea". To commemorate this global appreciation, Rangdoo was rechristened "Okayti".

Okayti Tea Estate is spread over 1,600 acres of beautiful landscape with elevation ranging from 4,000 to 6,200 feet, making it one of the



highest-elevation tea estates in the region that produces the most appreciated single estate Darjeeling teas. 85 percent of the total bushes are of China and China hybrid variety which are more than 133 years old while about 6 percent is young clonal tea bushes and about 9 percent is Assam Hybrid.

With a workforce of 701 skilled workers, Okayti produces approximately 1,50,000 Kg of premium quality Darjeeling tea annually.

Okayti Heritage Factory

Okayti Factory was built in 1888. The factory, currently recognized as Heritage Factory, was constructed with the aid of local people, which helped the British carve out an excellent estate



amid the misty hills which hummed nothing but calmness, even on the busiest of days. Local people and tourists always rejoice with the soothing smell of the green aroma which fills the aura whenever the factory is processing the green leaves.

Okayti Tea Factory delivers exceptional orthodox Darjeeling black tea, Muscatel black tea, Treasure Gold, Silver Needle, Green Tea, perfectly aged Oolong tea and White tea.



Roshan Petrie, Head - Sales & Marketing ,
Okayti Tea Factory

Dynamic New Management

The leadership of Rajeev Baid, CMD, brought significant changes to Okayti Tea Estate. The estate was put on the global map through world-class infrastructure, innovative product design and state-of-the-art customer service.

Today Okayti Tea exports single-estate organic Darjeeling Tea to numerous eminent overseas countries and continents. Furthermore, Okayti Tea has greatly impacted fast-moving consumer goods (FMCG) Sector with its single-estate origin branding strategy.

Roshan Petrie, Sales & Marketing Head, who joined Okayti Tea Co. Ltd, On April 1, 2022 says: “In my career spanning more than 20 years across various tea producers in Assam and Bengal, Okayti Tea Estate is an epitome for premium quality tea production. At Okayti, the fine art of plucking

the best tea leaves, careful handling from field to factory and meticulous processing in the heritage factory sets a very high benchmark for quality tea production in the industry.”

Further, Petrie strongly recommends to the industry that in order to overcome the negative balance sheet, quality over quantity is the only way forward. This philosophy is strongly followed by the current management at Okayti resulting in some of its most beautifully crafted teas such as Silver Needles, Treasure Gold, and Moonshine.

According to him, whether tea companies are producing Orthodox variety or CTC variety or Darjeeling category, the production of quality



Okayti Tasting room

teas directly impacts company’s profitability. In today’s day and age, no buyers of tea are willing to compromise on the quality of their purchase. Hence the need by tea producers to deliver the best teas.

He adds that the high standards of quality control measures implemented at the Heritage Okayti Factory, where every factory worker is thoroughly trained on all aspects of quality tea production & food safety procedures, is the benchmark to follow.

“At Okayti, strict adherence to the highest level of quality manufacture” is the mantra that Petrie has chalked out for this estate.

TEA TIME

Today, Okayti is the premium supplier of teas to top-notch tea boutiques across the globe such as TWG, Harrods, and many others.

International and National Certifications:

Okayti Tea Estate has been a 100 percent certified organic tea garden since 2009. It proudly holds certifications such as EU EN NPOP Certification, JAS Certification, Rainforest Alliance, and HACCP-SGS.

Events & Promotions at Okayti Tea Estate:

1. BioFACH 2023

Petrie represented Okayti Tea Company at BioFach in Nuremberg, Germany, earlier this year. Biofach is the world's leading fair for organic food where over 3,000 professional exhibitors display their organic food products. There were more than 50,000 trade professionals attending the trade fair between 14th Feb to 17th Feb 2023. Okayti Tea Estate being one of the leading Organic Tea estates in Darjeeling solely represented the Darjeeling Tea Industry at BioFach 2023, in Germany. The company's drive towards promoting organic teas across the globe continues to remain the main focus for growth and development.

2. Okayti's participation in G20:

Okayti Tea was proudly associated with the setting up the Tea Experience Zone under Tea Board promotional activities related to India's G20 Presidency in Mumbai from 28th to 30th March 2023.

Among the various dignitaries who attended the Tea Experience Zone, Shri Piyush Goyal, Honourable Commerce Minister made his gracious presence and exchanged his views over a cup of tea.



Old Okayti bungalow

3. First Flush Plucking Event in Okayti:

Every year on the 26th of March, Okayti Tea Estates celebrates the start of a new tea season with a grand event, paying tribute to the dedication and hard work of its workforce. Plucking the first Two Leaves and A Bud after months of winter hibernation is a ceremonious occasion that heralds the arrival of exceptional teas that the garden will produce in the coming year. Various senior dignitaries from the district administration and tea industry experts participate in this wonderful event. Tea tasting session followed by cultural shows and felicitation and awards programs are the main attractions.

4. Moonlight Plucking Event:

The month of October marks the arrival of an enchanting spectacle - the full moon tea plucking at Okayti to commemorate the arrival of the Autumn Flush. As the silver orb rises over the rolling hills, the tea pluckers begin their delicate work. The harvest of these luscious leaves is nothing short of a vibrant celebration. Tea pluckers adorned in their finest attire ignite fire torches, dancing to the rhythmic beats of the Maadal. They select the most tender tea leaves, imbued with the moon's mystical energy, resulting in a brew that is nothing short of Divine.



Okayti Heritage Factory



Moonlight plucking event

Okayti Ventures into Retail Sales

Baid recently took the bush to a tea cup strategy to the next level. Launched in August 2021, Okayti showcased its wide range of tea products to the consumers directly at the main harvest locations of North Bengal. Growing steadily, Okayti retail has gradually made several inroads to capture a wide audience in the rest of the state of Bengal through general trade. Okayti retail products are also available on e-commerce platforms such as Amazon, Flipkart, Jio Mart, etc.

Okayti Tea Tour

The **Okayti Tea Tour** is a captivating experience meticulously crafted to offer visitors an intimate view into the exquisite artistry and skill involved in producing exceptional teas. This thoughtfully curated tour presents a delightful array of activities and attractions, which showcases the journey of tea from leaf to cup.

The main highlights of the Okayti Tea Tour include:

- 1. Tea plucking:** Participants will engage in ancient the excuse of tea plucking, learning the art of selecting the finest leaves with precision and care, guided by experienced tea pluckers.
- 2. Tea manufacturing and processing:** Guided through Okayti's advanced facilities, guests will witness each step of the tea production process. From withering and rolling to fermentation and drying, they will gain a deep understanding

of the meticulous techniques behind crafting exceptional teas.

3. Tea tasting: Delve into the captivating world of tea flavors and aromas. Enjoy a guided tasting session of Okayti's premium teas, where expert connoisseurs will reveal the nuances of each tea, offering a unique sensory journey.

4. Nature walk: Amid Okayti's lush tea gardens, embark on a serene nature walk surrounded by breathtaking beauty. Discover tranquility and charm, breathe in fresh mountain air, and reconnect with nature to revitalize the soul.

Okayti Tea Tour provides an ideal platform for tea aficionados, nature enthusiasts, and those seeking a unique cultural experience to indulge in the world of tea. With its rich heritage, impeccable quality, and commitment to sustainability, Okayti promises an unforgettable journey that showcases the essence of tea.

Factory outlet :

Okayti's Factory Outlet, inaugurated earlier this year, has become a top tourist attraction these days. Located on the scenic state highway connecting Mirik with Darjeeling, this outlet is revolutionizing the tea experience. Connoisseurs and tea experts know that tea loses its character over time, so Okayti ensures its customers savor the finest cup of tea possible by delivering unrivalled freshness, straight from the Heritage Factory.

Tea and biscuits :

Smaller market players see resurgence

For years, local brands have been nibbling away market shares from leading consumer product companies, especially in the case of soaps, detergents, hair oil, tea and biscuits. However, pandemic-led disruptions and subsequent inflation in key raw materials forced many to either shut shop or scale down operations. However, in the past two quarters, soaps, detergents and tea have become cheaper due to falling commodity prices. “The competitiveness of media spend will continue to go up and it is the right thing to moderate our pricing and retain our volumes and our market share. We really trust our team in India to manage that dynamics properly,” said Graeme Pitkethly, Unilever global chief financial officer,

at the Barclays Global Consumer Staples Conference.

Unilever said the Indian market is seeing a lot of aggression from small players in the fast moving Consumer goods (FMCG) sector after raw material prices cooled off,

forcing its Hindustan Unilever subsidiary to focus on volumes and price cuts.

Hindustan Unilever, during its earnings conference, said it was witnessing resurgence of small and regional players, many of whom had vacated the market during the peak of inflation.

For instance, within tea, small companies have grown at 1.6 times that of larger rivals in the three months ending May. Hindustan Unilever Limited isn't alone in witnessing smaller players eating into their market shares. During the June-quarter performance call, Britannia said its biscuit shares had been flat while local players gained share. “The local players, because of the pricing actions that they are taking in their small vicinity, have gained a little bit of market share,” Varun Berry, managing director at Britannia, told analysts. “When the inflation is high, local players just walk away. And when things start to become a little more normalised, local players come into the market and start to operate large schemes for customers as well as consumers. So that's what we are looking at currently.”

Market research firm Kantar analysed 13 categories in personal care, home care and food and beverages and found that local companies, which are present in just one market, grew nearly 13 percent during the year ended April 2023 compared with national brands that expanded 9 percent.

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Raj Kishore Prasad



PRASAD TEA HOUSE

PRASAD TEA HOUSE was established in the year 1987 and registered under the Guwahati Tea Auction Centre the same year. For more than 3 decades its founder and proprietor - Raj Kishore Prasad has been working tirelessly to meet the expectations of its shareholders. Initially the firm was involved in very low purchases from GTAC, as this was a totally new venture for the proprietor. Just like any commission-based business, a proper and reliable clientele was needed for the firm to grow. By 1993, the firm had established a reputation among purchasing parties all over India. And the purchase quantity from the Auction centre saw a rise. Today Prasad Tea House caters to the demands of more than a hundred different purchasing parties, in different quantities, throughout India. Mr Prasad is only optimistic and hopeful that his reputation and goodwill in the marketplace will not only be maintained but additionally soar for years to come.

In an interview with the proprietor of Prasad Tea House, Raj Kishore Prasad, we found out more about the missions of the organization:

- ◆ We believe that our customers and consumers define the success of our organization and they should be on top of mind.
- ◆ To foster a barrier-free culture of participation and innovation for employees' growth and contribution.

- ◆ To provide best quality tea through thorough tasting and precise price-marking.
- ◆ To maximize the reach of "Prasad Tea House" brand across India by catering to desires, needs and expectations of different segments through economical and premium range of tea.



S. K. Tewari



In Conversation with Yasharth Goyal from the DPG Group



Yasharth Goyal

With the changing times, the tea industry is also changing. Issues like sustainability and long-term prospects are becoming more and more hot-button topics for those involved. Tea Time had a conversation with Yasharth Goyal of the DPG Group to get his views as a young up-and-comer in the industry.



L to R - Yasharth Goyal (Director), Anand Kumar Goyal (Managing Director) and Amit Goyal (Director)

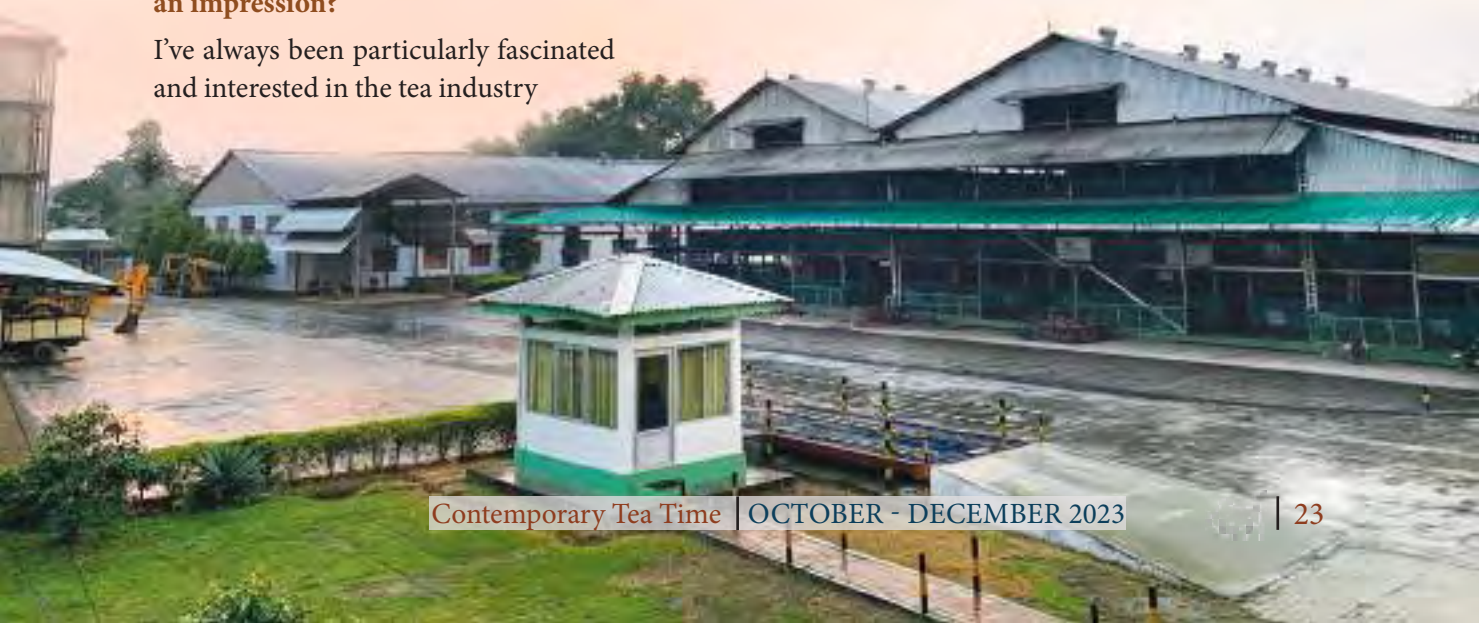
So let's begin at the beginning. You've been involved in the tea industry since a young age. Are there any experiences that have really left an impression?

I've always been particularly fascinated and interested in the tea industry

and that's why I did not choose to study abroad. I went to Doon School for my schooling and soon after school I thought that it'd be befitting for me to enter the industry. I wanted to push some innovation, some youthful energy into the company. I've been pretty closely associated with the tea industry for a decade so-to-say. I was very inquisitive about the industry – the factories, about who we sell to, about prices and protocol, and I also learned from my mentors – my uncle, my grandfather, my father – about tea, tea practices, tea hygiene and most importantly, welfare.

An affinity for the industry grew at a really early age – is there a family history in this industry?

The Lord has been very kind to our family when it comes to our entry into the tea industry. We had entered the industry just before the Supreme Court had banned the felling of trees. We were primarily into wood products – plywood,



TEA TIME

veneers, etc. – and just before that we had set foot into this process of Bought Leaf, and we had set up the first tea factory in Tinsukia district. Welfare is at the heart of the family – my grandfather for example to encourage the locals to plant small kitchen gardens. Not only did he start planting tea, he also encouraged others to start using their lands to plant tea. I feel he gave them hope – in terms of buying their produce, in giving them the required investments, the nutrition, the chemical, the guidance and so on. So that's how we entered tea – very grassroots, quite different also. In the 1970s and 80s, Bought Leaf was not heard of, so we were one of the first groups to set up the bought leaf factories in the 1990s.

What are some of the changes you have noticed as you have grown up in the industry?

What I've heard from my grandfather and father is that the tea industry is rapidly changing and the faster you adapt, more successful you'll be. This has become more apparent in the recent times – in terms of buying patterns, in terms of the focus on sustainability and hygiene and so on. Tea estates too now take Bought Leaf – that's a very big change that we've seen in the last decade. Bought Leaf factories and companies were looked down upon.

Another change that I learned that there was nothing called the credit period in tea. And I think you can blame us – we were one of the first people who started giving two month credit policy. I think the so-called “elite” blamed us for starting this practice.

What are some of the aspirations you have for your company?

I basically aspire to make the DPG Group a one-stop shop tea house. That's the one liner answer, with welfare being the core value of the group. We started with Bought Leaf factories; we now manufacture close to 80 lakh Kg. of black tea. From Bought Leaf we moved to tea estates. We bought our first tea estate, Sree Krishna Tea

Estate, in Tinsukia district and last year we were blessed to be able to buy Pengaree Tea Estate, which is a unique tippy orthodox garden.

From CTC we've covered orthodox and now we are innovating further – we have setup a unique specialty tea and instant tea plant in Tinsukia. We also hope to start a green tea factory in one of our out-divisions of the tea estate. My father also has a small retail packet outfit – it's called Ladli tea. His basic motto is garden tea should be available to people at the right price. Ladli tea has very humble beginnings with small markets in Chhattisgarh and Orissa.

On the welfare aspect, there's a lot going on. We're working very closely with some big corporate players. We've committed firmly on sustainability. We've committed to carbon neutrality by 2030. We're taking small steps there – we've completely stopped the felling of trees. We are also planting trees – not just shade trees – in





vacant sections for carbon credits. Firewood compensation is no longer given to workers. We have piped gas lines from the Assam Gas Company to all worker households. Vermi-compost and soil protection and soil enhancement are also some something we are working on.

We took up the Jal Jeevan scheme and implemented it by ourselves in the gardens. We spent more than the mandated amount to give adequate fresh water to all labour lines. Water has always been a scant resource in the labour lines and Assam's water has a massive problem of iron content. We actually doubled the filter requirements. It's a beautiful set-up in the tea estates.

Are all these changes affecting the bottom line? Rather how are you balancing the two sides – sustainability and revenue?

Pardon me for saying this, but we are

still way behind our times when it comes to innovation in this industry. Coffee has become a product and tea has not. What I mean is that with coffee you have cappuccino, affogato, latte, Americano, espresso and so on. With black tea there's been nothing – no play with milk formulation – it's just been the simple conventional chai – with or without milk and sugar. The industry lacks that energy that is required to make tea into a product. Buyers have not recognised the balance needed between profit and sustainability. Trustea took a long time to be widely implemented. We were one of the first groups to do so 100 percent across the group. Even Trustea is a bare minimum in terms what is required by the producers.

Is there a lack of consumer awareness about the quality of teas?

I think it's more about the consciousness of the producer. If you look at what the Trustea mandate actually says, it's really a bare minimum requirement of hygiene and welfare. It's not a boast-worthy thing. Earlier the concept of Trustea was not well-implemented at all. Now, there is improvement in this aspect but buyers have basically turned Trustea into 'Trace-tea' – they have simplified it into this new protocol. Buyers also have to buy tea – this is a less complex scheme. But I would say that the buyers' side is yet to recognise Trustea let alone the more complex issue of accounting for sustainability. These big efforts towards change are not always readily and happily accepted by the industry. We're still very bullish on it. But it comes at huge costs. Say, for example, huge deposits need to be made to government agencies for piped gas-lines for example. These are interest-free deposits to be made to different departments. We have committed to it and we've done it. We don't boast about it as its more about our conscience. Sooner or later the industry will recognise it.



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Do you feel maybe it will be too late by the time the industry fully recognises the need for sustainability?

I think, especially now, it's become a concept of the survival of the fittest. So if the producers do not have a clear conscience towards tea hygiene and tea welfare, they will face serious challenges in the future when it comes to marketing and sales.

What do you perceive as threats to the industry?

I would say the biggest threat right now is the de-licensing that the Tea Board adopted. When I spoke about it, I was told that green-leaf producers do not get fair price when it comes to the flushing months. Keeping that view in mind, they had to increase production capacities in districts in Assam and so on. I think that we need to perceive threats as opportunities and changes that we need to adapt to – we need to think and innovate. We need to be positive.

What may be opportunities in the future?

A. I think this is the biggest calling bell for innovation in tea. We are lucky that we chose to innovate in specialty teas at this time. We've actually spent a lot of time, energy and money into research and development towards this new direction, which companies at large generally do not do. I think R&D is a very important aspect of a company as there's a lot of scope for innovation. The tea-bags that we currently use in general use materials which are not healthy. Another instance I want to mention, is that there was nothing like a magnet in tea [production]. We actually found out that people in India were at risk of consuming unhealthy heavy metals in tea. Obviously big packeteers did their bit towards hygiene, but we took the step to implement magnets throughout the production lines – right from the rotor vane stage to the final packing and we found out a lot of metal particles come out during this process. We have high-powered

double magnets right now. These are small things that make a big difference.

As far as marketing is concerned tea obviously has a sort of saturation point. What can be done to increase customer engagement, especially among the youth? What can we do to make the 'tea culture' in India as relevant as, say, coffee culture?

The process needs to become faster. The world is moving at a faster pace than we can imagine – looking at technology, looking at AI – we can't match the pace. Time is everything. We were able to recognise this at an early stage and get into instant tea. "As for the youth to be more engaged with tea, moving towards a good iced tea is a good direction – earlier products were merely sugar where the flavour of tea was missing." Quality and time can be the only answer.

What do you think the industry will be like in, say, 20 years? How would you cope with challenges like the climate crisis, lagging customer engagement, etc.?

A. As for weather, it's something that's upto the gods. But we have already started to create an ecosystem around our tea estates that promotes a naturally cool environment through non-commercial planting, through innovative drainage and irrigation. The weather in the past few years has been quite erratic – when it rains it's tremendous, when it doesn't it's a drought. So we have to make our own efforts to control the situation as much as possible.

As for customer engagement, I think service is a virtue for any situation – good service will always be impressive.



Basudev Chatterjee
Contemporary Tea Time,
Kolkata

Vishnu Tea Company Guwahati Assam

Vishnu Tea Company in Guwahati, Assam is a distinguished tea company dedicated to deliver a remarkable tea experience. The company is registered in Guwahati Tea Auction Centre as a buyer. It is one of the top companies in the category of tea wholesalers in Guwahati. It's a peerless tea store for optimum wholesale, retail, private label packaging, commission buying with the provision of tea tasting and consultancy. The well-known establishment acts as a onestop destination servicing customers in the region as well as in other parts of the country. The company is operating MSME export oriented packaging unit at Rani Industrial estate, Kamrup in the name of Vishnu Overseas. It has a retail presence in the business hub of the city which brings the best for every bounty of richness and is assimilated to create the flawless and finest Assam tea attainable.

The founder Rupesh Khakholia is a tea taster by profession. His journey into tea life started after completing his MBA as an executive in a tea garden and tea broking organisation. He worked for four years in the broking firm refining his knowledge for this marvellous product of Assam with an aim to become an entrepreneur who could provide the best of teas available to the tea consumers at the most reasonable cost. He started his entrepreneurship journey with a retail tea outlet at Fancy Bazaar, Guwahati selling loose tea leaf. The quality provided by him led to a good increase in customer ratio over a short period of time. Soon he introduced a counter tea brand "Sudha", which gave recognition to Vishnu Tea Company as a prominent tea trader within the region. Over the course of its journey, the business established a firm foothold in the tea



industry.

With a vision to be a consistent brand at PAN India level, the founder developed a premium brand "9AM tea" to cater the needs of chai

lovers worldwide. Passion for excellence was the objective with which 9AM foundation was laid. This category provides the healthiest drink infused with all nutrients. Owning the widest product range developed during the decade, the founder introduced an e-commerce platform namely www.9amtea.in to offer a variety to choose from its collection of exquisite garden teas, herbal green tea, flowery hand craft blends, Indian spiced blends and speciality tea.

Vishnu tea group have opened their first flagship tea boutique under the banner of 9AM tea shoppe in the city as a franchise model namely "t-amour" which provides the varieties of flavour teas including the CTC and green tea. Vishnu tea group ensures that all teas are sourced responsibly from the tea auction centre as well as from gardens directly supporting local communities. It employs individuals dedicated towards their respective roles. The belief that customer satisfaction is of utmost importance have led this establishment garner a vast base of clients which continues to grow day by day.

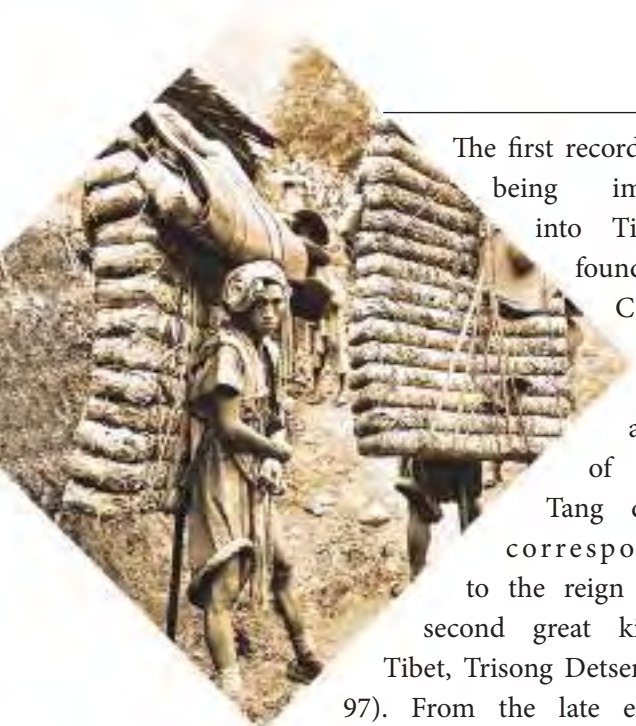


S. K. Tewari



Tea in Tibet

A Lama



The first record of tea being imported into Tibet is found in Chinese annals of the Tang dynasty corresponding to the reign of the second great king of Tibet, Trisong Detsen (742-97). From the late eleventh to early fifteenth century tea was bartered by the Chinese government for Tibetan war horses. Despite the imposition of the death penalty on smugglers, there was also a black market in tea. Although tea-drinking

became a regular practice in Tibet, the Tibetans modified what they bought, transforming it. While the Chinese have historically preferred green tea, brick tea made from fermented black leaves has been the norm in most parts of Tibet.

Almost all the tea imported into Tibet was grown in Yazou, an area in Sichuan Province about 100 kilometres from the Tibetan border. Except for a small amount of loose-leaf tea traded via Songpan to the nomads of north-east Tibet. Before being sent to Kangding, the tea was compacted either by steaming and pressing into tubes of bamboo matting, or by soaking in boiled tea and moulding into rectangular bricks called *dum* or *barka*. Once they were dry, the tea bricks were placed in wickerwork tubes to be carried by porters in an area so mountainous that it was impassable for pack animals.

At the start of the twentieth century Tibet's annual consumption of tea varied from ten to





nearly fourteen million pounds (4,500-6,400 tonnes). The 1,500-kilometre journey to Lhasa was a slow and often hazardous one. Yak caravans usually took a year to reach their destination and the animals had to be changed regularly along the way.

The largest traders were the Dalai Lama and Panchen Lama, the two most powerful figures in the Tibetan political hierarchy. These and other dignitaries regularly sent their agents to the eastern frontier to arrange the purchase and shipment of tea.

By scrutinizing, chewing or burning a few leaves, Tibetans could distinguish different types, vintages and grades of tea. Five main grades were available in Tibet. The two best grades, which were largely pure tea, were drunk by the nobility and prosperous merchants. Most people drank the third and fourth grades, which were mixtures of tea and chopped twigs of bushes. The lowest grade, called *shingka* or 'wood tea' due to its consisting largely if not wholly of chopped twigs, was drunk by the poor. Among the

largest consumers of tea were the three government monasteries situated close to Lhasa, which between them housed close to twenty thousand monks.

The popularity of brick tea in the Tibetan world led to its use as a form of currency. Tea could be bartered against practically anything, and workmen and servants were routinely paid in it. Visitors to Tibet are wont to focus on the unique process of making 'butter tea'. In the eastern province of Kham, for example, tea is either consumed black, or salt and milk are added to make *O cha* or milk tea. In Amdo, north-east Tibet, and in Mongolia, unsalted

milk tea is common. In the nomad areas of Amdo one also finds black tea served with a knob of butter placed on the cup's rim. Butter tea in its characteristic form is found principally in central and southern Tibet.

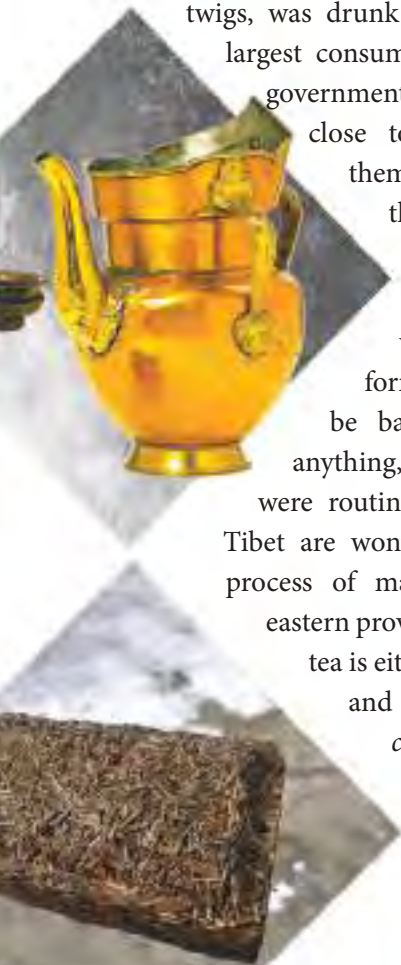
To make butter tea a tea brick is crushed or pounded into powder and put into a pan of cold water. This is boiled for about five minutes. It is then poured in a strainer, made of brass or horsehair into a long cylindrical wooden



container known as a *cha dong*. Butter and salt are added and the mixture is vigorously churned with a long plunger until it is thoroughly emulsified.

The resulting yellowish beverage compares with a clear soup. It is a very effective means of replacing the fat and salt lost by the body in high-altitude regions like Tibet.

Monasteries have been among the largest consumers of tea in Tibet. Even today, tea is served to monks gathered in their hundreds for large religious services. Between periods of chanting or the recitation of texts, monk attendants serve their colleagues. When laymen sponsor the reading of sacred scriptures, they pay for the tea for the participating monks. The cost of tea for a three-week reading of texts at the Lhasa New Year festival in 1891 amounted to \$100,000 or equivalent.





Monjur Hossain

Tidings from **BANGLADESH TEA SCHEME 2023**

Bangladesh is a very small player in the global tea scenario but plays an important role in the national economy.

Its contributions in terms of employment and welfare to rural backward areas is highly considerable. The tea industry employs about 150000 people of ethnic minority directly, fifty one percent of whom are women. Besides, more than 100000 people are indirectly dependent on its marketing, distribution, supporting industries, transportation and packaging industries etc. It contributes about 3.3% to the national employment 1% to GDP and about 1.0% to export earnings. Tea is grown on such land of the country where no other agricultural crop could be produced on a commercial basis. It pays about Tk. 800 million to the government as VAT, Land Development Tax, tea cess, Income and other taxes every year.

Tea is a non-alcoholic drink that has been an inseparable part of the life of the people of Bangladeshi for ages. This beverage has always been associated with happiness, refreshment, and rejuvenation. Additionally, tea even has numerous medicinal values. Exporting tea has been one of the major sources of earning foreign currency for Bangladesh for many years. However, as Bangladeshi people started having higher disposable income with an increased tendency to have tea as part of their daily drinking habits, domestic demand proliferated intensely. A record amount of 96,500 tonnes in 2021 production of tea wasn't enough to fully meet the local demand, let alone export any significant portion of it.

In the recent past, the tea industry of Bangladesh has faced some volatility due to the tea workers'

protests regarding the daily wage issue and various other challenges. But still this industry certainly holds numerous opportunities for growth and innovation which can scale up the production of tea and contribute to increasing export volume.

In 2023 Bangladesh tea is going to make a new record crop of all time history. As per National Brokers' Market Report of 18th December 2023, the country has produced 83.6 million kg of tea in the first 10 months of the year up to October. At the same time last year's crop was 75.2 million kg, while in 2021 which was the last record harvest, production up to October was 79.3 million Kg.

Bangladesh Tea Board Chairman Major General. Ashraful Islam recently told the media that, "the record amount of tea production is a positive development for the country's economy." Tea Board sources state that the target for tea production in the country during the current season has been set at 102 million kg. It is easily assumed from the current scenario of production that Bangladesh is on the path to a new record in tea production. According to Bangladesh Tea Board sources, a comprehensive plan called the "Development Path of the Tea Industry in Bangladesh" has been formulated for the development of the tea industry. Through this, the current government is working to increase tea production to 140 million kilograms by the year 2025.

Despite record production, tea estate owners in Bangladesh brace for growing losses owing to price hikes of various inputs needed in running the estates and for the processing tea leaves.

Increased legitimate demand of wages of workers and staff members are also effecting the cost of production. Besides, lower tea prices and piled up tea consignments unsold in auctions have added to their woes.

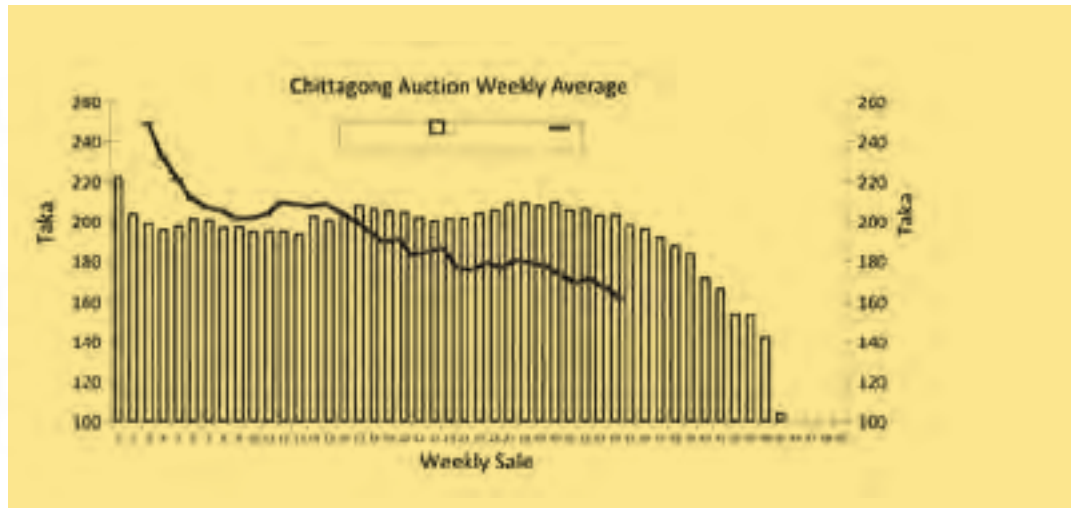
Bangladesh, which was the world's fifth tea exporting country until 1990s, is now a tea importing country, procuring around 8 million kilogram (kg) plus/minus from abroad annually in last few years. But with increase of production, the import gradually declining. In Bangladesh there will be no shortfall for consumption apart from some high value tea for blending of the packeteers. The export decreased gradually since 1990 and in 2023 up to November the country exported only 0.84 million kg of tea. Due to gradual increase of per capita consumption, which is about 0.60 Kg now and in 2022, almost 100% of the tea produced in Bangladesh was consumed locally. It appeared from various data that, there is a steady growth in overall volume of tea consumption in the domestic market thereby ensuring a guaranteed market for the tea producers at present and in future also since number of tea consumers are increasing every year along with the increase in per capita consumption of tea.

However, a recent enquiry for tea export to Pakistan from Bangladesh discussed during a meetings of Bangladesh Deputy High Commissioner in Karachi on 30 October 2023. Deputy High Commissioner had meeting at the Chancery with the President of Regional Head of Pakistan, Bangladesh and Sri Lanka of Tea Division of Unilever & GM of Pakistan-eketerra and Head of Legal for Lipton

BSPAN. During the meetings the Deputy High Commissioner briefed the delegation about the tea industries and the potential of export of quality tea from Bangladesh. They also discussed to deepen the tea trade and expansion of tea market between the two countries. Deputy High Commissioner invited the potential tea traders from Pakistan to import tea from Bangladesh.

Tea price depends on the international market situation and the producer does not have any control over the auction. Though Bangladesh tea is mostly marketed for internal consumption with very less export, the auction price of tea for last 2 years were not remunerative for the producers rather less than the production cost. As such producers are incurring recurring loss. The following graph of National Broker will reveal the present price scenario of Chittagong auction/

Graph 1 Chittagong Auction Weekly Average Price of 2023/24 and 2022/23



In Chittagong Auction up to Sale 33, in season 2022/23 was BDT 204.79 per Kg on the other hand in season 2023/24 price realised only BDT 161.72, which far below last season.

* The writer is Managing Director of PMTC (Bangladesh) Limited

ancient treasures from the way of tea



*Precious crockery – a range of unearthed teapots and other teaware in the Ren Fu Collection in Melaka.
Photo: Ren Fu Collection*



Gong fu tea experts – academics from Xiamen University, China (from left) Prof Shui Hai Gang, Prof Lin Feng, Prof Wang Ri Gen, collection owner Tony Gim and Prof Yan Li Ren. Photo: Ren Fu Collection

if there is a place famous around the world for its clay, it is Yixing

The city, located in the Yangtze River Delta near Lake Tai in the Jiangsu province, is known as the “Pottery capital of China”. It is undoubtedly the source of the most coveted Chinese teapots.

The mountains in the south-east of Yixing are rich with unique argil, a clay called “Zisha”. Translated into English, it means “Zi”(purple) and “sha” (sand).

Zisha teapots are closely associated with the Gong Fu tea (tea with skill) ritual, which has its origins in Zhangzhou, Fujian province of China, dating back to the late 17th century (1662-1692).

In seeking the perfect teapot and tea making ware during the civil wars of the “Transition Period” (1620-1683), an old master potter named Hui Meng Chen created smaller teapots from “zhuni” (vermillion clay) as compared with the earlier zisha teapots which were bigger.

The sizes of the other tea utensils followed suit and together they came to be known Gong Fu tea ware which are still used by Chinese tea drinkers today.

They confirmed that teapots, tea cups, dishes, stoves and other paraphernalia of Gong Fu tea could be traced to the Ming (1368-1644) and Qing (1644-1911) dynasties and that the practice extended to overseas Chinese who had migrated to South-East Asia, the region described as “Nanyang” by China.

The Ren Fu Collection began during the 1970s to the 1990s, when ancient graves were demolished to make way for residential and commercial developments in various places in South-East Asia, like Malaysia, Indonesia, Thailand and other places where the graves of early





Chinese settlers were located.

An unearthed set from the late Kangxi Period (1692-1722). Photo: Ren Fu Collection

Radiocarbon dating of bone fragment samples found with the unearthed pottery proved that they were from between 1513 and 1647,



Based on previous auctions of rare Yixing teapots, including one made by Chen Ming Yuan, a master craftsman of the Qing dynasty which was sold in 2010 for RMB32.2mi (RM20.4mil), the value of Ren Fu Collection is estimated to be RMB350mil (RM222.4mil).

Certificate of authenticity of human leg bone with excavated human bones, coffin wood, Gong Fu Tea wares comprising Yixing teapot, teacups, dish, stove and kettle. Photo: Ren Fu Collection

There are many types of Yixing clay but they are generally grouped into two grades—earth clay (made from mud) and stone clay (made from rock).

Teaware from the early Qian Long Period (1736-1765). Photo: Ren Fu Collection.

Although “Zisha” is the general term referred to for the raw clay found around Dingshuzhen, besides purple, there are other colours of clay found in the hills of the region. The main ones are “hongni”(red), “zhini”(rose-brown), “zhuni”(vermilion), “banshanlu” (white) and “zhusha” (deep orange-red or the colour of cinnabar).

The clay is reputedly free of toxic minerals such as lead, arsenic and cadmium.

But porosity is the key reason why zhisa is so

highly treasured. The flavours of the tea are absorbed into the unglazed pots, each time the leaves are infused, enhancing the savour.

Connoisseurs swear that if a drinker continuously makes a particular type of tea in a Yixing teapot, pouring hot water into it alone would be enough to get a strong taste of the tea.

Unlike other forms of earthenware, the making of Yixing teapots does not involve the potter’s wheel. The clay is pounded with a heavy wooden mallet into a slab and moulded.

There are three common methods, depending on the shape of the

teapots. Round teapots are paddled into shape, the square-shaped are assembled from slabs while those with more than four sides are press-moulded.

Gim, owner of the collection, says the investigation by the professors coincided with efforts by China to include Gong Fu tea as a Unesco World Cultural Heritage. Photo: Ren Fu Collection

The potters use specialised tools of wood, bamboo, animal horns and metals, fashioned over the centuries to make their masterpieces.



The most important figure in Chinese’s tea history is Lu Yu, often referred to as a “Tea Sage”. The orphan who grew up in a monastery but chose to be a scholar, wrote the monumental Cha Jing (The Way Of Tea) – the first treatise on cultivation, brewing and drinking tea around 760 CE.





Folk Tea Festival 2023: A fusion of folk culture, gastronomy, and adventure in Assam's tea estates

Get ready for a one-of-a-kind celebration that promises to tantalize your senses and transport you to the heart of Assam's rich cultural heritage.



A fusion of folk culture, gastronomy, and adventure in Assam's tea estates

Why this tea garden in Udalguri calls its labourers KrishiVeers

The company aims to revolutionize the sector by introducing a new paradigm of risk management, efficiency, and innovation. The total investment in the tea business is estimated at Rs 12 crore.



Tea Time News. Picture credit: Tanmay Bhaduri

Guwahati: Guwahati: Zetta Farms, a company that has recently acquired Chandana tea estate in Udalguri district of Assam, has named its tea workers as “KrishiVeers”.

This nomenclature shift reflects our intention to instill a sense of pride in their roles. Our approach to winning their hearts goes beyond the workplace – it extends to comprehensive benefits” Rituraj Sharma Founder of Zetta Farms says.

The company aims to revolutionize the sector by

introducing a new paradigm of risk management, efficiency, and innovation. The total investment in the tea business is estimated at Rs 12 crore.

Zetta Farms is a leading force in the agricultural industry, spearheading technology-driven and process-oriented farm projects dedicated to sustainable fruit and vegetables.

“We are addressing the challenges like increasing wages and high cost of production by focusing on stabilizing our margins. Our primary goal is not to pursue exorbitant profits but rather to establish a resilient and steady business model that yields reasonable returns. This approach enables us to navigate the potential impact of increased production costs while maintaining our commitment to sustainability and consistent performance,” he added.

A Tea Time Report





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High Pressure Jet

After sales service from Siliguri and Assam



Floor sweeper



Floor scrubber cum drier



Goopy cleaner



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Whispers of Winters in a Cup: A Kashmiri Tale of



In the heart of the Kashmir Valley, where snow-laden mountains stand like sentinels guarding a land of ethereal beauty, winters bring with them a magical transformation. As the first snowflakes delicately blanket the landscape, an ancient ritual begins—the preparation and consumption of Kahwa tea.

Nestled in a quaint village surrounded by pristine white landscapes, lived a family whose ancestral home exuded warmth that rivaled the biting cold outside. As the winter winds howled, the aroma of spices wafted through the air, signaling the brewing of Kahwa tea.

Zainab, a young woman with soulful eyes that mirrored the beauty of the snow-covered Chinars, would begin each day by crafting this elixir of winter. Her hands moved with the grace of tradition, measured in pouring saffron-infused water into a simmering pot. The air would fill with the fragrance of green tea leaves and crushed cardamom, as Zainab carefully added them to the pot.

The heart of the Kahwa, however, lay in the almonds and cinnamon. As Zainab crushed the almonds, their sweet aroma mingled with the spicy notes of cinnamon, creating a symphony of flavors. The concoction simmered slowly, each ingredient releasing its essence into the brew.

The winter mornings came alive with the anticipation of sipping on this heavenly elixir.

The family would gather in the cozy

Kahwa Tea

kitchen, their breath visible in the chilly air. Zainab's grandmother, an embodiment of ageless wisdom, would sit by the crackling fire, regaling the younger ones with tales of the Kashmir of yesteryears. The Kahwa in their hands

served as a vessel of tradition, passing down stories along with the warmth it provided.

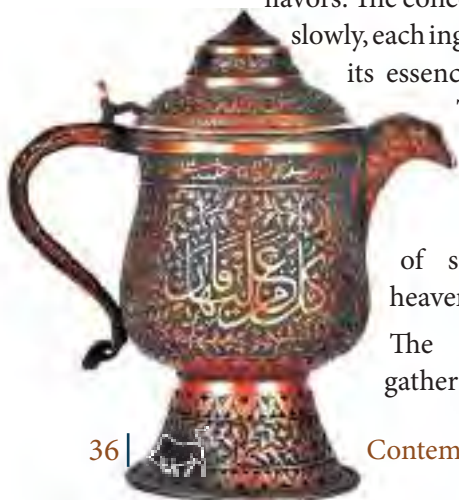
As the first sip touched their lips, a cascade of sensations enveloped them. The spiciness of the cardamom danced with the earthiness of the green tea, while the saffron

added a touch of regality. Each sip was not just a taste; it was an experience—an immersion into the centuries-old culture of Kashmir.

Outside, the world lay cloaked in a pristine white quilt, as if nature itself was participating in the age-old ritual. The snowflakes, like delicate crystals, whispered tales of the mountains, echoing the spirit of the Kashmiri winter.

In this small village, where the winters were harsh but the hearts were warm, the tradition of brewing Kahwa became a lifeline. It was a reminder that, even in the coldest of times, the warmth of family, stories, and a cup of spiced tea could create a haven of comfort.

And so, as the winter sun dipped below the snow-covered peaks, the family would gather once again. Around the crackling fire, they sipped on Kahwa, their laughter resonating through the ages, becoming a part of the very stories that would be whispered by the snowflakes in the years to come.



Ena Bandyopadhyay,
Tea Time, Siliguri

Woes of Tea Industry in India

Many woes of the Indian tea industry are yearly surplus, lower price, overestimated domestic consumption, uncertain exports. Little initiative in branding, absence of modern marketing tools, offering of non quality tea to consumers. Tea remains as an age-old drink.

India produces little over 1350 million kg of tea, imports 25 to 30 mkg, exports 200 to 230 mkg and consumes 1150 mkg.

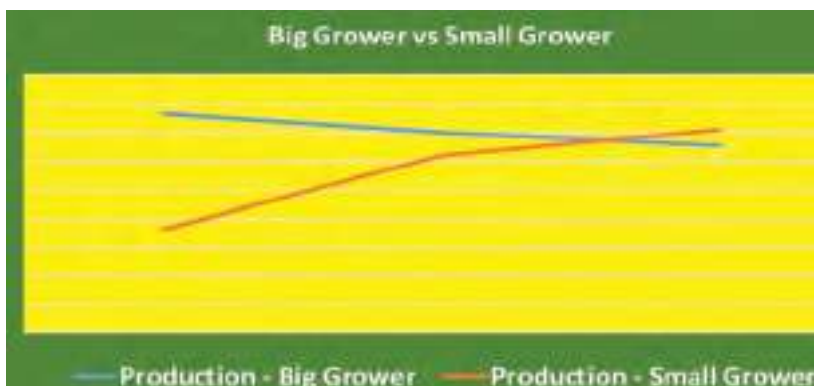
- FAO has projected a yearly increase in production of Black Tea by 2.1% and Green Tea by 6.3% till 2030.
- Consumption of Black Tea will increase by 2% and that of Green Tea by 2.5% in the next decade.
- Behind the growth in demand stand the Health Benefits associated with Tea drinking.

Under this projected scenario, position of the Indian tea industry is :

Demand has not kept pace with the supply, resulting in oversupply and stagnancy/declining in price. **Though Tea Board has estimated domestic demand growing @2.32%, in actual terms this appears high.** Considering 2.32% annual growth there will be hardly any tea for export though India is exporting over 200 mkg tea every year. This necessitates correction of domestic consumption estimates and future projections.

As there is surplus of tea every year than domestic consumption and export taken together, it is imperative to explore ways to boost demand. India is thus struggling to absorb its own produce leave aside the import content.

(in Million Kg)	Production	Prod - BG	Prod - SG	Auction Price (Rs/Kg)	Exports	Imports
2012	1126	763	363	125.30	208	21
2017	1321	701	620	134.81	252	21
2022	1365	656	710	180.92	227	30
CAGR in the last 10 Years	1.9	-1.5	6.9	3.7	0.9	3.6
CAGR in the last 5 Years	0.7	-1.3	2.7	6.1	-2.1	7.4



It is revealed from the above Table that though there is marginal growth in overall production in the last 5 or 10 years, **crop has declined in the traditional 'Big Growers (BG)' sector and exponential growth from 'Small Growers (SG)' sector.** As the SG is nascent

TEA TIME

in the North India tea map, more production is evident from this sector in the next 15/20 years. Most of the teas from the SG sector is discounted on the quality front and fetch lower price. This sector therefore is constrained to invest and take initiatives to improve quality of their produce. On the other hand, big grower sector is confronting double edge sword – mounting cost and lower production & productivity. Economic viability of this sector is thus under threat.

➤ **Probable Solution for both sectors :
Contain cost, improve quality and cut
production of inferior tea.**

Though Auction price is regarded as the benchmark for tea valuation in India, lacuna is that less than 50% of tea comes to the auction system and balance (sometimes better quality) sold privately. So under no circumstances, auction price should be taken as the benchmark. Had there been 100 tea in the auction system (barring direct exports, producers' direct branding / packet), auction price could be easily cited as benchmark price.

➤ **Suggestions :**

- i) Channelize 100% through Auction
- ii) Improve the Auction System to attract all teas to the system by lowering cost & time
- iii) Bring competition by allowing institution-alised private auction platforms.

Cost of Tea Production in India has been continuously increasing and is the highest in the world as price of many inputs are Government controlled. High cost is also due to providing many social welfare benefits to workers & their families. In the last 10 years, while cost of vital inputs (electricity, gas, coal, fertiliser, etc) has grown by over 10%, tea prices have increased by only 3.7% causing huge financial stress to gardens.

There is thus need to boost demand by :

- ✓ boosting Domestic Consumption, and
- ✓ boosting Exports.

Boosting Domestic Consumption

Competition from traditional beverages like Juices, aerated drinks and Coffee has increased with their aggressive campaigns of health benefits and are gradually occupying market share of Tea. Recently herbal infusions have become popular & trendier with the youth - posing a big threat to tea beverage. It is imperative to change the perception about Tea.

A pan-India study on the domestic consumption of tea was undertaken by Tea Board of India in 2017 in order to understand the consumption trends and purchase behaviour. Mission of the study was to bring out the current and evolving trends which can be used as inputs for formulation of any domestic promotion strategy in future.

Tea Board study has revealed that most of the households (89%) believe that **Tea is not a suitable drink for below 12 years (comprise 25% of overall population)**. The Study thus left out a large chunk of the population (more than one forth) along with senior citizens above 80 years. Per head consumption and growth rate thus needed correction to realistic levels.

However, some interesting features came out in the study are :

1. **Tea is relatively price inelastic** – perceived as a daily necessity, as a common man's drink rather than as an aspirational drink.
2. 64% of total population drink tea. Penetration is fairly same across all SECs.
3. Per head consumption is 786 gm per year. But unfortunately as the calculation has taken out over 25% of population, actual phd should have been 590 gm if the entire population is considered.
4. Over 80% drink tea with milk & sugar. Many households consider milk as a healthy drink and use it with tea to get perceived benefits. Addition of Lemon, ginger or spice is a key trend.



5. 78% of households spend around 2 to 5% of their F&B budget on Tea (less than Rs 200). **But there is a willingness amongst consumers to pay more for quality tea.** Price does not play a very important role but taste does while purchasing.
6. In-Home consumption is highly skewed, varies from 70% to 96%. Out-of-Home Consumption is mainly at the workplace.
7. **Green & Herbal Teas are fast becoming popular drinks due to perceived health benefits.**
8. Many consumers are not aware of emerging variants. There is a good scope for emerging categories like Infused tea, Ice tea, RTD, etc keeping in mind the taste and convenience of preparation, serving, etc.

Regrettably though the Tea Board study has given cues for promotion, there is no such institutional approach except some stray postings in the social media. Even there the organisations do not bother to reply to any query from public on the postings.

There is thus need for a sustained well

planned promotion campaign with a focus on increasing awareness of Quality Tea towards educating the consumers and generate greater interests for Tea keeping in mind the following suggestions :

- Redefine image & perception about Tea to give Tea a better image with the consumers.
- Promote Quality Tea judiciously.
- Promote Tea Tourism.
- Educate consumers about various types of tea, places of availability, health benefits and thereby increase demand.
- Identify focused age group and expose it to different tea drinking experiences.
- Explore opportunities of utilizing Tea for other purposes.
- Involve various stakeholders for a sustainable generic tea promotion.

In this way per head tea consumption is bound to increase giving boost to overall demand and tea consumption in India.



Sujit Patra



HAPPENINGS



Tea Board India prohibits use of banned pesticides in tea plantations. On December 21st Rajneganda Seal Naskar the Controller of licensing of the Tea board issued the directive to all tea planters advising against the use of 20 banned insecticides highlighted by the fssai . According all producer producer's associations and small tea growers association are urged to sensitize their members.

Bengal plans tea hub in port area Inspired by Dubai DMCC, Tea Centre which is a major blending packaging and export hub in west Asia the Bengal government has identified a plot of land in the port area in Kolkata to set up a dedicated tea of two promote value addition of tea in the domestic and the export markets reports The Telegraph.



Developing of a Strategic Roadmap for the Tea Industry

Abhijit Hazarika
T Sigma Consultancy

In the Business Excellence Assessments that I had been a part of, I had found the Criteria which addresses Strategy to be both fascinating and challenging.

The criteria on Strategy is about how an organization develops its strategic objectives and action plans, implements them and changes with if circumstances require this, and how the progress of the plan are measured.

The Strategy Criteria has asks an organization how the Strategy in developed and how the Strategy is implemented.

Taking the best practices from Business Excellence, if the Tea Industry was to develop an industry wide Strategy it would need to address some interesting questions.

Which body/ association/ think tank could develop the strategic planning process? What would be the planning horizons for the short term and long term?

While this may not look realistic and feasible, having an industry process which develops strategy and reviews this both in the short and long term could lead to more cohesive action plans arising from the action plans.

The Tea Industry planning process has to address

the potential need for transformational change with priority to change initiatives with agility as a competence.

Innovation must be stimulated through the strategic development process and intelligent risks must be identified.

The strategic planning process must be data driven and this data should be able to identify the challenges and strategic advantages, potential changes in the regulatory environment and external environment in related products.

From this the Industry should be able to define the key strategic objectives and develop the action plans to achieve them. While defining the strategic objectives the Industry would need to balance the needs of all the stake holders.

In the action plans for achievement of the key strategic objectives, the industry would need to use tools such as the Balanced Score Card (BSC) to ensure alignment. Performance Measures and Performance Projections would also be needed to ensure meeting the strategic objectives.

All of the above sounds very theoretical. However when the Industry does have a strategic vision and the action plan to address this the future may look less uncertain.



As a *tea industry guru*, I would like to offer a critique and raise some key questions regarding the proposed strategic roadmap for the tea industry:

Strategy Development and Implementation: The emphasis on how strategy is developed and implemented is crucial. However, it seems to lack specifics on incorporating industry-specific challenges and opportunities unique to the tea sector. How will the strategy account for the diverse geographical, cultural, and economic contexts within which the tea industry operates?

Governing Body for Strategic Planning: The idea of a central body or association to oversee strategic planning is interesting but raises questions about representation and inclusivity. How will this body ensure that it represents the interests of all stakeholders, including small tea growers, large corporations, and consumers?

Planning Horizons: The distinction between short-term and long-term planning horizons is important. However, the tea industry is impacted by numerous external factors like climate change, global trade policies, and consumer trends. How will these dynamic elements be incorporated into both short-term and long-term strategic planning?

Transformational Change and Agility: The need for agility and transformational change is rightly identified. Yet, how will the industry balance these with the traditional aspects of tea cultivation and production, which often rely on historical knowledge and practices?

Innovation and Risk Management: Stimulating innovation is key, but tea industry has unique constraints and traditions. What specific areas of innovation are being targeted? How will risks, especially those related to sustainability and ethical sourcing, be intelligently identified and managed?

Data-Driven Approach: The focus on a data-driven approach is commendable. However, what specific types of data will be prioritized, and how will this data be collected and analyzed, especially considering the vast differences in capabilities and resources among various tea-producing regions?

Balancing Stakeholder Needs: The strategy aims to balance the needs of all stakeholders, but the tea industry is known for its complex supply chains and varying interests. How will the strategy ensure fair representation and address issues like fair trade, labor rights, and environmental impact?

Use of Tools like Balanced Score Card (BSC): While BSC is a proven tool, its application in the tea industry needs customization. How will the BSC be adapted to address the specific metrics relevant to the tea industry?

Performance Measures and Projections: The plan mentions performance measures and projections, but it's unclear how these will be standardized across such a diverse industry. What benchmarks will be used, and how will they account for regional differences and market fluctuations?

Practicality and Vision: The roadmap seems theoretically sound but its practical application may be challenging. How will this strategic vision be communicated and implemented across the various segments of the industry, especially in areas with limited resources or access to technology?

In conclusion, while the strategic roadmap provides a comprehensive framework, it needs to delve deeper into the practicalities and unique characteristics of the tea industry to be truly effective. The roadmap must be flexible enough to adapt to the rapidly changing global environment while staying true to the core values and traditions of tea production and consumption?



MENOKA TEA ESTATE



Nestled at the foothills of the majestic Himalayas, Menoka Tea Estate is a captivating haven that harmoniously blends tea cultivation with the wonders of nature. With annual production capability of more than six lakh kilograms of Orthodox tea, the estate has gained recognition for its commitment to quality and sustainable practices. As tea leaves are meticulously plucked and processed, the surrounding wilderness comes alive with a diverse array of birds, wildlife, and untouched natural beauty.

Menoka Tea Estate stands as a proud testament to a centuries-old tea-growing tradition in the Himalayan region. Founded by visionary tea enthusiasts, the estate's legacy dates back several generations. Its strategic location at the foothills of the Himalayas allows the tea bushes to thrive in the region's cool climate and nutrient-rich soil. The estate covers vast expanses of land over four hundred hectares, where meticulously manicured tea plantations coexist harmoniously with the surrounding natural landscape.

History of Menoka Tea Estate goes back to more than 100 years. The garden originally named Brahmaputra Himalayan Tea Co. Ltd was developed by Britishers and in early 50's it was acquired by Late Pulin Krishna Roy, an eminent businessman from Bengal who renamed it 'Menoka' after the deity of temple within the tea estate. In 1958, soon after the Companies Act, 1956 was enacted, the estate was converted into a Private Limited Company, with the Late Pulin Krishna Roy, founder, as its promoter and first Managing Director.





Menoka Tea Estate is a true sanctuary for wildlife and nature enthusiasts. Nestled within the Himalayan foothills, the estate is home to a remarkable variety of birds, wildlife, and plant species. The lush tea gardens create a natural habitat for numerous avian species. From vibrant songbirds to majestic birds of prey, the estate's surroundings resonate with the melodious symphony of nature.

In addition to its ecological significance, Menoka Tea Estate is committed to sustainable and environmentally friendly practices. The estate embraces nature friendly cultivation methods, avoiding the use of harmful pesticides and chemicals. Efforts are made to conserve water resources through efficient irrigation techniques, and waste management practices prioritize recycling and composting.

The tea estate not only strives for excellence in tea production but also actively engages with the local community. The estate provides employment opportunities to nearby villages, supporting the livelihoods of numerous families. Workers are provided with access to essential amenities, such as school for their wards, hospital for their care, contributing to the overall well-being of the community.

The estate also promotes education and skill development initiatives, empowering individuals and fostering a sense of pride in their work and environment. It is the home to over 2500 people and despite having such population it is the first tea estate to give complete cashless online payments to all its workers.



A Tea Time Report



TEA TIME



First elected president
F B Baker

HISTORY



Alice Villa where the club Functioned Letter on



CENTENARY

Darjeeling Club was actually born as the Planters' Club. It happened way back in the 1868, just eighteen years after Darjeeling Municipality was born. It was housed at the Thorn Cottage building belonging to Mr Lyod who was also the secretary of the club.

By the time, tea gardens in Darjeeling were already flourishing and the planters felt the need of a platform where they could meet and relax.

In year 1879, the club moved to a new premises Alice Villa, taken at a rental of Rs 350 per month on a lease for 5 years.

The Maharaja of Coochbehar Sir Nripendra Narayanan Bhoop Bahadur donated a plot of land and soon enough the club building came up on that very plot in year 1889. It is said that the grateful planters allowed only his vehicle, which was actually a hand-pulled rickshaw, to be parked inside the premises. Others came on horseback.

The British planters and their families came to the club every evening riding on their horses. On reaching the club, the men would invariably change into evening dresses and then

sit down with their drinks.. with their Tom Collins, John Collins and what not ...

In 1907, the club was incorporated into a limited company with the first elected President Mr F.B.Baker and secretary Mr A M Finlay.

It was a European club till 1946. The first elected Indian member other than the Cooch Behar family was Mr. YS Ahmed, D.F.O of the Darjeeling Division .

The photos are from the Centenary Year of the club celebrated in year 1968. Mr S.J Emmett was the President of the Club in the centenary year 1961-62 to 1967- 68.



The Dining Room



Dancing in Progress



Thorn College where the club was first stated in 1868





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Cal-Ca-Tea

surroundings. The new remaining buildings with crumbling columns — barring those preserved as heritage structures by the ruling government or private companies— mostly in the office ‘para’ (locality in Bengali) around Dalhousie Square and Esplanade and Strand Road on the riverfront, bear testimony to the Raj grandeur. The tea rooms in Calcutta were the favourite haunts of the British and the Calcutta elite. Firpo’s, Ferrazini, Trincas, Flurys — each offered a slice of life to the foreign residents. Today, Flurys is the only one that not only exists but continues to flourish. The others have been washed away by the stream of time. **CONTEMPORARY TEA TIME** looks back at some Firpo’s moments through travelogues and anecdotes and some Flurys delights still being savoured.

The British during their rule in India, had moulded Calcutta according to their tastes and habits, so that despite the stark contrast in weather, they could still feel at home in somewhat familiar

Firpo’s

The most renowned restaurant in Calcutta was Firpo’s, on Chowringhee Road in fact, it was Well known throughout the East for its perfect cuisine. Its Edwardian decor, crystal chandeliers, snow-white table cloths and orchestra represented the epitome of gracious living in a country noted for its extravagant lifestyles.

Firpo’s was the only place where anybody who was anybody, in this cosmopolitan metropolis where status mattered, met other class-conscious people for lunch: where a young blade took the lady he wished to impress for tiffin or an afternoon tea-dance and hang the expense. Here officials of the Indian Civil Service and military officers glanced casually at maharajahs, tea-planters, jute-wallahs and other members of the upper set, each little party maintaining that frosty reserve for which the upper-class English are so noted.

The proprietor (Anthony Firpo), a charming distinguished-looking but obsequious Italian, always greeted customers with a bow and a smile and with that touch of deference which implied that they might have been royalty incognito.





(From: *One Hell of a Life - An Anglo-Indian Wallah's Memoir from The Last Decades of the Raj* by Captain Stan Blackford)

A traveller to Calcutta who went on a tour around the city wrote, When my grandfather arrived in Calcutta sixty-five years ago, what did he see first? What did he think of this new place that was so completely different from his home state of Minnesota? Grandpa was stationed in Calcutta in 1945:

Among the noteworthy places mentioned or photographed by the grandfather was Firpo's. The travelogue says, "Firpo's restaurant, for example. On the photo. Grandpa had written, "Best eating place." An Internet search told me that Firpo's used to be one of the more popular places for G.I. Joes and Janes to hang out, serving dishes that were familiar in the west (including beef, apparently), but that, at some point, the back portion of the building had burned down and the restaurant was never rebuilt- Further research, helped me learn that although the

restaurant no longer exists, a market stands in its place, also called Firpo's.

An evergreen old timer recalls — "Firpo's had a tea room on Old Court House Street, opposite today's Raj Bhavan. In 1939, a high tea (unlimited) was served there for one rupee per head!"

Another tourist to Calcutta reminisced, "Our first stop was internationally renowned Firpo's Italian restaurant and patisserie on Chowringhee Road. I believe that Mogg cooks staffed it. Chefs from France had originally trained these Indian men in the early years of French colonization. When the French left India after the collapse of their colony in south India, these resourceful Indian cooks adapted the French recipes using local ingredients and became an elite class of their own. I believe that their Petit Fours, Pistachio, Walnut and Chocolate cakes and other specialties were still being flown to England to fill out orders a number of years after the Second World War had ended."

Flurys



Flurys, the legendary tearoom on fashionable Park Street in Kolkata was founded in 1927 by Mr and Mrs J Flurys. Presenting fine European traditional confections, it had soon become a popular meeting place for all ages. It introduced



the city and many generations to authentic Swiss and international delicacies.

As the only tea room of the prosperous Britisher and the affluent Indian alike, the place was known far and wide for its exotic cakes, creamy pastries, rich puddings and perhaps the best Swiss chocolates outside the European continent and in no small measure to the relaxed and cheerful atmosphere that it provided. Flurys is now open with a fresh design that recalls the 1930s, yet retaining a sense of timelessness. The old world charm of a European Cafe is given a contemporary touch to create a new, homely and calming, trouble free and relaxing space.



TEA TIME

Flurys has been a benchmark in tearoom / confectionaries around the country. Famous for its iconic butter cream and rich chocolate desserts and cakes and also the iconic Flurys breakfast which is an experience in itself, it is undoubtedly the true icon of Kolkata. It finds mention in



all the reputed travel magazines and journals across the world as a must visit in Kolkata. Many generations have grown on Flurys products and is often lovingly described as the “Queen of Park Street”.

Flurys is always in the news for its innovative products and also for its heritage products, being prepared with the same recipe for more than 80 years. It is covered in the print and electronic media almost every week, the latest being the Rakhi and Monsoon promotions.

Flurys has been rewarded at forums locally and on international and national levels, from winning the “most stylish place in Calcutta”, to the Times and Telegraph Food awards and also the international tourist award from Madnd, Spam Flurys has been always suitably rewarded for its cinsistently high standards.

Flurys is expanding its footprint rapidly throughout the length and breadth of Kolkata from being a solitary outlet a few years back. Flurys now boasts of ... operating outlets and a few in the pipeline. In fact the first Flurys outlet outside Kolkata has also been quite a raging success in Durgapur.

Flurys is now in a major expansion mode woth contern porary outlets planned in some big ... including Mumbai Hyderabad and Delhi.

The Iconic Breakfast at Flurys

Flurys is widely known for its breads and confectionaries, but it is best known, and by far, for its detectable breakfast selections. which are incredibly popular. As a matter of fact there is a waiting of up to one hour during breakfast hours at weekends and holidays.

The Flurys breakfast has received the wide publicity it deserves and is regularly featured in the print and electronic media and has won numerous awards and accolades for its quality consistency and the old world charm it generates.

The most popular breakfast item is the all day English Breakfast, which consists of fruit juice, two rashers of crispy bacon. two grilled sausages, one fried egg, one grilled tomato and one hash brown with two slices of toast butter and preserves and tea/coffee and is priced at Rs 410 all inclusive.

Another very popular breakfast item is the iconic Flury, beans and consists of a slice of toasted and buttered bread topped generously with baked beans, creamy mushrooms or creamy chicken and is priced between RS. 180/ Rs. 195/ all inclusive.

Lately, based on the changing guest preferences and the penchant for healthy foods, Flurys, has started with the healthy version of its incredibly popular all day English breakfast and called It the “logger’s breakfast”, which has been a runaway hit amongst the health conscious. The logger’s breakfast consists of cucumber and spinach/ carrot and orange juice, three egg white omelet with spinach and onion, lean lose fat, low sodium chicken sausage. rindless bacon. multigrain high fiber toast, low fat preserves, decaffeinated coffee/ green tea and is also priced at Rs. 410. all inclusive.

The all day breakfast is available during the entire opening hours of Flurys between 7.30 AM and 10.00 PM on all days.



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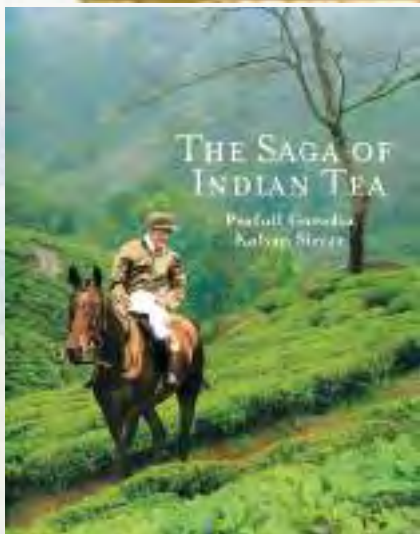
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Tea Auctions in Cochin



Cochin Auctions going on to celebrate a diamond jubilee

Although tea auctions started in July, 1947, the Tea Trade Association of Cochin was formed towards the end of 1950 to promote the common interest of sellers, buyers and brokers of tea. In January 1951, the first general committee of the Association took office. The first committee framed rules and by-laws of the Association and from then, all the auctions were held “Under and Subject to the Rules of the Tea Trade Association of Cochin.”

The first tea broking firm in Cochin to open business was M/s. Forbes, Ewart & Figgis (P) Ltd. In November 1949 the Calcutta firm M/s. Carritt Moran & Co. (P) Ltd. opened a branch of their office in Cochin. With the expansion of the auctions over the years, a third broking firm – also from Calcutta – M/s. J. Thomas & Co. (P) Ltd. opened their branch in Cochin in 1964, followed by Messrs Contemporary Targett Ltd., Paramount Tea Marketing (P) Ltd., Tamil Nadu Tea Brokers Ltd. and Best Tea Brokers Ltd.

The quantity sold in the first sale was only 2,27,315 lbs in 53 lots but no single lot was

knocked down at the auction. The teas were therefore sold privately.

Soon after the last World War, the Ministry of Food in London had given up buying teas on a yearly contractual basis and conditions then became more chaotic than ever. It was under these circumstances that the idea of tea auctions in Cochin, similar to those already existing in London, Calcutta and Colombo, was born in the mind of the great Robert Gordon Peirce, popularly known as Tom. His rich experience gained in the field of tea trade while serving as the agent of the Ministry of Food, London, in Cochin, prompted him to set up and organise the Cochin Tea Auctions. R G Peirce, will always be remembered as the architect of the Cochin Tea Auctions.

In 1992, the Association was registered as a company under the Companies Act, 1956. The Association has celebrated the silver jubilee of the Cochin Tea Auctions on March 3, 1973. The golden jubilee was also celebrated on July 3, 1997 when India celebrated 50 years of Independence – in a remarkable coincidence.

By now the Cochin Tea Market has been firmly established and all sections of the buying trade



throughout the world are represented at regular auctions.

In 1997, 63.32 mkg of tea were sold through the Cochin auctions, representing approximately 31% of the south Indian tea production. Exports have also gone up substantially during the same year. By then, the total membership strength stood at 472, consisting of 303 buyers, 162 sellers

and seven brokers.

The construction of a new auction hall and office of the Association is in progress and will hopefully be completed soon.

The Cochin Tea Auctions ushered in an era of progress and have now attained an eminent position as one of the important primary auction centres of the world.

TEA INFUSED TEA CAKE

PROTEIN 2.0g

FATS 7.5g

CARBS 17g

165 KCAL

Recipe on Reels

Macronutrients per 50g serve

somenwhatchef • Follow
Delhi, India

somenwhatchef Comment if you want 30+ Easy & Healthy Dessert Recipes, I'll send them to you!

The cozy winter evenings are best paired with a warm cup of tea, and with it today I am sharing a cozy Tea Infused Tea Cake Recipe that is so cozy, you'll love it.

And cherry on the cake, this is a zero maida cake, made with Atta instead of refined sugar, I used Jaggery Powder! It's also eggless!

This tea infused cake is a treat to the eyes as well as your taste buds! Give it a try.

Tea has always been one of my favorite hot beverages

90 likes
18 hours ago

Log in to like or comment.

History of South Kolkata



It has only been a year and a half since the First World War ended. Binay Krishna Basu is twelve years old, Subhas Chandra Bose has not yet joined the Congress, and Manna Dey is one year old. Satyajit Ray was not born.

A few settlements have been established in the south of Bhowanipur. Tourists visiting Kalighat say that they can still hear the roar of wild animals from the banks of the original Ganges. However, there are no more dacoits. But there is a heavy presence of snakes.

The city of Kolkata is expanding day by day, so it was decided that in order to expand the city, the forests would have to be cleared to make room for settlements. This decision was made by the British Governor-General Lord Curzon, also known as Lord Curzon. He established the “Calcutta Improvement Trust” or CIT in 1912 for the construction and preservation of Kolkata’s roads, waterways, drainage system, and for their maintenance.

Along with the preservation work, the expansion of Kolkata continued. New lands were sought to build settlements.

A dense jungle was cleared on the southeast side of Kalighat Temple. From the edge of this jungle, the newly built Broad Gauge railway line

After the increase in the sale of soil, the residents of the village became quite affluent. Several large houses were built in the village. The village became known as Baliganj (pronounced Baliganjo’) because of the soil business.

by the British passed further south. The British government decided to clear and make this area habitable. However, clearing such a deep jungle would take years.

So what to do now? On the south side of this jungle, that is, on the other side of the railway line, there were vast marshes. It was decided that settlements would be made by filling up these marshes. It was much easier to fill up the marshes by cutting the soil than clearing the jungle.

But where would they get the soil to fill the marshes? From the jungle! First, the trees of the jungle were cut down and a field was created. Then the soil was cut from there and used to fill the marshes. A total of seventy-one acres of land were acquired for cutting.

The task of cutting the soil was assigned to a C.I.T. employee named Cecil Henry Bompas.



HISTORY



for cutting the soil, the reservoir was named Bompass Lake. Just as William Tolly re-dredged the Adi Ganga and the place was named Tollygunge after him. I will tell you that story some other day. The area around the lake, which was cleared of soil, was named Lake Colony.

After the increase in the sale of soil, the residents of the village became quite affluent. Several large houses were built in the village. The village became known as Baliganj (pronounced Baliganjo') because of the soil business.

In 1862, the English started the railway service from Shyaldah to Canning. They built a station in Baliganj for the convenience of transportation. After eight years, in 1890, a new train line was built from Baliganj to the right side of the canal and along the edge of the jungle, up to Budge Budge. It was through this railway line that Swami Vivekananda returned to Kolkata after his visit to America in 1897.

With the richness of Baliganj, wealthy landlords and affluent individuals started buying land acre by acre to build their gardens and houses. Promothobhoban or Arki was one such garden. Even the high-ranking British employees built their gardens and houses here. These large garden houses were given a unique name along with the names of their owners. One such garden house belonged to the district magistrate George Mandeville. His garden house was named George



Thousands of people were employed to dig the soil. Not only were the people of this state employed, but also people were brought from the neighboring state of Bihar to expedite the work. In the middle of this jungle, there was a small mosque. This mosque was built in 1884. The mosque was left intact and the soil was cut from its surroundings. The soil digging gradually created a massive reservoir in the heart of this jungle. Digging the soil revealed fossilized remains. Who hasn't heard of the thieves and dacoits of Kolkata? They used to kill and dump bodies in the jungle after looting them. Several bows were found. I will come to that later.

Since it was Cecil Bompass who was responsible



TEA TIME

Mandeville Garden. Today's Mandeville Garden. There was also a garden house of Colonel Gilbert Ironside. However, there is no longer an Ironside Garden, the present name is Ironside Road.

“The residents of Lake Colony, having seen so many ‘Garden Gardens’ in all directions, decided not to name their colony Lake Colony. They didn't like the name Colony. They wanted a name with ‘Garden’ as well. So, instead of Lake Colony, the place was named Lake Gardens.

To create a small settlement in Lake Gardens, the British government assigned the responsibility to a businessman named Mongoniram Bangur. He made the southern part of the settlement more habitable. Gradually, settlements started to develop in that area. Even members of Tipu Sultan's family lived there in a scattered manner. Mongoniram developed the area. Today, it is known as M.R. Bangur Hospital.

As for the name of the Bompas Lake, it is now called Rabindra Sarobar. Did the name Bompas completely disappear from history? No, even if people don't remember it, a road is named after it. From Deshapran Shasmal Road, if you enter

Southern Avenue, you will find Bompas Road on your left. The road curves and leads you to Lake Market.

Let me tell you two more things about Rabindra Sarobar. The mosque I mentioned earlier is still located in the middle of the lake like an island. In 1926, the Howrah Barne and Company Limited built a hanging bridge from the riverbank to the mosque. Just behind it is the ‘Calcutta Rowing Club.’ A question arises here. The ‘Calcutta Rowing Club’ was established in 1858, after the Sepoy Mutiny. The work on Bompas Lake started in 1920. So, the calculations don't match! If you read the next line, the calculations will match. The ‘Calcutta Rowing Club’ was established in 1858 on the banks of Strand Road, facing the Ganges. Later, when the Sarobar was formed, it gradually rose here.

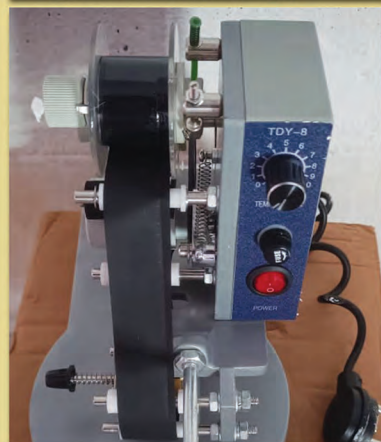
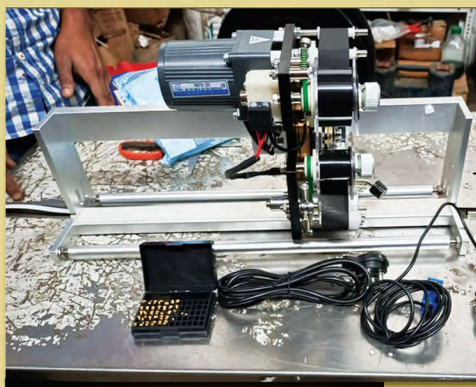
Lastly, I will tell you that those who have been to Rabindra Sarobar have seen several large cannons on the western side of the Sarobar. These cannons were used by Siraj-ud-Daulah in the Battle of Plassey in 1757. They were found during excavation!

Source: Amitsurya Chatterjee

HAPPENINGS

Asports meet for differently Abled persons was organised by Niswarth on 21st January,2024 at the Bhanu Maidan(Football field) at Bagracote Tea Garden. 192 participants from 22 Tea Gardens of Dooars took part in Wheel chair race,Shot put Throwing a ball,Bursting balloon,Sack race,Catch a pole,50 mtrs race etc. MLAs from Darjeeling, Dooars, Karimul Haque(Padmashree), SDO, IAS , Army Commander from Bagracote unit,Tea planters and other guests attended. Food was arranged for 300 plus participants & Attendants, 100 plus guests. More than 900 residents of gardens witnessed the sports meet. Overall a very successful program and happy moments for all.





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ASSOCIATION OF TEA AUCTIONEERS

CIN U94990WB2023NPL265856

Nilhat House, 8th Floor
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11 R N Mukherjee Road
E : ata.auctea@gmail.com
Kolkata 700 001

Formation of Association of Tea Auctioneers (ATA)

Indian Tea Auction, regulated and operated by Tea Board, sells around 40% of all tea produced in India. Price realized from the Auction sets the benchmark for the type & grade of Tea. Auctioneers play a major role in the auction system since its inception in terms of attracting teas of sellers/producers to Auction System, drawing samples and distributing the same to registered buyers, making provisional valuation of teas, etc. Sellers and buyers depend on their respective Auctioneers to a great extent for guidance and valuation of teas, quality standards, dispute settlements, etc. Besides these activities, individual Auctioneers do liaison with the respective Auction Committees, Tea Board, etc for ensuring smooth operations. However, there was no formal Organisation so that Auction related issues are collectively considered by all Auctioneers and represented to the Authorities for the overall benefit of the trade in India.

Considering this all registered Tea Auctioneers in both North and South India have now

formed an **Association** namely “**Association of Tea Auctioneers**” in brief ‘**ATA**’ to promote the welfare and safeguard the rights & interests of the Tea Auctioneers in India for the overall benefit of Tea Auction and the Indian Tea Industry in general.

The “**Association of Tea Auctioneers**” has been registered under the Companies Act 2013 by the Registrar of Companies, Ministry of Corporate Affairs, Government of India. Official mail-id is “**ata.auctea@gmail.com**” and phone no. is **+91(33)22300411**. Member-Auctioneers of ATA are :

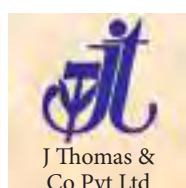
1. M/s Assam Tea Brokers Pvt Ltd
2. M/s Associated Brokers Pvt Ltd
3. M/s Care Tea Pvt Ltd



4. M/s Contemporary Brokers Pvt Ltd
5. M/S Contemporary Tea Auctioneers (P) Ltd
6. M/s Eastern Tea Brokers Pvt Ltd
7. M/s Global Tea Auctioneers Pvt Ltd
8. M/s Good Point Tea Pvt Ltd



9. M/s J Thomas & Co Pvt Ltd
10. M/s Paramount Tea Marketing Pvt Ltd
11. M/s Paramount Tea Marketing (SI) Pvt Ltd
12. M/s Parcon (India) Pvt Ltd





- 13. M/s Sudhir Chatterjee & Co Pvt Ltd
- 14. M/s Tea Brokers Pvt Ltd
- 15. M/s Tea Champagne Pvt Ltd.

Primary objectives of the Association of Tea Auctioneers (ATA) are as follows :

1. liaison, interact and represent industry related, more particularly auction related matters to Tea Board, Central Government, respective State Governments, other regulatory authorities, institutions, tea auction organizers, etc.
2. consider, formulate, prescribe and promote fair and proper standards and practices of

the auction of Teas at various auction centers in India.

3. promote and encourage advancement of scientific and professional education for the development of the public auction system and tea industry in India as well as abroad.
4. publish newsletters, magazines, directories, concerning the Tea Trade and Tea Auctioneering.
5. design and operate public auction and private sale platforms for the sale of tea in India in future, if the situation so warrants, in liaison with the Tea Board, Sellers, Buyers and various Organisations.
6. carry out any activities which forms an integral part of the Tea Auction process whether public or private like Sampling, warehousing, distribution, etc.



Shri Piyush Goyal, Minister of Commerce and Industry with producer members of the Tea Industry in Kolkata. Consumer Affairs, Food and Public Distribution, Textiles, and Leader of the House, Rajya Sabha.



Legacy of Inspiring Leadership

MR. PARAG DESAI

Executive Director

Wagh Bakri Tea Group

8th February 1973 to 22nd October 2023

Mr. Parag Desai was a prominent figure in the 120-year history of Wagh Bakri Tea, was the fourth-generation entrepreneur, contributing significantly to Sales, Marketing, and International Business divisions. Beyond administrative roles, he was a skilled Tea Taster, reflecting his dedication to product quality.

Holding an MBA from Long Island University, Mr. Desai showcased marketing excellence by securing the first prize in the 'All USA Direct Marketing Competition,' a testament to his skills.

Over the last 15 years, Parag bhai was wholeheartedly committed to expanding the illustrious legacy of Wagh Bakri tea, both within India and globally. As a dynamic leader, his profound understanding of the practical and strategic aspects of every endeavor, combined with his methodical planning, set him apart. He served as a tremendous source of inspiration to the employees and business associates within the Wagh Bakri family.

Mr. Parag Desai had a strong interest in CSR initiatives that significantly helped people in

improving their lives and well-being. These initiatives reflect his belief is business making a positive impact on society beyond profits, by supporting education, healthcare and other social and environmental causes.

Mr. Parag Desai was actively involved in industry organizations like the Confederation of Indian Industry (CII), Tea Packeters Association of India, and Western India Tea Distributors Association. He represented the Wagh Bakri Tea Group in these associations and contributed to the tea industry.

As a prolific speaker and a respected voice in the industry, he had played a significant role in guiding the Wagh Bakri Tea Group to various accolades through innovative marketing, branding, and packaging strategies. He was honored with the prestigious "Marketing Man of the Year" award by the Ahmedabad Management Association (AMA).

Mr. Parag Desai's untimely departure has left the Wagh Bakri family in profound shock, robbing them of a dynamic leader and an inspirational figure.



With profound grief, we inform that our beloved

SHRI PRAVINBHAI BHANSALI

(son of Late Shashiben & Keshavlal Bhansali)
age 89 years, left for his heavenly abode.



Lovingly remembered by: Sharmi Bhansali
Late Pinky & Atul Shah
Shweta & Rajiv Kothari
Sachin & Monisha Bhansali
Ankit & Nidhi, Aayushi & Karan, Anushi & Hardik,
Sanjana & Arjun, Pooja, Sharan & The Girnar Family
No Laukik Vyavhar No Condolence Meet

Fondly remembering his favourite line
“Que Sera Sera, whatever will be, will be...”



Jaskirat Singh Grewal
Golf Coach

Dronacharya Award in Golf

Happy to inform you that Jaskirat Singh Grewal, universally known as Jesse Grewal, has been selected to receive the 2023 Dronacharya Award (Lifetime Category) as Golf Coach.

The award will be conferred at the National Sports Awards at Rashtrapathi Bhavan, by President Murmu at 11.00 AM on Tuesday, 09.01.2024, which will be telecast ‘Live’.

Jesse was with Tata Tea Limited and was posted on Nahorani T.E. and on Nonoi T.E. in Assam.

His late father, Shatru Daman Singh (S.D. Singh) was the first Indian Superintendent of Doom Dooma Tea Company in Assam.

Jesse’s younger brother, Jaideep Singh Grewal was with Tata Tea Ltd. in S. India.

Jesse lives in Chandigarh, as does his mother, and Jaideep.

5th STAC SPORTS CARNIVAL 2024





MONTHLY PRODUCTION OF TEA NORTH INDIA

Dust : Excluding Orthodox Dust

month	01-04-2023 to 31-12-2023		01-04-2022 to 31-12-2022		Diff(+/-)	
	L.KGS.	Avg. .Rs.	L.KGS.	Avg. .Rs.	Avg.Ra.	
APR	27.6	244.28	24.8	281.77	37.49	
MAY	77.5	222.70	72.5	213.60	9.10	
JUN	115.9	260.83	135.0	258.24	2.59	
JUL	129.5	254.23	142.5	260.82	6.59	
AUG	213.8	232.09	175.0	261.22	29.12	
SEP	201.4	227.49	164.6	237.28	9.80	
OC	153.7	227.66	125.3	233.18	5.52	
NOV	177.2	218.36	235.2	214.61	3.74	
DEC	199.0	185.46	189.7	188.72	3.26	
TOTAL	1295.7	226.27	1264.5	233.09	6.82	

month	-04-2023 to 31-12-2023		-04-2022 to 31-12-2023	
	L.KGS.	Avg. .Rs.	L.KGS.	Avg. .Rs.
APR	15.4	171.79	12.3	196.35
MAY	38.4	154.52	37.3	158.23
JUN	50.1	171.32	53.8	164.75
JUL	53.8	175.43	59.4	167.03
AUG	80.7	166.12	73.2	178.85
SEP	72.6	162.57	71.2	172.97
OC	54.3	163.08	60.1	173.84
NOV	62.9	153.52	96.7	163.37
DEC	68.8	136.39	63.6	145.32
TOTAL	497.1	160.37	527.7	166.79

Assam :BLF (CTC+DUST)

month	01-04-2023 to 31-12-2023		01-04-2022 to 31-12-2022		Diff(+/-)	
	L.KGS.	Avg. .Rs.	L.KGS.	Avg. .Rs.	Avg.Ra.	
APR	39.2	242.10	37.6	261.70	19.60	
MAY	55.1	226.02	53.6	209.13	16.89	
JUN	59.1	238.37	100.0	245.72	7.35	
JUL	78.3	226.08	82.6	227.49	1.41	
AUG	111.8	197.71	118.0	221.51	23.80	
SEP	102.2	191.62	107.0	204.43	12.80	
OC	86.9	193.15	88.9	210.71	17.56	
NOV	105.0	197.09	135.5	200.35	3.26	
DEC	109.3	186.75	107.5	187.37	0.63	
TOTAL	746.9	205.26	830.7	214.81	9.55	

month	-04-2023 to 31-12-2023		-04-2022 to 31-12-2023	
	L.KGS.	Avg. .Rs.	L.KGS.	Avg. .Rs.
APR	38.9	124.66	25.0	158.63
MAY	52.3	125.02	38.1	130.57
JUN	59.5	121.54	66.1	122.80
JUL	70.3	121.75	63.2	120.59
AUG	92.7	114.86	81.8	127.14
SEP	84.5	114.89	73.3	127.74
OC	63.3	119.51	54.7	134.77
NOV	83.6	118.79	108.7	134.83
DEC	82.4	112.17	76.8	126.59
TOTAL	627.5	118.37	587.7	129.64

DOOARS & TERAI : BLF (CTC+DUST)





(ORTHODOX)

month	01-04-2023 to 31-12-2023		01-04-2022 to 31-12-2022		Diff(+/-)
	L.KGS.	Avg. .Rs.	L.KGS.	Avg. .Rs.	
APR	20.6	244.42	9.8	279.54	35.12
MAY	46.1	209.82	21.8	264.42	54.61
JUN	48.8	228.77	34.8	349.92	121.15
JUL	39.4	226.04	47.2	351.99	125.95
AUG	54.2	225.35	69.2	340.23	114.89
SEP	51.2	233.22	65.4	282.92	49.70
OC	48.2	223.23	43.7	276.01	52.78
NOV	56.4	228.64	75.9	281.73	53.09
DEC	42.8	211.32	49.5	225.25	13.93
TOTAL	407.7	224.75	417.3	296.99	72.24

(DARJEELING)

month	01-04-2023 to 31-12-2023		01-04-2022 to 31-12-2022		Diff(+/-)
	L.KGS.	Avg. .Rs.	L.KGS.	Avg. .Rs.	
APR	0.1	819.19	0.3	877.62	58.43
MAY	1.3	599.39	1.4	433.96	165.43
JUN	1.4	352.18	2.4	343.14	9.05
JUL	1.4	396.47	1.7	458.22	61.76
AUG	1.9	400.53	2.0	355.77	44.77
SEP	1.5	294.40	1.7	302.27	7.87
OC	1.4	251.67	1.3	281.61	29.94
NOV	1.8	259.42	2.0	356.02	96.60
DEC	1.6	235.24	1.9	307.23	71.99
TOTAL	12.4	347.09	14.6	364.73	17.64

CACHAR : Estate (CTC+DUST)

month	01-04-2023 to 31-12-2023		01-04-2022 to 31-12-2022		Diff(+/-)
	L.KGS.	Avg. .Rs.	L.KGS.	Avg. .Rs.	
APR	0.6	216.51	1.2	236.46	19.96
MAY	5.1	190.38	4.6	183.33	7.05
JUN	9.7	186.67	10.7	182.31	4.35
JUL	10.0	198.36	10.3	191.67	6.69
AUG	17.0	188.84	17.0	202.25	13.41
SEP	14.3	187.79	17.5	194.04	6.26
OC	13.1	188.52	12.1	186.95	1.56
NOV	15.2	176.97	22.2	180.58	3.62
DEC	16.6	151.06	21.5	162.19	11.13
TOTAL	101.6	181.66	117.0	184.84	3.18

TRIPURA : Estate (CTC+DUST)

month	01-04-2023 to 31-12-2023		01-04-2022 to 31-12-2022		Diff(+/-)
	L.KGS.	Avg. .Rs.	L.KGS.	Avg. .Rs.	
APR	0.3	219.71	0.4	227.34	7.63
MAY	1.3	166.51	0.9	160.47	6.05
JUN	1.9	160.76	2.5	151.56	9.20
JUL	2.9	163.42	3.1	153.80	9.62
AUG	4.7	152.07	5.1	161.65	9.59
SEP	4.0	152.98	4.7	157.57	4.59
OC	3.8	144.38	2.8	149.58	5.19
NOV	3.7	138.62	6.0	146.68	8.07
DEC	3.5	130.26	3.1	136.92	6.66
TOTAL	26.2	149.76	28.6	153.05	3.29



MONTHLY PRODUCTION OF TEA SOUTH INDIA

(CTC+DUST)					
month	01-04-2023 to 31-12-2023		01-04-2022 to 31-12-2022		Diff(+/-)
	L.KGS.	Avg. .Rs.	L.KGS.	Avg. .Rs.	Avg.Ra.
APR	92.5	119.15	107.0	103.37	15.78
MAY	93.5	112.60	104.8	100.45	12.15
JUN	131.4	104.51	100.1	96.01	8.50
JUL	143.0	103.54	159.4	92.58	10.96
AUG	140.5	99.61	106.7	104.19	4.59
SEP	125.9	101.60	92.2	107.23	5.63
OC	133.8	105.21	138.0	110.56	5.36
NOV	103.1	106.53	103.1	120.90	14.38
DEC	133.6	104.84	111.7	117.41	12.57
TOTAL	1097.2	105.66	1023.0	184.84	79.18

ORTHODOX					
month	01-04-2023 to 31-12-2023		01-04-2022 to 31-12-2022		Diff(+/-)
	L.KGS.	Avg. .Rs.	L.KGS.	Avg. .Rs.	Avg.Ra.
APR	10.1	162.48	9.8	139.38	23.10
MAY	11.2	159.98	11.7	160.43	0.45
JUN	14.0	145.69	14.9	161.63	15.94
JUL	13.1	132.42	18.8	167.62	35.20
AUG	10.2	121.52	12.2	160.19	38.67
SEP	11.3	139.87	9.2	166.17	26.29
OC	10.1	144.24	19.1	165.88	21.64
NOV	10.3	135.36	16.2	172.00	36.63
DEC	10.6	141.01	14.4	163.78	22.77
TOTAL	101.0	142.43	126.4	163.09	20.66



Compiled by Soumen Bagchi

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Shola C.I Heater



Axis Auto Milling • Auto Chasing



Rolling Table

Automation



Smart Feed

(Uniform Green Leaf Feeding)

Smart Discharge

For Dryer Mouth Seal



- Smart CFM Automation System
- Smart UNIFIED Dryer Temperature Controlling System
- Smart Coal Heater Controller



Meyer TD3 Colour Sorter (Ancoo)

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