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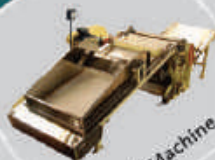
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Errol O'Brien

Country wise Quiz



1. Waltzing Matilda is the theme song second to the National Anthem of which country?
2. Flags of most countries are either in the shape of a square or a rectangle. Which Country has its flag in the shape of a triangle?
3. Which is the smallest inhabited island in the world?
4. Complete the outdated saying: The sun never sets on the ?
5. The term Breakfast Tea is synonymous to which place in India?
6. Druk Yul is the local name of which country surrounded by the Himalayas and sandwiched Between India and Tibet?
7. Which island in Oceania is owned by two different countries?
8. The Canary Islands is an archipelago in the Atlantic Ocean belonging to which country?
9. The Aztecs were a community and tribe associated with which country?
10. Name the British author of Indian descent settled in Trinidad and author of the book: A House for Mr. Biswas

ANSWERS

- 1) Australia. The National Anthem Is Advance Australia Fair.
- 2) Nepal
- 3) Just Enough Room Island near New York, 3300 sqft
- 4) The British Empire
- 5) Assam
- 6) Bhutan
- 7) Papua It is owned by Indonesia and Papua New Guinea
- 8) Spain
- 9) Mexico
- 10) V. S. Naipaul

PUBLISHERS NOTE

As we go into the cropping months in North India, a familiar price curve looms ahead. Supply once again outstrips demand.

Debates abound. Has consumption declined? Or has the lockdown eaten away sales? Have the smaller packers lost out to larger ones due to a weak distribution network? And hence a weaker market?

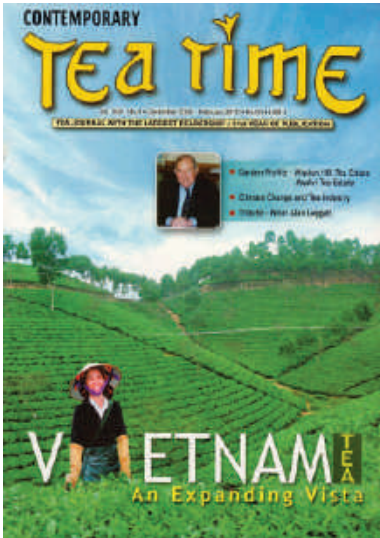
But one thing is certain, with two business models competing for market space the trends show a distinct divide between the good and best varieties of teas from the rest. This trend may continue for CTC teas. The Orthodox varieties are holding with demand from overseas, but are still Rs 50 below last year on averages

An age-old argument has been that since tea is a commodity, demand, and supply balance prices. With increasing production over the years and domestic demand not being able to absorb the additional quantities, the idea of a minimum support price has been mooted. While many commodities enjoy this support, tea does not. With rising input costs and increased wages some innovative solutions are certainly the need of the hour.

In our forth coming issue, we will be recalling the era of the Soviet buying, and the long-term effects that it has had on our export markets. Exports which could have helped to balance the demand and supply equation today.


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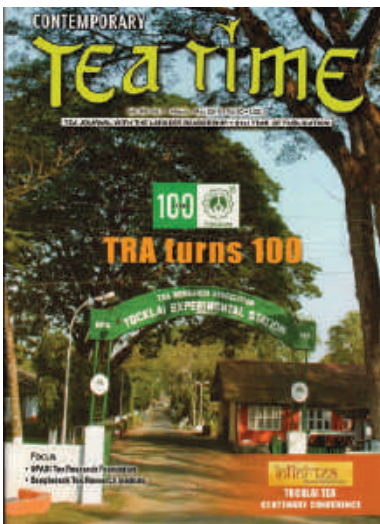


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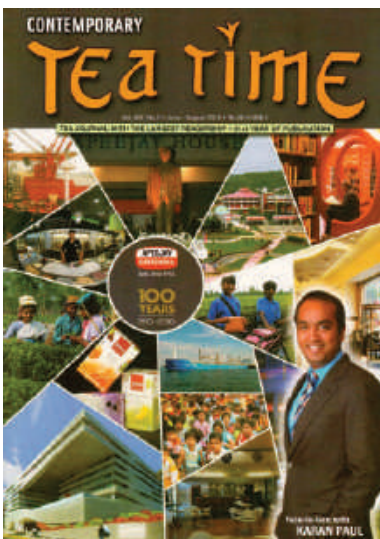
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TEA IS THE SUPER BEVERAGE – CELEBRATING INTERNATIONAL TEA DAY

TEA TIME

TEA OVERVIEW



After several years of deliberations and discussions the United Nations (UN) declared the 21st May as the International Day for Tea. This was something which was much awaited by the entire tea fraternity across the world. The International Tea Day encourages world-wide attention to this super beverage. This day is an opportunity to recognize the culture, heritage, health benefits and economic importance of tea globally. It is an occasion for the tea fraternity to further strengthen our ties with our consumers and to renew our pledge to make tea the most preferred beverage across the world.

The 1st International Tea Day, 21st May 2020, was a quiet affair since the world was engulfed in the COVID19 pandemic. This said, while we continue to fight the pandemic the 2nd International Tea Day was recognized throughout the world. The Indian Tea Association (ITA) held a webinar which was attended by nearly 500 people and had 15 eminent panelists from across the globe.

The 1st session of the webinar focused on the Sustainability paradigm of the tea sector. Sustainability in the Tea Industry has been based upon a comprehensive approach integrating the three bottom lines - People, Planet and Progress towards prosperity. The ITA in the past few decades has engaged with International NGOs as well as State and Central Governments in implementing worker programs on Women's empowerment, nutrition, health and hygiene, sanitation and general wellness of the tea population through capacity building and behavioural change communication. The approach to sustainable

development has been based upon persistent emphasis on sustainability across the value chain from the bush to cup. The 2nd session focussed on Indian Tea as a leading Global Beverage. Presently India exports around 250 million or 17%-18% of its annual production. We export

to over 100 countries. While there has been increase in exports in recent years the target that has been set is to achieve 300 million kgs of exports in the next 3-5 years. Once again prominent speakers from the USA, Russia, Iran, Egypt and Malaysia spoke of their experiences with Indian tea, consuming trends in their country, and how the share of throat for Indian tea can be further enhanced. One interesting fact which emerged was that in some countries tea consumption had actually increased during the pandemic year. The primary factor attributing to this increase was the perceived health benefits of consuming tea. There is little doubt that the high levels of antioxidants in tea are extremely beneficial and act as an immunity booster against viruses and diseases. This is a very positive development and something the industry needs to continue to explore.

The International Tea Day has truly become an integral part of our annual calendars and I look

forward to celebrating this day with more gusto and aplomb in future years to come.



Vivek Goenka, President
Indian Tea Association



INTERNATIONAL TEA DAY CELEBRATES SUCCESS; PLANS FOR FUTURE

Shikha Mukerjee

Indian Tea Association's celebration of the second year of International Tea Day underscored that for the tea industry 2020-2021 was an enormous challenge because it had to step up to the unexpected test of saving lives and protecting plantation labour as well as the all those working in the industry and not just on the estates on an unprecedented scale as it joined the national effort to minimise the disruptive impact of the COVID 19 pandemic.

There was a surprising positive that emerged from the crisis, as consumers across the world and in unlikely geographies like the United States of America grabbed tea off the shelves and bought on line for its health properties as an immunity booster. They did so on their own implying that the investment in positioning tea as a health drink had registered with millennial, Generation X and older consumers.

Drinking tea as a talisman is a game changer and India with its diversity of teas is a ready source of the product, as various experts pointed out from countries as dispersed as Malaysia, Egypt, Iran, Russia and of course US.

The two part webinar organised by ITA with sponsors from producers and NGOs working on Sustainability focused on the Way Forward for Inclusive Development and on Tea as a Global Beverage. Speaking on the occasion, ITA Chairman Vivek Goenka said that the

pandemic had been disruptive on the lives and livelihoods of everyone working in the tea industry as well as support services required by the industry. Members of ITA had played a proactive role in keeping the pandemic contained. ITA on its part had created and shared Standard Operating Procedures for maintaining health and safety on the estates.

The Government of Assam and the tea industry were working closely to identify and deliver benefits of various government schemes like old age pensions, scholarships and health and



maternity programmes as part of a conscious endeavour to strengthen inclusive development, Mr J B Ekka, Principal Secretary, Labour Welfare, said. Garden level committees had been set up to connect plantation populations to government schemes by facilitating the identification and the paperwork necessary to access the benefits, he added.

The three pillars of sustainability – people, planet and profit – served as the road map for the industry, Ms Nayantara Palchoudhuri, Vice Chairperson of ITA said. The focus is on empowering women, who comprise over 50 per cent of the workforce on the plantations, building capacities and reducing inequalities, in other words, striving for more inclusivity, she explained. The industry was moving forward to adapt to clean energy sources as part of environmental sustainability, she added.

Consumers, globally, demanded certifications confirming that the tea they bought was sustainably and ethically produced, Mr Will Battle of said. Asserting “I am an optimist,” he was upbeat about the sustainability of tea as a beverage. More and more, global tea drinkers were seeking information on where the tea was produced, that is, supply chains, and on the provenance of the supply lines; for them living wage and carbon emissions were a significant part of decision making on purchases of tea, he said. Within markets, consumers were concerned about different sustainability issues and these tea drinkers could be divided by age, gender and geography, he added.

India was now into its third decade of sustainability and ticking the check boxes with certification was not sufficient, Shatadru Chattopadhyay of Solidaridad, an international NGO working primarily with farmers, pointed out. Being able to trace back from where the tea was sourced and verify the growers compliance with whatever standards were the bottom line for buyers in whichever geography was the big differentiator, he held. Information Technology,

he added, was the game changer and farming data to deliver more and more information and track and monitor growing practices would be a game changer. The TRINITEA initiative of building small tea grower capacity to self verify the growing protocols followed was a turning point in his view, not least because the capacity was built on using IT to make change happen.

Confirming that traceability was the first concern of small tea growers, Mr Bijoy Gopal Chakraborty of Confederation of Indian Small Tea Growers Associations, from Jalpaiguri in West Bengal said that the small farmer was now the largest producer of leaf in the country, larger than the plantation sector. The sustainability of this sector was important and its capacity to grow the leaf sustainably had been strengthened by the TRINITEA programme. There is an urgent need to aggressively market STG teas, he felt.

Social sustainability initiatives strengthened the economic case for investing in adoption of sustainability practices, Madhulika Jonathan of UNICEF and Barbel Weiligmann of GAIN, an international NGO agreed. UNICEF has been working on mapping the health infrastructure available on tea plantations and government facilities in the neighbourhood as a way of improving access to services. Ms Weiligmann said that GAIN’s focus has been on improving nutrition through an information outreach programme as a basic building block of health and the outcomes have been positive.

Water as a scarce resource had to be managed through replenishing depleted aquifers, harvesting rain water and creating micro water management projects the experts on environmental sustainability, Rathin Chatterjee and Kirtiman Awasthi said. Calling for public private partnership on sustainable environmental management, the experts pointed to a growing adoption of renewable energy sources as a replacement in the plantation sector.



SCOUTING FOR JOBS

Prafull Goradia

SOME YEARS AGO, the writer introduced a father to the son of an owner-auditor for his daughter. But the father declined because auditing was after all a business and therefore risky. About a year later, the writer received an invitation to the same girl's wedding to a young man who happened to be working for the same auditor. It was later explained that a job was secure while a business had its up's and down's! During the years whenever the writer frequented the districts of Gujarat, he was invariably asked what industry or udyog could he help to bring. It was clear that the impression was widespread that the key to fresh employment was setting up more industries. The unpopular truth is that a modern manufacturing unit is more an employer of machines, and less a giver of jobs to men and women. By allowing for depreciation every year, machinery gets cheaper whereas the employees need to get increments annually. With technology advancing continually, the need for workers per unit of machinery or rather per piece of the product gets less and less. These mindsets whether with regard to security of a job or the potential of an industry must be given a go-by.

This is not to say that industry is not necessary for the economy to grow- it is; after all it is the foundation of a robust modern economy. But if anyone expects it to provide a great deal of direct employment, he would be disappointed. The growth is in indirect jobs in areas like supplies, sale, transport et al and would certainly be helpful to the economy and employment.

The other threat to jobs is automation that comes with electronics and computerization.

2020-21

Country	Nominal GDP	Share in global GDP
United States	21,922	24.2
China	16,835	18.6
Japan	5,103	5.6
Germany	4,318	4.8
France	2,918	3.2
United Kingdom	2,856	3.1
India	2,834	3.1

Source: International Monetary Fund, World Economic Outlook, October 2020

Although not in a big way, yet robots are replacing some workers in some processes in factories. Then again very desirably, more and more women are joining the labour market which is reducing the number of jobs for men. Such is the situation for much of the second and third or service sectors of the economy. The government-bureaucratic sector has grown to be very big, but this increase is already beginning to reduce or actually shrink. For example, the Post and Telegraph department is nothing like the giant it was. And yet, there are millions of young men who go through life waiting for government jobs. For one, such jobs are presumed to be secure until the retirement age. For another, private assignments demand qualifications which not every aspirant has. Commerce and industry are yet to be set up in many parts of the country. Then there is the issue of caste or tribe based reservations in government or public sector jobs which exclude quite a few sections of the people, be they the Jats, the Patels or the Marathas. Yet most politicians again and again promise

they the Jats, the Patels or the Marathas. Yet most politicians again and again promise more and more jobs. Everyone is for economic growth but that does not equal up to the creation of lifelong employment, as most of the common youth perceive as jobs. What is therefore necessary to inculcate is the idea of an economic citizen, a self engineered way of earning a living-be it as a doctor, lawyer, paramedic, shopkeeper or even a pheriwala or a peddler but not as a dependent on anyone for survival. The government's responsibility is to create and sustain the economic environment for the willing self reliant citizens to have a ready opportunity. The government's function is to govern and not provide jobs. The size of the bureaucracy need not exceed the demands of

administering the country. The price of a heavy or a top-heavy government would be either high taxes or printing currency leading to inflation. For example, something like 40% of the jobs in France are provided by its government directly or otherwise. How will the country survive as a prosperous modern state?

A great constraint of the European economy is the Euro which does not allow any of its member countries to devalue its currency. If, therefore, any member cannot keep pace with German economic efficiency, it either has to rationalize or head for impoverishment. The Soviet Union guaranteed full employment and this noble commitment was one of the causes of its going bankrupt in 1992. Moreover in course of the 28 years since then Russia has not



TEA TIME

what would have happened? A full employee guarantee numbs people's aptitude or potential for entrepreneurship. The spirit of economic self reliance would do the opposite.

To refer back to setting up industries, it should be remembered that this is a globalised world. Almost every manufacturer has to face competition on a potentially global scale.

Why not, therefore, also consider promoting institutions that do not have to compete so much, yet at the same time serve the immediate needs of the country? Health and education, apart from employment, are urgent necessities. Hospitals are quite worker intensive and several thousands of them are needed immediately if the common people's health has to be cared for. The Rs 5 lakh per family insurance scheme, Ayushman Bharat, inaugurated by the Prime Minister, Narendra Modi, will also be readily available. Price Waterhouse Cooper, one of the world's largest consultancies, in a professional survey has recommended that by year 2034 India would require 36 lakh hospital beds. Today not even a fraction of these are anywhere in sight. Each hospital would need several hundred non medical persons and all the hospitals when ready should absorb millions indirectly and help to generate jobs. The medical, para-medical, technical staff should be extra.

If the Right to Education Act, 2009, is to be taken seriously, thousands of schools would need to be created. Many of the state schools that exist are more in name and less in function. Some only have a few teachers while in those that have more, the teachers do not attend regularly. The result is that the students that graduate from there are semi-literate. Vocational polytechnics are the demand of the day; not to speak of colleges and universities. Only if these are developed will the demographic dividend we hear so much about, pay off for the country. And if these institutions were set-up, their capacity to provide employment would be

enormous.

Tourism whether domestic or for pilgrims, is another area of neglect, although it has the potential for enormous visible employment. The variety of sights to see, monuments to visit and places of worship in India are numerous. The Himalayas in the north have a potential far greater than Switzerland. The only deficiency is the lack of development and infrastructure.

Conquering Mount Everest continues to be a craze for climbers; but those who cannot climb can take a jeep to Sandakphu at 12000 feet and watch the tallest peaks as if it were across a broad avenue. The Kanchanjunga twin peaks are at 28,169 feet and 80 kilometers from Darjeeling at 6700 ft as the crow flies. The architectural jewels in Odisha can attract tourists from around the world. The beaches in Puri can potentially match many in the world; but where are the facilities to make an American or a European tourist feel comfortable? Keeping aside employment and economics, it is a pity these Indian gems go unvisited, unseen by so many on the globe. South India again is a paradise for tourists and pilgrims but not with the current infrastructure.

Finally, agriculture also provides a great deal of scope provided we teach the farmers not only how to increase productivity but to also increase the value of the crops they grow. The late Prime Minister Charan Singh has written in his book India's economic policy, based on his field experience, how almost infinite is the scope of farming to offer a livelihood to people. Israel has demonstrated how to farm in a desert with the minimum of water. Unilever Ltd, has demonstrated in their large open air pavilion at Disney world near Florida, how, for example, 20 brinjals or tomatoes can be grown vertically on four to five square ft of land. With the many small farms we have, this may be the only way of saving those who are today marginal or even small farmers.

EXPORT PROMOTION BODY FOR NORTH BENGAL

NORTH BENGAL



To break the stagnation in exports of Darjeeling, Dooars and Terai tea, a new export promotion body exclusively for the region is essential was the consensus at the seminar organised by the Indian Chamber of Commerce, North Bengal chapter's celebration of International Tea Day. Instead of pursuing more exports to traditional markets overseas for Darjeeling teas, such as Germany and France, there were opportunities opening up in new markets like United States and China, where consumption of conventional hot tea was growing fast.

There was a need for diversification of products, instead of concentrating manufacturing capacities on traditional Orthodox and CTC varieties of teas. New consumers were interested in green tea, herbal health teas and wanted easy to use options like tea bags, Ready to Drink teas, Instant teas and Iced teas. Arguing for

a campaign for teas grown in North Bengal, Mr Binod Gurung of Goodricke said that the outreach should be communicated both digitally and in print, while promotion of these teas should be done at events like Trade Fairs, Tea Festivals in India and overseas.

To differentiate between the teas grown in North Bengal, Mr Gurung felt that a suitable tagline should be created for teas grown in the Dooars.

An exclusive export body for North Bengal should include, according to Mr Aviral Jain, production houses. Small Tea Growers, export houses, brand owners so that a robust and concerted effort could be made to boost sales outside the domestic market. The export body would then be able to engage with government to facilitate and promote Indian teas in the global markets.

A PANDEMIC START UP OF TEA BLENDS FROM SILIGURI



Anubha Jhavar
Founder CELES TÉ



Celes Té a Delhi-based startup by Anubha Jhavar, a serial entrepreneur who insists “I don’t belong to the industry,” has a family connection to tea and the mysterious alchemy of tasting. A trained tea sommelier, Anubha Jhavar’s palate and nose were prepared for her venture into creating blends from teas from North Bengal. She grew up in Siliguri and followed her father, the first generation tea sommelier, to tea auctions and tastings on tea estates.

The 19 blends of tea that she created in 2019 were set to launch in early 2020. The pandemic and the lockdown disrupted her plans. Undaunted, Anubha Jhavar decided that she would market her speciality teas on line. After the website was up and running in July 2020, her 60 gram packets priced between Rs 500 and Rs 900 captured the imagination of tea drinkers across India.

The switch from selling through physical cafes to selling from her website has paid off. Her products are now available on Amazon as well. Her blends include Choco Spice, Serendipity, Orange Escape, Mind Body Soul, and Her Majesty. Celes Té is poised to tap the tea market, expecting to grow at 6.8 percent annually. According to Statista, the Indian tea sector clocked over \$15,000 million in revenue in 2020.

Anubha Jhavar’s inspiration for creating tea blends and launching her own brand happened after Haldi ka Doodh



evolved into Turmeric Milk Latte and became part of the expanding global market for niche beverages. Leveraging India’s position as the second-largest tea producer in the world, the serial entrepreneur started Celes Té.

Having acquired her professional credentials from the UK Tea Academy in 2018, Anubha Jhavar spent most of 2019 developing her blends. She said, “I’m still learning a lot of new things about the industry as to how it functions, from getting the right licenses to knowing the government



regulations and guidelines to follow,” in an interview that was posted online on Her Story. Even though much of her childhood was spent visiting tea estates and sharing the experience of tasting tea with her father, who is a professional

at raising funds as onboarding external stakeholders would dilute the startup’s efforts of global brand positioning. “I don’t want to be funded unless I suddenly plan to expand in a short time. With investors, you will be bound by their thinking, marketing strategy, and their idea of taking the brand forward,” Anubha says.

The road less travelled

Growing up in Siliguri, West Bengal, Anubha was certain of becoming an entrepreneur. She says it runs in her family to walk the road less travelled. Anubha’s grandfather was involved in oil trading, while her father followed his interest in becoming a tea sommelier.

Anubha always had a flair for stitching, instructing, and putting things together, which prompted her to pursue a bachelor’s degree in interior and product design from the National Institute of Fashion Technology in 2007.

A few years later, in 2012, she took the entrepreneurial plunge by starting a lighting solutions company called Lumenatix, along with her husband Jatin Mehendiratta. The firm designs and supplies complete lighting management systems for residential and commercial projects, including hotels, art galleries, high-end retail spaces, private residences, as well as office space.

Being the sole founder of Celes Té, along with a six-member team, Anubha is aware of the male dominance in the tea industry. Even as a child, she always noticed only a handful of women at tea auctions with over 200 guests.

She says women are rarely taken seriously, and many would pass off their businesses as a hobby, adding that they need to be more stern and assertive in their dealings. “When I ask for a certain colour of a box to the vendors, they’d tell me to make do with something else. And a printer once took 16 days to finish my work until I went with my husband because it was not a priority for him. But I should not and don’t want to take my husband’s help.”



tea taster, Anubha Jhawar was convinced, till she changed her mind in 2018, that most Indians are good to go with a simple cup of masala chai.

The pandemic launch

Celes Te was ready to launch Celes Té at the beginning of 2020. Anubha Jhawar had no inkling of the impact that the COVID 19 pandemic would have on life, business, markets and products. In the true spirit of entrepreneurship, the start up changed plans for selling through cafes to selling on line. It worked. Orders poured in when the website was launched. Priced between Rs 500 and Rs 900, Anubha designed packages of 60 grams to encourage people to try different blends of tea.

The 35-year-old says she is happy with her business so far, with many customers appreciating her unique blends. Started with an initial investment of Rs 40 lakh, Anubha Jhawar geared up to sell during the festive season in 2020 and the hunch paid off; Celes Te received orders for Diwali and Dussehra.

At present, the entrepreneur is not looking



DARJEELING NEEDS A NEW AVATAAR

A K Jha

President Jayashree Tea

1. Crop & Revenue for Darjeeling Tea Industry 2021 :

Based on current situation 2021 is again going to be record lowest crop. 2020 itself was a record low due to initial lockdown derailing the flushing rhythm for the entire year. This year's early drought was unprecedented in many years and has taken a very heavy toll on initial crop along with some long and mid-term set back on bush health.

Till April end the district was behind by 25 per cent in to date crop. Some of the late April crop was pushed back to early May but that will not make up entire losses. The May crop is always being relatively smaller and the in-between crop of FF and SF might make up 5 to 7 per cent, but overall 18-20 per cent shortfall is likely to remain by month end.

As this drought has severely affected bush health both in case of Prune and Unprune, the full potential flushing will be difficult to regain in coming months, even if there is good rain and conducive

temperature, though that is difficult to predict right now.

The revenue scenario has not been very encouraging so far. The heavy loss of early First Flush which is most remunerative is not going to offset the drop in revenues, even if prices firm up for later teas. Due to acute shortage there has been firm demand, but top end teas have been





struggling to command the price level of even the last 4-5 years. Prices have not surged for mid and lower level teas. The overall deficit in revenue is quite significant and unlikely to be compensated by later teas.

2. Overseas Export Demand of Darjeeling Tea in 2021 vis-a-vis 2020:

There has been less demand in overseas markets this year due to severe and repeated second/third wave

of Covid-19 pandemic. In countries like Japan and US, imports have been significantly lower this year. In some European Countries like France and UK, demand has been very sluggish during this year's First Flush. These are the countries which used to pay most remunerative prices in the past. While demand in Germany has grown in recent times, the price level has remained very uncompetitive.

Interestingly some new markets like Canada, Czech Republic, Denmark which used to have lower intake in earlier years have increased their import quantities substantially this year. The increase in these new markets, however, will not compensate for lower demand in traditionally importing countries and total exports will be lower as will the crop, which will also be lower.

Supermarket, clubs and high end gatherings being completely shut, the demand for specialty tea has come down drastically in last 2 years.

3. Future of Darjeeling Teas

In present circumstances the future of Darjeeling Tea has remained very-2 challenging and likely to continue so if some very thoughtful and constructive measures are not resorted immediately.

TEA TIME

A comprehensive study by an expert committee that will undertake a critical analysis of prevalent challenges and recommend time bound actionable measures with a defined road map is urgently needed to give Darjeeling Tea a new lease of life.

The inherent issues unique to Darjeeling that contribute to the gravity of situation are

- Crop is declining day by day because no uprooting and replanting has been done for many years.
- There are operational problems because of unmanageable shortage of man days and the long gestation period. With declining crop and inevitable increase in cost of production, most of the gardens are turning increasingly unviable year after year.
- Acute shortage of labour coupled with a very limited scope for mechanization which is limited to only some of cultivation practices due to difficult terrain, impacts plucking which becomes unmanageable during peak flushing period. Huge on time un plucked sections for all these reasons are making gardens unviable.
- While most of the gardens are shifting to Organic cultivation, it is very labour intensive

with large quantity of input requirements that are high cost in terms of both material and application expenditure. There is hardly any significant premium for organic produce to offset the high cost of cultivation.

- Remunerative prices commensurate to the high cost of production is realised only during peak quality period like First Flush, Second Flush and part of the Autumn flush, which constitute only 35-40 per cent of total production. The bulk 60-65 per cent which is the Monsoon crop struggles to get remunerative prices and is often being sold below COP (Cost of Production).
- Due to harder wither there is a significant percentage of secondary grades in total tea made that has a huge price discount, unlike CTC teas. Manufacturing has to be relooked to reduce this quantity and attempt has to be made for producing maximum remunerative grades.
- Lastly Darjeeling teas has to be aggressively introduced and marketed in a new AVATAR in the domestic market and dependence on overseas market has to be gradually reduced for the survival of this premium category teas.

by *Basudeb Chatterjee*



“NOVA” WORLD LEADERS IN CTC, GREEN, ORTHODOX AND SPECIAL TEA PROCESSING MACHINERIES

			
AXIAL FLOW FAN	ROTORVANE	CTC MACHINE	FERMENTING & COOLING MACHINE FOR CTC & GREEN TEA
			
VIBRATORY FLUID BED DRYER (VFBD)	FIBRE EXTRACTOR	VIBRO SORTER	FULL AUTOMATIC TEA WITHERING MACHINE
			
PAN ROASTER	BABY BOILERS	AUTOMATIC TEA ROLLING TABLE	CLASSIC TEA ROLLING TABLE
			
PNEUMATIC PLATFORM TEA ROLLING TABLE	CHAIN PLATE TEA DRYER WITH PANEL BOARD	COAL/WOOD & GAS FIRED HEATER WITH PANEL BOARD	GRADING CUM PARTICULATE MATERIAL SORTING
			
MYDDLETON SORTER	ARNOTT SORTER	STALK SORTING MACHINE	AUGUR
			
COLOR SORTER MINI SIZE	COLOR SORTER SMALL SIZE	COLOR SORTER MEDIUM SIZE	COLOR SORTER BIG SIZE
			
BATTERY OPERATED PLUCKING MACHINE	TWO MAN PLUCKING MACHINE	SINGLE MAN PLUCKING MACHINE	PYRAMID BAG PACKING MACHINERY

ANY MAKE SPARE PARTS FOR TEA MACHINERY IS AVAILABLE



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TEA TIME

STRENGTHENING DOMESTIC DISTRIBUTION OF TEA

Paras Desai



Tea is the second highest consumed beverage in the world and in India too, after water. Hence, no Indian needs to be introduced to tea be it in urban or rural

India. Tea is consumed in Indian households be it the superrich or daily wage earner. All Indians are aware of tea's positive effects on body and mind. Tea drinking Indians experience energizing, stress reliving, revitalizing effects that boosts their ability to face any challenges including facing such difficult and challenging times as the pandemic COVID 19. Tea helps building relationship as a welcome cup and due to above attributes.

In the first COVID





wave and during the first lockdown experienced there was a fear psychosis of shortage in mind of Indians due to which all items required in kitchen were not only sufficiently stocked but almost all households preferred to over stock. Tea was not an exception; a household that usually consumed 500 grams of tea a month stocked up 2 kilograms of tea. Due to this all-packet tea companies who had very good distribution network gained on sales.

Due to pandemic COVID 19's second wave in Indian starting end March 2021 all states experienced a degree of variation/ partial lockdown or "curfew" in political parlance. This time Indians badly suffered as almost all household had someone or the other undergoing COVID treatment. Some were lucky enough to get treated at their residence in isolated rooms. Some had to be hospitalized after lot of difficulties of getting either beds and/or ventilators or Bilevel Positive Airway Pressure (BIPAP) or it could be even lifesaving medicines/ injections. Some even lost their near and dear ones after being hospitalized and getting treatment.

The situation was that an average household had to spend approximately Rs. 30,000 to 45,000 which affected their savings, which got drained down as they wanted to save lives of their near and dear ones. Due to this Indian households started buying groceries which were a necessity and stopped stocking anything extra; for example, if a household consumed 500 grams of tea, they would wait till the 500 gram packet was about to get exhausted and then buy a new one.

Another issue in the second wave was that lot of markets including grocery shops voluntarily decided to keep shops closed from 10 days to 40 days to help cut the chain of COVID 19 infections. A peculiar thing about second wave

of COVID 19 was that only a few grocery shops could operate due to a variety of reasons and that too for 3 hours daily or 3 times a week.

One important aspect is that almost all Indians are living under fear psychosis and are mostly home bound. The grocery shops owner would not give/ sell grocery items on credit and would also refrain from stocking tea packets which he would normally do; again, reducing stocking of tea in the pipeline.

All the companies including sales team, distributors and delivery staff faced COVID 19 infection and other difficulties due to which it was very, very challenging to service the very few grocery outlets which were open. To add to this as Government, Semi Government, and private offices were mostly nonoperational, including Cinema Halls, Malls, Restaurants, Roadside Hot Tea Shops, Lounges, Clubs, and all public places were shut during second wave, consumption of the favorite beverage of Indians outside the home plummeted to nearly zero.

During this second wave, sales of most of packet tea companies and retailers declined by 20% to 60%. Loss of sale during this period would be in the region of 80 to 100 million kilograms and there is an estimated loss of 60 to 80 million kilograms of tea produced during month of April and May.

In conclusion in these trying times the packet tea companies need to improve their distribution channels wherever they can to reach last cluster of grocery shops. For this year price affordability of a packet of tea to a consumer shall be of prime importance.



Paras Desai

*Executive Director Wagh Bakri
Tea Group*

Alternating between Droughts and Floods

Dipankar Roy

The tea industry in Assam has had a rough start to the 2021 season caught in the pincer grip of Covid-19 and a debilitating drought that nipped the first crop, or first flush, in the bud. It was said to be the worst drought in three decades and came on the back of a year of losses in the face of the pandemic-induced lockdown.

Now, in another month or so, all things remaining equal, will come the rains bringing along Assam's sorrow, the floods. Visuals of

Having promised that Assam will be flood free by 2026, Assam chief minister Himanta Biswa Sarma informed the state assembly in May this year that "A new unit comprising of Indian Institute of Technology (IIT) engineers and other experts will do the reconstruction of the embankments. The public works department (PWD) will build roads over the embankments to strengthen them. We will do it after this flood season is over."

Since dredging the Brahmaputra has not been as effective in reducing the impact of floods, the Assam government has decided, the chief minister said that the tributaries of



Kaziranga fauna, including the famous one-horn rhino, in pain and agony, of village after village submerged under water, of people driven from homes taking shelter on the national highways or in any other conceivable place will begin to bombard the senses. And, there could very well be another visual – tea leaves being ferried on boats with stretches of the gardens flooded.

river would be dredged. "Since it's difficult to dredge Brahmaputra River, constant dredging of its tributaries will be carried out to check the river water flow," Sarma explained. Earlier, the government had decided to dredge the mighty Brahmaputra to allow greater passage to its water and thus prevent it from overflowing. However, having realised the enormity of the task – little can be achieved without addressing the river's large catchment area in neighbouring Arunachal Pradesh—it has now turned its focus on dredging the tributaries.



According to a report quoting Uma Baruah, former additional chief engineer, water resource department. “Almost all north bank rivers are silted up to the bank level. The rivers do not have the required cross-sectional area to accommodate normal floods, as those in the south bank like Dikhow, Desang and Jhanji do. Moreover, openings on National Highway 15 and on the railway line are too small for flood water to pass. Beds of these openings (bridges or culverts) are also silted, worsening the problem.” “The rushing flood water coming from the nearby hilly slopes of Arunachal Pradesh devastates the plains of Assam, upstream of railway and national highway bridges. The latest example is the flooding of the Satrong river near Gohpur. Such occurrences are regular in cases of rivers like Gainadi, Jiadhah, Kumotia, Ranganadi, Dikrong, Brahmajam and Jia Bharali,” he said.

Over the years, gardens with large land holdings

said, “These are the stretches which bear the brunt of floods when the rivers overflow or come down the hills in a gush,” he said. This is sought to be mitigated by digging a network of deep channels to flush out the excess water. Yet, if there’s a sudden and massive surge of water into the gardens then these channels can get clogged and overflow and thus reach the stems of the tea bushes which can damage these. “If the water remains stagnant for a period of time then we can have root-rot which will kill off the bushes,” Kakaty said. “Water is required for the bushes irrespective of the quantum as long as it is followed by sunshine and it doesn’t stay on,” he said.

It is not only the big gardens, but even their smaller counterparts, which make certain their plantations are not exposed to flooding. Assam has more than 1.65 lakh small tea growers, according to Hemanta



have expanded their cropping area taking the new additions to the edge and, depending on the location, precariously close to rivers while the core area remains on a higher elevation. Dhiraj Kakati, former secretary of Assam Branch of Indian Tea Association (ABITA)

Gohain, former general secretary and founder of All Assam Small Tea Growers’ Association. Together, they do business worth over Rs 3,000 crore annually. There’s hope though with the Assam government according priority to the issue of floods and drawing up measures to tackle the annual devastation.

There are about 800 registered tea gardens in the state spread over Brahmaputra and Barak valleys with the former being the prime growing area.

RIVER REMINISCENCES

Sarita Dasgupta

In the 1990s anyone who was posted on the Mangaldai estates located across the rivers Nonoi, Kala, Suklai or Kalsi, would have at least one tale to tell about their experience driving across these rivers.

Many a time, one crossed the rivers with ease, only to return a few hours later to find them uncrossable because the waters were running swift and high due to rain in the surrounding hills. When I say “driving across” I mean exactly that. There were no bridges!

One either stayed back with friends on the other side and went home once the water levels went down, or took the chance and drove across, like one intrepid friend did in his little Maruti car with all four doors wide open, allowing the waters to flow through! (The seats took a very long time to dry out completely, and till then, anyone travelling with him reached his or her destination with an embarrassingly wet behind!)

If it was absolutely necessary to go across when the waters were high, one went perched on a tractor. That was one extremely bumpy ride over the uneven, slippery boulders, and one usually reached the other side feeling as if every bone in the body, and every tooth, had been jolted out of place!

Imagine the look of consternation on the faces of Company visitors when they were asked politely to climb onto a tractor! There wasn't even a seat – one sat on the ledge above a wheel! They would climb on with someone's help (sometimes holding on to the hand like that was their last lifeline!) and gingerly sit on the rather dubious looking seat. After the bone-shattering and probably hair-raising ride

across, they would reach the other side looking much less dignified but very relieved to have made it in one piece!

Sometimes, even the trusty tractor could not be driven across the river, especially when the waters were too high or flowing too swiftly.

Once, it was imperative for a guest to reach Guwahati in time to catch the evening flight back to Kolkata. It had been raining incessantly since the night before, so the rivers Nonoi and Kala were in full spate. The estate's Manager plied the worried gentleman with pink gins, asking him to relax. When the guest demurred, his host assured him that he would need the drinks. Puzzled, the guest obligingly imbibed, while the Manager made some phone calls.

After an hour or so, he drove the guest to the riverside, where his ride was waiting. The guest reeled when he saw not a four-wheeled vehicle, but a four-legged one – an elephant! On being assured that the animal was very gentle and well trained, and having no choice in the matter anyway, he gritted his teeth and clambered onto the elephant's back. As he said later, the whole swaying ride across the two rivers was a blur – whether due to the alcohol or fear, he couldn't say. He was only grateful that he hadn't slipped off the slope of the elephant's back!

Such experiences are frightening at the time but make for interesting anecdotes in later years.



Sarita Dasgupta,
Author and free lance contributor

FUTURE IS CONSERVATION

Shikha Mukerjee



Extrême weather events and the changing climate in Assam is of growing concern to the tea industry. The alternating drought-flood pattern that has emerged is affecting the tea growing season and increasing the risks and consequently the cost of growing and manufacturing tea, which constitutes a very significant share of the state's economy.

A recent climate vulnerability assessment by the Department of Science and Technology, Government of India emphasises that in states like Assam, Arunachal Pradesh and Mizoram decreasing climate resilience is directly linked to the decline in areas covered by forests. The connection between forests, floods, ground water availability and erosion was underlined by Ranjit Barthakur, founder of the Balipara Foundation and advocate of Natureconomics who in a recent interview underlined the interdependence between ecology and economics.

The conservation and protection of the Eastern Himalayas that connects two of the world's largest biodiverse economies and some of the fastest growing and thriving countries like Vietnam and Thailand has been at the core of Mr Barthakur's work over decades. The region "is an important water resource. Its glaciers are sources for some of the biggest rivers of the region – Brahmaputra, the Yangtze, the Mekong, the Salween and the Irrawaddy," in his view.

Explaining further Mr Barthakur pointed out "the region's hydrology is heavily regulated by forests in its watershed." The forests contribute to ground water replenishment, control floods which would otherwise "be far more devastating" and contain soil erosion which "would accelerate" without the protection that trees provide. He firmly believes that without forests "there would be little regularity in stream and river flows."

Forests reduce the risk of pandemics as Mr Barthakur iterates. He says, "31 per cent of emerging zoonotic diseases are linked to deforestation." A 25 per cent loss of "intact forest in tropical areas increases contact between people and wildlife, exponentially increasing risks of transmission," he points out, maintaining that reducing deforestation is cheaper than the costs incurred by the COVID 19 pandemic.

Dams, built by China and India, in the Eastern Himalayas would be disastrous. "There is every risk of creating a paradoxical situation" Mr Barthakur says where the Brahmaputra's flow in the dry season could be "extraordinarily low" and in the monsoons, when China releases water from its dams upstream there could be "extreme flooding." The consequences would be that existing water insecurities would be compounded and there would be greater loss of land and lives, he added.

TEA TASTER'S PERCEPTION HORIZON

Winner of the Tea Masters Cup in 2018 in Vietnam, Nikolai Dolgii came to tea with no previous experience. After joining the tea industry, he improved his skills, studied sensorics at SCAE, the coffee association. Unfortunately, there was nothing like this in tea then, and there is still nothing like that today. Later he studied Chinese tea at Hunan Agricultural University. After that in Kenya, he practiced with local tasting professionals. And, currently, "I am working with African tea. In general, I have received basic knowledge from my colleagues, and my skills have been acquired over time by constantly tasting tea," he added.

Asked how his contribution to a blend can be identified, Nikolai Dolgii said "The process of producing tea requires the labour of many people, from the farmer to the seller. When you take any pack of our tea from the shelf, you are most likely to take tea in which my work is invested. Our whole team is working on the creation of the taste of tea, therefore it is difficult to select a specific product and call it my own."

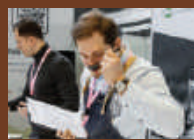
About the professional skills and personal qualities necessary for the work of a tea taster, Nikolai Dolgii believes, "A tea taster needs good memory, keen sense of smell and attentiveness. Productivity software skills are necessary as well, as they are everywhere these days. Knowledge of languages also helps a lot in the work. English is absolutely necessary. It is desirable to be aware of sanitation and hygiene issues, food production techniques, and to have specific knowledge in botany, physics, chemistry and geography."

Tea tasting is hard work, Nikolai Dolgii explains. "We have to keep in our heads a very large amount of information. For the tasting, you need to prepare a lot of tea-ware, weigh out tea; then all this tea-ware will need to be tidied

up and washed. You have to work under stress, being in charge of auctions, shipments and finished-product output. On top of that, your wrong decisions can turn into multi-million dollar losses, this is a serious responsibility."

A tea taster's work is never routine; it is creative, he adds. "You taste the most diverse teas, discover new tastes for yourself and for the consumer, visit manufacturers in different countries, look for new teas, create blends with a unique taste," he said. It is inspiring, because it offers an "opportunity to learn other cultures through tea, it is very interesting. Drinking tea the way this variety is drunk where it was conceived and produced is inspiring."

Competing in the TMC Tea Tasting category contest and my work is about the taste of tea is Nikolai Dolgii's evaluation of his experience. "Both at work and during the championship I taste tea and describe it, i.e. technically the same thing, I do it every day. But I have other tasks in my work, I need to carry out the tea's conformity assessment, its quality; during the competition, I need to remember and describe it correctly, for myself, so that later, focusing on the descriptors choose the correct answer. The main differences are rivalry and limited time. Under such pressure, it is very difficult to concentrate. In everyday tasting, everything is more measured and calm."



Grateful thanks for permission to publish excerpts from an interview in [https://masterstalk.online/2019/12/01/](https://masterstalk.online/2019/12/01/tea-tasters-perception-horizon/)

tea-tasters-perception-horizon/ Nikolai Dolgii is the world champion of 2018 in the TMC Tea Tasting category and a charismatic popularizer of tea and tea taster. He is manager at the Quality and New products department at Orimi, the largest tea company in Russia.

ADVANTAGES OF EVERLAST ALUMINIUM ROOFING AND CLADDING SHEETS

FEATURES	EVERLAST ALUMINIUM SHEETS	G.I./COLOUR G.I. SHEETS	GALVALUME/ COLOUR GALVALUME SHEETS
 Rust Proof	Yes	No	No
 Zero Maintenance	Yes	No	No
 Strength & Weight	Strong but one third the weight of G.I.	Strong	Strong
 Looks Good	Looks good forever	Only in initial years	Only in initial years
 Temperature	Reflects heat, Moderates temperature below roof up to 6° due to lower emissivity	Absorbs heat, Higher Temperature below the roof due to higher emissivity	Absorbs heat, Higher Temperature below the roof due to higher emissivity
 Lifespan	Over 40 years	5-8 years	8-12 years
 Resale Value	Upto 60% of initial investment	Very Low	Very Low
 Green Metal	Yes. 100% recyclable	No	No

Business Associate For Tea Industry:-



A2Z TEA MACH
 KOLKATA - SILIGURI - JORHAT - COIMBATORE

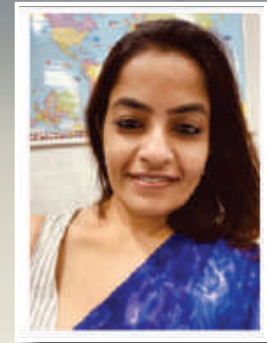
Small is the new Big!
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TEA TIME

SUSTAINABILITY



SMALL HOLDERS STRUGGLE TO SURVIVE IN COVID TIMES



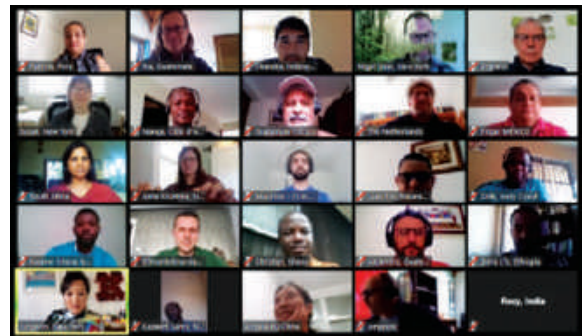
*Madhuri Nanda
Director-South Asia,
Rainforest Alliance*

The COVID-19 pandemic shows we need to revisit our approach to sustainability

The COVID-19 pandemic has shaken South Asia and the world in profound and unexpected ways. More than ten million people have fallen ill from the virus in India alone, of whom, nearly 155,000 have died. The livelihoods of millions of farmers and workers have suffered, normal business has been disrupted, and the impacts on people and planet continue to rise.

Poverty-stricken smallholder farmers in developing countries in Asia and beyond struggle to survive. Building capacities and strengthening resilience among these vulnerable communities in developing and emerging economies must be prioritized. New and more impactful partnerships and alliances

to address this are needed. We must invest more if we are to achieve the UN Sustainable Development Goal 17, which aims to “Strengthen the means of implementation and revitalize the global partnership for sustainable development.” Partnerships among corporates, governments, communities as well as civil society can go a long way towards supporting the most vulnerable but also protecting our fragile planet from environmental threats including new zoonotic diseases.



Rainforest Alliance team leaders gather to make a plan to support communities

How the Rainforest Alliance approaches sustainability in South Asia

Sustainability is a long-term journey and to make sectors truly sustainable, all supply chain actors have a role to play. An inclusive supply chain is one where both the value and the risks



are shared. This requires a shift to a system where the producers' costs and investments are covered and their efforts to make their farms and production more sustainable are rewarded. This is what we aim for at the Rainforest Alliance, which works at the intersection of business, agriculture and forests emphasizing the need for shared responsibility. Globally, we focus on cocoa, coffee, tea, bananas, spices, forest products, and palm oil.

In India and Sri Lanka, we are working on certification of tea, coffee, spice and palm oil and on several landscapes initiatives. For instance, we are currently in the process of launching a large scale initiative for developing sustainable landscapes and communities which involves producers, communities, governments, including state departments, companies, United Nations Environment Programme, International Union for the Conservation of Nature and other local partners working at grassroot level.

Spread across the western and eastern Ghats, this initiative aims at restoring degraded land and conserving forests while supporting



communities. Our current portfolio of activities includes training and capacity building support for farmers, especially smallholder farmers partnering with key stakeholders in the region. Further, in South Asia, we are growing our team to support other critical landscapes in India and Sri Lanka, as well as expanding our work to serve additional geographies in the region.

At the same time, we are exploring crop diversification and new commodities in line with the needs of local communities, especially smallholder farmers. With careful monitoring and evaluation of the impacts of our programs, we are proud to have contributed to the impact and sustainability journey of our partners.

We will continue to do so, extending beyond farms to broader sustainable landscapes and communities, focusing on targeted youth engagement, through alliances, and on awareness-raising. Our advocacy work in the region continues to align with the government's plans and we look forward to joining forces with more like-minded organizations to make responsible business the new normal, so that people and nature can thrive in harmony.

Smallholders under Rainforest Alliance sharing their problems which they are facing during pandemic situation



IRAN IS A DESTINATION OF POTENTIAL



Hirad Sokhangou

Tea is the most consumed drink after water in the world, and amongst all countries, Iran is the 15th country in its production and the 12th country in its consumption. Iran's yearly use of tea is 100 tons of dried tea leaves. The tea industry in Iran directly employs 500,000 people and 100,000 people indirectly. In some villages almost 80% of the people are associated with the tea industry. After rice, tea is the most important agricultural product.

The turnover brought up to the market by the tea industry around the world was about \$ 8 billion 2017. Recent statistics and reports show that this amount is set to increase by 4.5%. Asian countries have a 60% share in export. African countries are in the next rank, and the share for European countries is about 13%.

Sri Lanka and India are the two major countries to import a large volume of their tea shipments to Iran. According to import statistics on tea, imports have overtaken the export of tea, to the point of nearly reaching 30% difference. "Every year, about 65 to 70 thousand tons of dried tea leaves with the value of \$ 300 million is being imported to Iran," said the chief of the producers' and traders' union of the tea industry. He then announced Iran's yearly tea production of around 25,000 tons and added, "13,000 tons of this amount is for domestic consumption, and the rest is exported to other countries".

Iraq, Kazakhstan, Afghanistan, Tajikistan, Uzbekistan, and the Gulf countries are the most important countries to which Iranian tea is exported.

The most critical problems faced in tea imports and exports that are seen in other markets are either smuggling or the matter of payments. Smuggling in the tea market is increasing because people are trying to cheat tariffs and customs charges, considering that the customs charges for tea are noticeably higher, which brings up many problems for trading companies.

On the problems of payments on the other hand, due to the sanction against Iran's government, there are two issues of concern. First, you will have to pay Iranian companies by dealers between the two countries, which means they will take a part of the money as their commission. Second, and as expected by Iranian commercial law, you can pay the company lawfully through an Iranian bank. But since the trader bought the product with the open market price and the governmental exchange rate (called "Nimayi currency") is much lower than the open market, the trade will cause a noticeable loss for the Iranian company no matter what.

Of other problems facing the market, as mentioned before, is the strict unfair customs rules of Iran, specifically about imported tea. One of the rules that attends to help you out of the high customs charges for tea, is that if the importer, provides a part of their tea from inside the country, after getting the needed licenses from the ministry of commerce, they will be able to import tea from other countries with a 4% customs tariff. Otherwise, the company must go with the high customs charges or smuggling, God forbid.

Considering all the problems around tea import and export, the tea market is still one of the biggest and best opportunities to work in Iran. Because as mentioned before, tea is the most used agricultural product after rice in Iran, and the country's tea production quantity can only provide 10% of it. So no matter what, it has significant potentials, and I would say it's worth it.

Hirad Sokhangou is a commercial expert at Amin Ario Rad Paydar Trading Co. The company has years of experience on import and export of tea, herbals, dried fruits, nuts, extract, etc.



JAPAN IS HOPEFUL ABOUT TEA IN THE POST COVID WORLD



Jagmohan Chandrani

An Indian-owned company, Japan Business Services Ltd. is an Indian tea importer and the distributor of their brand, Shanti Tea, operating in Edogawa Ward, Tokyo, Japan since 1981.

The president of the company, Jagmohan Chandrani said demand was seriously affected by the spread of Covid-19, which slashed their sales to nearly half in 2020 compared to the previous years. The main reason is that the majority of their customers are hospitality business establishments such as hotels and restaurants, which have suffered even more.

Vaccination, he said, was the “game changer;” Japan has unrolled its vaccination against COVID 19 from February 2021 and the number of people who have been administered injections has accelerated from June. Having set a timeline to inoculate all citizens by October or November, Japan’s demand for tea is expected to recover by 2022.

In addition to the tea business, Chandrani has been involved in looking after the Indian community in Japan, especially in Edogawa Ward where about 5000 Indian nationals live. Most of them are skilled IT engineers and their families, typically, a wife with or

without children. The Indian population in Edogawa Ward has surged since the end of the 20th century, triggered by the Y2K bug when Japanese leading companies needed capable IT engineers and invited specialists from India. Many of the engineers chose Edogawa Ward to live in due to the convenient access to the business center in Tokyo, and if they face any difficulties, they can consult or ask help to Chandrani.

Some Indian residents in the area were infected by the new corona virus, and Chandrani got several phone calls from hospitals close-by that they might need assistance from him if anything happens to the Indian patients. “I’m prepared for it, but actually I cannot even visit the infected at the hospitals nor encourage those at home face-to-face, this is such a disease to make all of us so lonely and stressful” said Chandrani. Furthermore, he has organized or been involved in yearly Indian festivals and events in Tokyo and Yokohama, such as Namaste India, Holi and Diwali for both Indian and Japanese to celebrate and enjoy together. However, all were cancelled in 2020 and still uncertain if these can be held in 2021.

“I recommend to drink tea to relax yourself and reduce stress under such uneasy circumstances. Various kind of health benefits of tea have been found and experienced over thousands of years. I believe tea may prove efficacious against Covid-19, which I hope will be proved scientifically in the near future”. Chandrani remains hopeful about tea and the post-Covid-19 world.

Yumi Nakatsugawa is a freelance writer based in Kanagawa, Japan. Having started as a writer for trade magazines in the food and catering business



in 1987, Nakatsugawa travelled to tea estates in Assam and Darjeeling in 1990. Since then she has regularly visited major tea producing countries and has established contacts with people in the tea industry.



Tidings from BANGLADESH

Monjur Hossain



Commerce minister and Chairman, Tea Board opening the tea day

Bangladesh celebrated its first National Tea Day 50 years after its Liberation. In separate messages President Abdul Hamid and Prime Minister Sheikh Hasina spoke about the importance of tea in the life of Bangladesh. The President said tea has been inextricably linked with the social, cultural and daily life of the common people of the country for the past 180 years.

Father of the Nation Bangabandhu Sheikh Mujibur Rahman was the first Bengali Chairman of the Tea Board, from 1957 to 1958 during which he played an important role

in the development of the tea industry and later made an outstanding contribution to the rehabilitation of the war-damaged tea industry after the country became independent, he added.

The government has worked to increase tea production and exports and through the implementation of Vision 2041. The President hoped that the Ministry of Commerce, Bangladesh Tea Board and others in tea industry would work to accelerate the country's economy, expand the export market, make the best use of land in tea gardens, alleviate poverty



and improve the living standards of backward tea workers.

Prime Minister Sheikh Hasina pointed out that Bangabandhu as Chairman of the Tea Board established the Tea Research Institute at Srimangal and the Tea Board at Motijheel in 1957. National Tea Day was a tribute on the birth centenary of Bangabandhu, as June 4 marks the date of his joining the Tea Board, she added. Tea production in the country has increased by about 60 percent in the last ten years, she said. 2019 was landmark year when Bangladesh production reached a high of 96.07 million kilograms (kg), she said. To revive tea exports, the government has emphasized the need for quality production as well as marketing, the Prime Minister said. It has, therefore, been possible to earn around Taka 35 crore by

exporting tea to 19 countries in 2020, she said.

Bangladesh National Tea Day has the same objectives of the International Tea Day, the first year of which was celebrated on May 21, 2020, despite the pandemic. The amazing liquor, tea, has been an integral part of cultures and traditions globally. It celebrated the magnificent history as well as profound cultural



and economic significance of tea and ought to help to revitalize the industry and also popularize tea culture.

As a labor-intensive sector, tea creates employment and as an important cash crop, it has an impact on rural development, poverty reduction, conservation of biodiversity and income generation. International

Tea Day will now promote and nurture effective actions to implement sustainable production and consumption of tea and raise awareness of its role in redemption from hunger and poverty.

Currently, global tea production is facing several challenges like extreme climate events, increasing pest and disease infestation, destruction of natural

ecosystem because of over-dependence on toxic chemicals, lack of transparency and sustainability of value chain, patronage for small tea growers etc.

Therefore, it is hoped that tea producing countries would exchange and integrate their ideas to mitigate the existing challenges as well as design international tea development strategy on this grand occasion.

Monjur Hossain

Managing Director of PMTC

TEA TIME

Audit under Goods and Services Tax is the process of examination of records, returns and other documents maintained by a taxable person. The purpose of the audit, inter alia, may be to verify the correctness of turnover declared, taxes paid, refund claimed and input tax credit availed, and to assess compliance. Audit may be of different types under GST, such as a General Audit or Special Audit by the tax authorities or by a Chartered Accountant or a Cost and Management Accountant

This article focuses on audit by CA or CMA.

Threshold Limit for Audit

Every GST registered taxable person whose turnover during a financial year exceeds the prescribed limit is subject to audit. Such businesses must get their books of accounts audited. Such taxpayer shall electronically file:

1. Annual return within 31st December of the next financial year; 2. Audited copy of annual accounts or 3. A self-certified reconciliation statement in GSTR9C, reconciling the values declared in the return with that appearing in audited annual financial statement

It may be noted that for the FY 2018-19 and 2019-20, the filing of GSTR9C was waived off for business with annual turnover less than Rs 5 crores.

Relevant Provisions

Section 35 and section 44 of the CGST Act.

A brief comparison of the above provisions pre and post Budget 2021 has been made out:

S/L no.	Current Provisions	New Provisions (proposed vide Budget 2021), to be effective from a date to be notified
1.	S. 35(5): Every registered person whose turnover during a financial year exceeds the prescribed limit shall get his accounts audited by a chartered accountant or a cost accountant and shall submit a copy of the audited annual accounts, the reconciliation statement under sub-section (2) of section 44 and such other documents in such form and manner as may be prescribed	Omitted



GST AUDIT MADE SIMPLE, USER FRIENDLY



2.	<p>S. 44. Annual return.— (1) Every registered person, other than an Input Service Distributor, a person paying tax under section 51 or section 52, a casual taxable person and a non-resident taxable person, shall furnish an annual return for every financial year electronically in such form and manner as may be prescribed on or before the thirty-first day of December following the end of such financial year: [Provided that the Commissioner may, on the recommendations of the Council and for reasons to be recorded in writing, by notification, extend the time limit for furnishing the annual return for such class of registered persons as may be specified therein: Provided further that any extension of time limit notified by the Commissioner of State tax or the Commissioner of Union territory tax shall be deemed to be notified by the Commissioner.]⁶⁰ (2) Every registered person who is required to get his accounts audited in accordance with the provisions of sub-section (5) of section 35 shall furnish, electronically, the annual return under sub-section (1) along with a copy of the audited annual accounts and a reconciliation statement, reconciling the value of supplies declared in the return furnished for the financial year with the audited annual financial statement, and such other particulars as may be prescribed.</p>	<p>Substituted to: Every registered person, other than an Input Service Distributor, a person paying tax under section 51 or section 52, a casual taxable person and a non-resident taxable person shall furnish an annual return which may include a self-certified reconciliation statement, reconciling the value of supplies declared in the return furnished for the financial year, with the audited annual financial statement for every financial year electronically, within such time and in such form and in such manner as may be prescribed.</p>
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Hence, once the new provisions are notified, every registered person, other than an Input Service Distributor, a person paying tax under section 51 or section 52, a casual taxable person and a non-resident taxable person shall furnish an annual return which may include a self - certified reconciliation statement, reconciling the value of supplies declared in the return furnished for the financial year, with the audited annual financial statement for every financial year electronically, within such time and in such form and in such manner as may be prescribed.

There is provision that the Commissioner may, on the recommendations of the Council, by notification, exempt any class of registered persons from filing annual return, provided further that nothing contained in this section shall apply to any department of the Central Government or a State Government or a local authority, whose books of account are subject to audit by the Comptroller and Auditor- General of India or an auditor appointed for auditing the accounts of local authorities under any law for the time being in force.

Calculating Turnover

The total turnover calculation must be PAN-based, which means that once the turnover under the

TEA TIME

PAN is more than the specified limit, all business entities registered under GST for that PAN will be liable for GST audit for a financial year.

Items included while calculating turnover are

- All taxable (inter-state and intra-state) supplies other than supplies on which reverse charge is applicable
- Supplies between separate business verticals.
- Goods supplied to/received from job worker on principal to principal basis.
- Value of all export/zero-rated supplies.
- Supplies of agents/ job worker on behalf of the principal.
- All exempt supplies. E.g. Agricultural produce supplied along with branded ready-to-eat food.
- All taxes other than those covered under GST
Eg: Entertainment Tax paid on the sale of movie tickets.

Items excluded while calculating turnover are

- Inward supplies on which tax is paid under reverse charge.
- All taxes and cess charged under Goods and Service Tax like CGST, SGST or IGST, Compensation Cess.
- Goods supplied to or received back from a Job Worker.
- Activities which are neither supply of goods nor service under schedule III of CGST Act.

Furthermore, the due date for filing annual return under Section 44 of the CGST Act, which was earlier prescribed as December 31 of every year, has now been amended in a manner that the same will be prescribed by way of notifying rules.

It may be noted that any registered person who fails to furnish the annual return as required under section 44 of the CGST Act, a late fee of Rs. 200 per day (Rs. 100 under CGST & Rs. 100 under SGST) shall apply during which such failure continues subject to a maximum of an amount calculated at half a percent (0.25% for CGST & 0.25% SGST) of his turnover in the State or Union Territory.

Further, there is no penalty prescribed for non-filing of GST Audit Report, hence a general penalty of Rs. 25000 as prescribed under CGST & SGST respectively may apply.

Is moving to self certification feasible

It has been further proposed to omit Section 35(5) of the CGST Act and substitute Section 44 of the CGST Act, so as to remove the mandatory requirement of getting annual accounts audited by a chartered accountant or a cost accountant and furnishing of audited reconciliation statement in Form GSTR-9C. Now, annual return in Form GSTR-9 is to be provided on self-certified basis with reconciliation statement.

Further, a proviso has been inserted to provide that the Commissioner may exempt any class of persons from filing annual returns upon receiving such recommendation from the GST Council.

Correspondingly, Section 168 of the CGST Act is also proposed to be amended to enable the jurisdictional commissioner to exercise powers under Section 44 (i.e., annual return) of the CGST Act.

This amendment has shifted the onus of responsibility of reconciliation from auditors to taxpayers and may be taken as a step towards ease of doing business. However, certified reconciliation GSTR-9C ensured that the accounts are audited correctly and could prove fruitful in reducing and tackling litigation.

It may be noted that amendments carried out in the Finance Bill, 2021 will come into effect from the date when the same will be notified and when the said clause also gets concurrently notified with the corresponding amendments passed by the respective States and Union territories in respective SGST/ UTGST Acts.

In our considered view, the GST Audit for FY 2020-21 will need to be certified by a CA / CMA if the turnover exceeds the prescribed limit. Further, for the FY 2021-22, will GST Audit need to be certified by a CA if turnover exceeds the prescribed limit before the amendments are notified, will be a question to be answered!



Disclaimer: The views expressed are strictly of the author. It does not constitute professional advice or recommendation of firm. Shivani Shah



WORLD DEMAND ZOOMS FOR INDIA'S DIVERSE TEAS

Shikha Mukerjee

The extraordinary diversity of Indian teas and the unexpected surge in the numbers of people drinking a variety of teas, especially hot black and green and speciality teas for its health properties as an antioxidant and immunity booster presents an enormous advantage and opportunity, experts from across the world of tea drinking countries individually and collectively concluded during the second session of the webinar organised by ITA on the occasion of International Tea Day on May 26.

Starting off the discussion, ITA Chairman Vivek Goenka said on a personal note that he drank a variety of Indian teas throughout the day to match his mood. Entrepreneurs were experimenting with combinations of tea and even something as unusual as Bhoot Jalokia, the infamously hot chilli of Assam, to create speciality teas for niche markets. India produced, he added enough quality tea to match the demand in the domestic and international markets.

Tea consumption in US had zoomed to over 15 per cent of the market for beverages, up from three per cent a year ago, Peter Goggi of the Tea Association of American said. He described the change as “tremendous impact” of COVID on the business. Younger people were drinking more tea and they were drinking hot tea, particularly speciality teas.

Younger consumers in Russia were looking for speciality teas, high quality exclusive teas on line and this was a distinct change from the recent past when the beverage was drunk at home and by older people buying at super markets, Ramaz Chanturiya said. Master's Tea

clubs had opened up to meet the demands of younger or new tea aficionados. This was an opportunity for India with its diversity of teas, he added.

The easing of sanctions against Iran was a huge opportunity for Indian teas, Mr Yahya Beyad of Britannia Tea based out of London said. “Every day is tea day and every minute of every day is tea time,” he added. Since Iranian mothers did not use the venerable gripe water to soothe colicky babies, the fretting infant would be served very diluted tea with misri (crystallised palm sugar) as an alternative, he recounted. There was a market for Indian teas, but Iranians sought consistency of supplies and no interruptions because of changes in policy, he observed.

Indian teas had out priced themselves in the Egyptian market, Mahmoud Heiza pointed out. Getting back into Egyptian blends will be a challenge and an opportunity provided Indian producers can tackle the three tier verification of standards required in the country to ensure compliance with sustainable production protocols. H suggested tea sampling gigs at Egyptian super markets as a way of reintroducing quality Indian teas to the consumer. Mr Azim Monem of Macleod Russel and former chairman of ITA who presided over the session said that a lot of ITA plantations were getting sustainability certified and all manufacturers were certified for food safety, as per the Indian standard.

In Malaysia, any time was tea time, Mr C K Liew said. Consumption was increasing which presented an opportunity for India.





DARJEELING BEFORE TEA – ALL IN A CUP

A fascinating history of the original landscape of Darjeeling district and adjacent areas in Jalpaiguri, Siliguri and even North Dinajpur before tea plantations replaced mangoes, bamboo, maize, oaks even vultures emerges from the meticulously researched stories of the first 87 tea estates that were established by the British after 1840. “All in a cup of Tea by Jeewan Prakash Gurung is a delight that should be sipped like the famous Darjeeling teas from some of the most popular estates.

Mr Gurung has traced the history from Alubari, meaning potato field, a small estate of 22.58 hectares at an elevation between 5400 and 6500 feet that produces 2 tons of organic tea. The estate was started by the Kurseong and Darjeeling Tea Company in 1840 making it one of the first plantations.

The names of the estates reveal the topography. Ambootia established in 1850 after removing mango trees. Singbulli is a Lepcha word that describes the place where tigers roar; the estate covers 473.95 hectares at an altitude between 2100 and 4600 feet. Peshok, another Lepcha word means “dense forest” which was obviously cut down to plant tea bushes. Oaks derives its name from an oak forest that was cleared for tea bushes.

The hills were covered by bamboo and the names are testimony to the fact; Badamtam means bank of bamboos while Malootar means land of bamboos. The dhaturah plant was prolific and was removed to be replaced with tea bushes; the medicinal plant, however, lives on because it gave its name to the estate – Dooteriah – planted in 1859 covering 444.92 hectares.

Vultures are today a critically endangered species have figured on International Union for Conservation of Nature’s red list since 2002. Way back when the tea estates were being established in Darjeeling-Dooars and Terai, a hill of vultures was cleared to set up Giddapahar, because gidda means vulture and pahar means hills! Gayabaree was named after millet fields and Makaibari was named after maize fields.

The book is a glittering collection of memorable stories including the one about Jungpana tea estate, named after a loyal chowkidar Jung Bahadur who risked his life to save his employer from a tiger attack and died asking for water, hence the name Jung and pana for water. A must read for discerning drinkers with specific preferences of Darjeeling tea.

Tea with churned butter or milk was a 12th century Chinese choice.

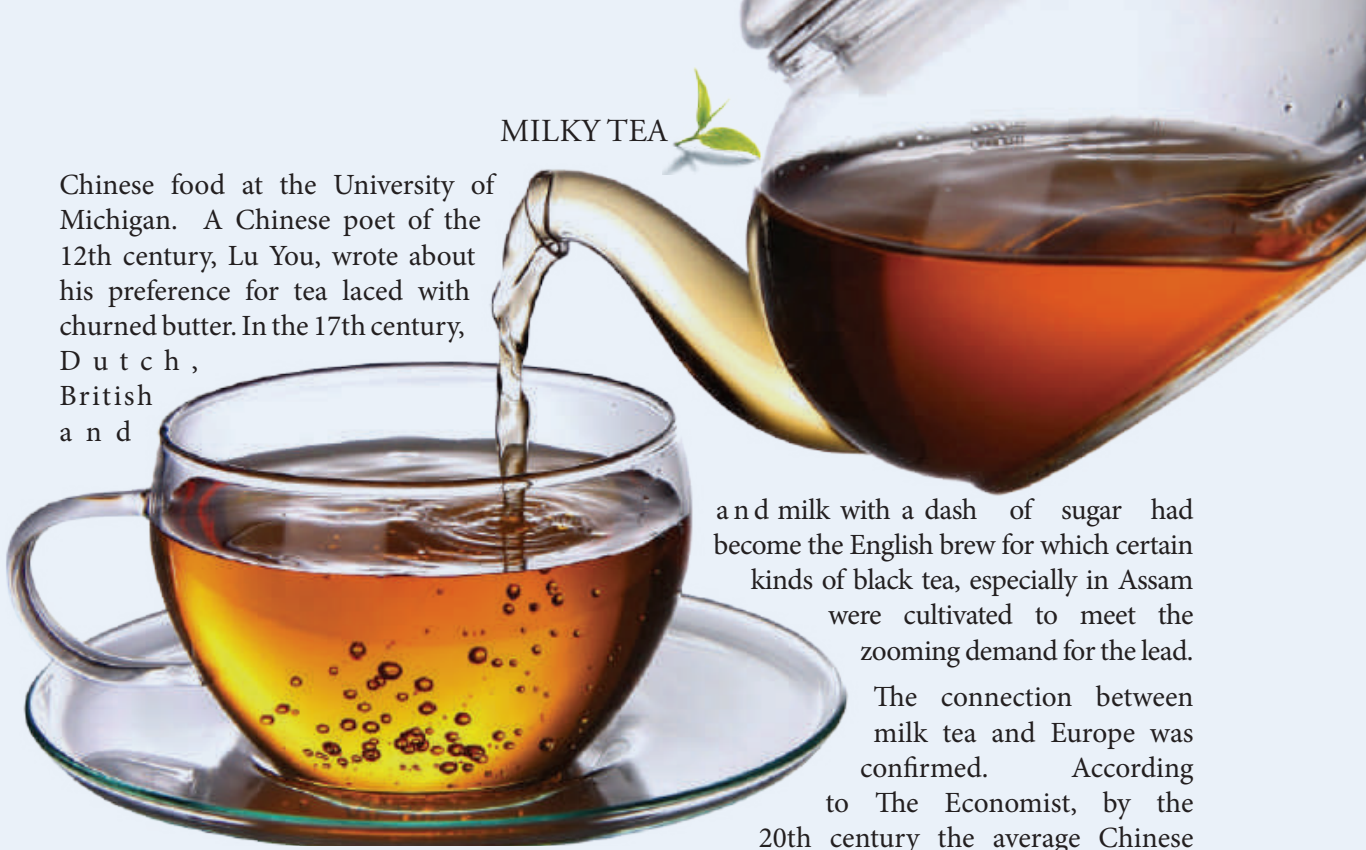
When Twitter launched a milk-tea emoji in April it boosted and popularised the milk tea meme. The commonly held belief is that the way tea is drunk separates those who follow the Chinese tradition from the rest of the world. Add milk and tea drinkers become part of the rest of the world; omit the milk and the drinker belongs to the Chinese tradition.

The belief about adding milk was invented by colonisers, possibly the Dutch, is not correct, according to Miranda Brown, historian of



MILKY TEA

Chinese food at the University of Michigan. A Chinese poet of the 12th century, Lu You, wrote about his preference for tea laced with churned butter. In the 17th century, Dutch, British and



and milk with a dash of sugar had become the English brew for which certain kinds of black tea, especially in Assam were cultivated to meet the zooming demand for the lead.

The connection between milk tea and Europe was confirmed. According to The Economist, by the

20th century the average Chinese was too poor to afford milk and the dairy produce became a measure of progress and prosperity in China, so much so that in 2006, Wen Jiabao, the then Chinese prime minister declared his dream was “to provide every Chinese person, especially children, with sufficient milk each day.”

French merchants handling the China trade recorded their introduction to tea combined with dairy, which they found so delicious that they took the tea and the combination home.

By the time the tea plantations were established in the early 1830s, the combination of tea

RAINFORESTS NEW STANDARD STARTS JULY 1



The new Rainforest Alliance Sustainable Agriculture Standard comes into effect from July 1, 2021. The certification programme is open to holders of the 2015 UTZ Certification Program with all its

amendments, the 2017 Rainforest Alliance Certification Program with all its amendments, and the Rainforest Alliance 2020 Certification Program

Between July 1, 2021 and December 2022, existing certificate holders will be required to complete the multi step registration process and the Transitioning Certificate. After registration, certified farms will be sent a list of applicable requirements and a confirmation of the verification level indicating if an audit is necessary or the farm can directly apply for an endorsement. Where necessary, a Transition period audit will have to be successfully completed.

HAPPENINGS

Food Safety



India's major challenge is to provide safe and healthy food products within the domestic market and for exports. Stronger compliance with protocols developed by Food Safety and Standards Authority of India will improve the quality of products in the market and begin the urgently needed change in India's stats as one of the worst offenders in terms of violations to a producer that is consistently moving forward. A weak legal

structure, inadequate infrastructure for testing and low public awareness has compounded the problems of food safety compliance in India. Better supply chain management, traceability and government oversight are the key areas of change.

Exports – Kerala

Disruption in tea exports and other businesses on account of geo-political instability is concerning said the Association of Planters of Kerala. The demand for Kerala tea was buoyant especially in the Gulf Cooperation Council countries but there is uncertainty in the region that could affect exports.

FAO Celebrates second year of International Tea Day

The Food and Agriculture Organisation celebrated the second International Tea Day on line from Rome on the theme: "Tea: Resilient, sustainable and healthy from field to cup." FAO Director General Qu Dongyu, ministers from China, Kenya and Italy, Commerce Secretary Anup Wadhawan and Chairman Tea Board of India Prabhat Bezbaruah joined the discussion. UK Tea and Infusions Association celebrated the day by focusing on Assam tea with a tag line "If strength is your weakness then Assam is your cuppa." Canada's Tea Association celebrated

the day by organising a day long "Sofa Summits – Tea for Life."

The pandemic has revived interest and consumption of tea as a health drink and immunity booster backed by recent research studies across the world from Taiwan, to China to IIT Delhi and Tocklai Tea Research Institute of India.

Nudging Tea from commodity to a life style choice

The renewed interest in tea as a beverage of choice could be a game changer for the industry. The demand for organic, ethically produced teas, craft teas sourced directly from the estates through on line portals can convert tea from a mass produced commodity to a sought after beverage for discerning consumers and create a





niche within the industry. Instead of blenders and sellers dominating the market, a new set of consumers could interact directly with the estates which would channel profits into growers' hands, industry watchers anticipate. Additionally an increase in the consumption of tea per capita in India that is now a mere 750 grams, compared with UK which consumes 2 kilograms per capita or Turkey which consumes 3.5 kgs per head, could change the game.



World's Hottest Non Alcoholic Drink - Tea

Market watchers say that Tea is now the world's most consumed drink with people knocking back an average of 85 litres of the

beverage per year. It is also a money making beverage with China topping the list with an estimated revenue of 69.7 billion euros in 2020, followed by India which earned 14 billion euros, Brazil which earned slightly more than India with 14.2 billion euros and the UK which earned 1.7 billion euros.

Weather hits Tea Production

Drought conditions in the first part of the 2021 season have severely impacted tea production. In Assam, estimates by the Tea Board and various tea growers organisations indicate that the shortfall in crop could be 40 per cent or 60 million kgs. Small Tea Growers accounting for 50 per cent of Assam's total production have been worst hit.

Production of Darjeeling's famous first flush was down by 50 per cent and only 0.66 million kgs were made on account of the prolonged drought at the beginning of the season. This, Atul Asthana,

CEO and MD, says would hurt revenue and quality as 35 per cent of the revenue in Darjeeling teas comes from this short but qualitatively premium flush. The



apprehension is that to offset the economic impact of the pandemic and the drought, estates may sacrifice quality to keep their nose above water.

TCPL set to become a "formidable player"



The transformations within Tata Consumer Products Limited are near complete and it is all set to emerge as a "formidable player," says Chairman, N C Chandrasekharan. The redesign of the sales and distribution architecture and network in India will be a driver of the change,



TEA TIME

especially for its core business that covers branded products, tea, coffee, pulses, salt, water, spices, read to cook, breakfast cereals, snacks and mini meals, where a big push into rural markets is in the offing.

In tea, TCPL is concentrating its energies on eco friendly manufacturing and plastic free packaging for a big thrust in the domestic as well as expanding global market. Certified teas and assurances of traceability are basic to the teas going into TCPL's branded products, Sustainability Director Anurag Priyadarshini says. TCPL's emphasis on sustainable farming comes with an effort to develop new bio-pesticides by Tata Innovation Centre, like a natural acaricide for the widespread menace of red spider mites.

Red Label is in Top 50 in Business World



Consumers have positively responded to Hindustan Lever's endeavour to make its turning Brooke Bond Taj Mahal and Lipton Red Label into a vehicle to increase

sensitivity to social issue like inclusiveness – Swad Apnepan Ka – by reaching out to the transgendered by unsterotyping them and its pitch for compassion – Taste of Togetherness – in COVID 19 times when interactions have been marked by suspicion if not hostility. Business World's ranking of the teas as part of

the Top 50 confirms the market's response and approval of responsible social corporates.

Expanding Exports a National Priority

The uptick in the global market and increased demand for everything as economies across the developed world reopen after a year on account of the pandemic is an opportunity for India



to boost its exports as it waits for domestic demand to pick up following the drastic fall as a consequence of the second wave surge of COVID 19. Federation of Indian Export Organisations has accepted the challenge of pushing exports to \$400 billion in 2021-2022 as a national priority. To achieve this FIEO Chief, S K Saraf feels that there must be adequate liquidity and held up export benefits under duty drawback should be immediately released. It has also asked that import tariffs should be reduced to keep rising prices of domestic inputs under control.

The Commerce Ministry's response to these demands is eagerly awaited, as exporting industries are seeing a new inflow of orders from all over the world. The outlook is hopeful as exports in May saw a rise by 67 per cent compared to a year ago.

CORRECTION

Published in last issue of 'INDUSTRY'

Deepak Sarma is now associated with Walmart India only. He is an Ex-Hindustan Unilever employee. The error is regretted.

Editor

BLAST FROM THE PAST

Tea Club Soccer tournament at Gulma Tea Estate

Year 1986-87, Siliguri



From left to right
STANDING Ramakrishan, Ashok, Sunil, Umesh,
 Shyam, Bhasin, Ravi, Manoj, Suresh
SEATED Binod, Amit, Gautam, Basant, Antu,
 Raju, Lalit, Sarwan, Jagdish



From left to right Ravi, Suresh, Kamal,
 Bishnubhai, TKB,
 Shivaji Sen

A poem for Tea

When the world is at odds
 And the mind is at sea
 Then cease the useless tedium
 And brew a cup of tea

There is a magic in it's fragrance
 There is solace in it's taste
 And the laden moments vanish
 Somehow into space.

The world becomes a lovely thing
 There's beauty as you'll see
 All because you briefly stopped
 To brew a cup of tea



Mahadeo Janan
 of Janan Industries at Janan Nagar, Dibrugarh, in Assam, passed away on

July 23, 2021. Mr Janan was 86 years old. He is survived by his wife, Sarala Janan, daughter Kum Kum, sons Mrigendra and Manoj, grandchildren and Madhukar and Rama, his brother and sister-in-law.



Debasish Paul is a Tea Connoisseur and from Jadavpur University

Not only countless people across the globe drink tea after waking up in the morning, but the question still remains, often unanswered, -- “how many cups of tea does an individual drink per day? Now this inquiry is sure to continue forever. But one thing is certain that almost everyone – be s/he famous, notorious or part of the vast majority of regulars – cannot live without tea, which the ancient Chinese had christened as ‘froth of the liquid jade’.

Well, thinking of the tea family today one cannot exclude China. As like “gravitation” which was not invented, but discovered by Isaac Newton, so do we know of one Chinese emperor Sheh Nung who chanced upon tea plants and “discovered” tea, some 4,700 years ago. Wild tea leaves – as the story goes – fell into the pot of boiling water, and the resulting infusion was sipped by the same emperor. Oh! nice indeed to learn about it. But there are some scholars who contradict

this view and maintain that tea may not have been indigenous to China. For example, Arup Kumar Dutta, in his book “CHA GARAM – The Tea Story” clearly illustrates that “the use of tea leaf either for chewing or for preparing a medicinal beverage probably prevailed among the aboriginal tribes living in the mountainous

regions beyond the South Western borders of China”. Again, there also runs a parallel story which is equally delightful. It is that Bodhidharma – the founder of Zen Buddhism, meditated for nine years. At one point he fell asleep, and was so upset by his tiredness that he cut off his eye-lids and threw them to the earth. And at that very spot where those fell, tea plants sprang up. Interesting again!

Now on deeper research more stories like these can be discovered. These would usher ‘a storm in a

tea cup’; that is, would raise agitated discussion amongst the tea scholars. But as I have entitled this article as “Breeze in a Tea Cup”, so readers would expect me to fashion my words with





calm discretion. In this regard, I prefer to divert a little and try to clarify about the very 'name' of this amiable beverage.

Tea was originally referred to as TCHA, CHA, CHAI, TA, TAY or TEE. The English version TEA originated from the Chinese word TE which is pronounced as TAY. Strangely the word 'tea' also carries some slang connotations. In England, a tea-leaf was considered a thief; similarly a tea bottle was a name given to an old maid who loved her pots of tea.

"If you are cold, tea will warm you; if you are heated, it will cool you; if you are depressed, it

obesity, treats abscesses, eliminates phlegm, cures dysentery, stimulates digestion, cleanses bowels and even stenghtens the teeth.

Modern day researchers also say that Tea – the unadulterated beverage – contains antioxidants, has less caffeine than coffee, and may reduce the risk of heart attacks. They also maintain that it is the high level of polyphenols in tea that help to kill cancerous cells. In September 2014, Professor Qi Sun, of the Department of Nutrition at the Harvard School of Public Health said – "Tea consumption, especially Green Tea, may not act as a magic bullet, but it should be incorporated within an overall healthy diet with other food". Now, to add a little more about the medicinal uses if tea, it can be said that there had always been a spirited debate between the advocates of tea and votaries of wine. Whenever alcoholism was on the rise, prohibitionists spoke for tea as an instrument of social reform. Thus goes the poem by Peter Antoine Motteaux:

*"Immortals, hear, said Jove, and cease to jar!
Tea must succeed to wine as peace to war.
Not by the grape let men be set at odds,
But share in Tea, the nectar of the Gods"*

I now conclude by saying that whatever the erudite, so far, have spoken or written about tea, a simple question still hovers in the mind ~ "how many cups of tea does an individual drink per day?"



GATHERING TEA IN THE WUYI MOUNTAINS

will cheer you; if you are excited, it will calm you". These hallowed words of William Gladstone indeed had made tea a friendly drink for everybody. But who can deny or reject the physiological benefits which people derive from drinking tea. It is to be noted here that during the Tang period, the medicinal and therapeutic attributes of tea were first written in the treatise "Materia Medica". According to it, Tea relaxes nerves, brightens eye-sight, reduces



The True Chinese "Tea Ceremony"



P S Sundar



Avataa Silver Needles Excel tea which fetched Rs 16,400 a kg at ITD auction, South India's highest price.

SILVER NEEDLES RULE IN SPECIAL AUCTION

The speciality tea major Avataa Beverages set up two new price records at the special auction conducted by Coonoor Tea Trade Association (CTTA) on June 21 as part of Tea Board's celebration of International Tea Day (ITD).

All teas offered for this auction were manufactured with the green leaf plucked on ITD on May 21. "The silver needles excel grade of Avataa created a new price record of Rs 16,400 a kg and Avataa's silver needles special grade fetched Rs 15,300 a kg", Ravichandran Broos, General Manager, Paramount Tea Marketing (SI) P Ltd said. "These are all-time high prices for any tea from any factory in any auction anywhere in South India so far", he added. Avataa Beverages' Director G Udayakumar said, "These prices surpass our previous record of Rs 11,500 a kg."

"These are high value low volume teas - we used five kg of green buds to produce one kg of white tea", Mr Udayakumar noted. The tea was "produced from tea shoots, not leaf, plucked at sunrise on ITD from an exclusive pocket of our Billimalai Tea Estate situated over 6,000 feet above sea level in The Nilgiris", he disclosed. "We plucked the buds using our trained workers as the quality of the buds is essential to produce top quality silver needle teas", explained Avataa's Speciality tea expert, ENR



Supriya Sahu
IAS, CEO of Indcoserve and
Chairperson of TANTEA.

Vejayashékara. "We processed these teas in our specialised machinery without fermentation to retain the natural green colour of the tea leaf and silver colour of the tips," he added.

Shree Ganesh Tea Trading Company, which is celebrating its silver jubilee acquired these teas; owner Rajbir Sharma said "We bought these two grades at record price because





Avataa Silver Needles Special tea which fetched Rs 15,300 a kg at ITD auction, South India's second highest price.

of their distinct quality, attractive aroma, high-keeping strength and outstanding cup quality.” For him, it was important that “these teas have a shelf life of two-and-a-half years and hence very economical for the discerning tea connoisseurs,” he noted. “These are exclusive

teas not comparable to others in the market here. We bought them for our select traders in Delhi and some upcountry markets”, he said. “We are in speciality tea trade for long and will support such teas in coming months as well”, he declared.

Breaking the gender barrier, Ms Supriya Sahu was appointed Principal Secretary Environment, Climate Change and Forest Department with full additional charge of the post of Chief Executive Officer (CEO) of Indcoserve, India’s largest tea co-operative federation of the government of Tamil Nadu. She will head the tea industry in both co-operative and State Government sectors. She has also become Chairperson of the state-owned TANTEA.

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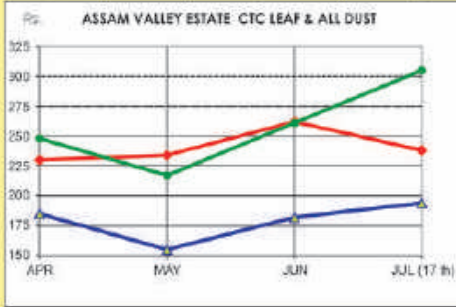
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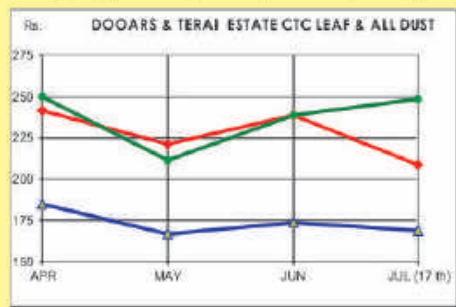
ASSAM VALLEY- NI (CTC Leaf & All Dust)
Estate

Months	2021/22	2020/21	21 vs 20	2019/20	21 vs 19
APR	230.19	248.14	-17.95	184.21	45.98
MAY	233.86	217.09	16.77	155.03	78.83
JUN	261.76	261.32	0.43	181.79	79.96
JUL (17th)	237.49	305.18	-67.69	194.16	43.33
April to July(17th)	244.81	267.40	-22.60	176.37	68.44



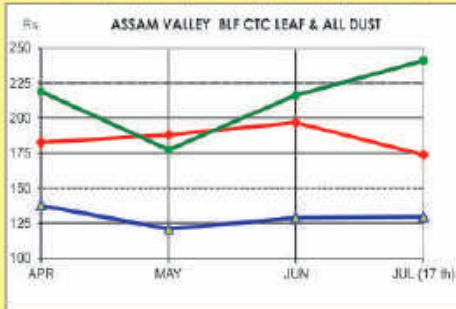
DOOARS & TERAJ - NI (CTC Leaf & All Dust)
Estate

Months	2021/22	2020/21	21 vs 20	2019/20	21 vs 19
APR	241.35	250.08	-8.74	184.86	56.50
MAY	221.23	211.41	9.81	166.86	54.36
JUN	238.45	239.03	-0.57	173.57	64.88
JUL (17th)	208.98	248.50	-39.53	168.52	40.46
April to July(17th)	229.60	237.53	-7.93	171.81	57.78



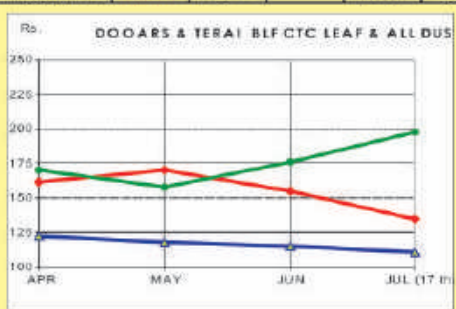
ASSAM VALLEY - NI (CTC Leaf & All Dust)
BLF

Months	2021/22	2020/21	21 vs 20	2019/20	21 vs 19
APR	182.17	218.87	-36.69	137.61	44.56
MAY	187.83	177.21	10.62	121.11	66.72
JUN	197.14	216.09	-18.94	128.66	68.48
JUL (17th)	173.49	240.70	-67.21	129.85	43.64
April to July(17th)	186.76	217.20	-30.44	127.12	59.64



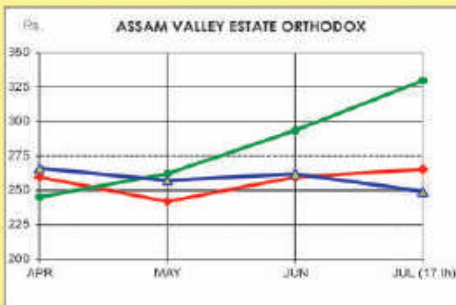
DOOARS & TERAJ - NI (CTC Leaf & All Dust)
BLF

Months	2021/22	2020/21	21 vs 20	2019/20	21 vs 19
APR	161.44	170.21	-8.76	122.02	39.42
MAY	169.85	157.53	12.32	118.20	51.64
JUN	155.06	175.52	-20.46	114.59	40.47
JUL (17th)	134.53	197.69	-63.16	110.86	23.67
April to July(17th)	154.42	180.68	-26.26	115.87	38.55



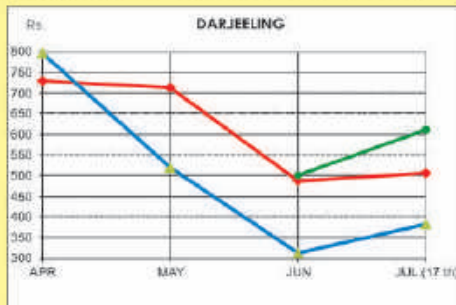
ASSAM VALLEY - NI (ORTHODOX)
Estate

Months	2021/22	2020/21	21 vs 20	2019/20	21 vs 19
APR	259.78	244.51	15.27	265.88	-6.10
MAY	241.91	261.86	-19.95	258.79	-14.88
JUN	259.76	293.04	-33.29	262.01	-2.25
JUL (17th)	264.97	329.76	-64.80	248.56	16.40
April to July(17th)	256.09	309.89	-53.80	256.94	-0.85



DARJEELING

Months	2021/22	2020/21	21 vs 20	2019/20	21 vs 19
APR	727.81			796.34	-68.53
MAY	712.11			519.05	193.06
JUN	486.58	500.20	-13.62	312.23	174.35
JUL (17th)	507.27	609.88	-102.61	382.57	124.71
April to July(17th)	542.36	537.88	4.70	402.99	139.37





OFFERED (M. KGS)													
	APRIL				MAY					JUNE			
SALE NO	14	15	16	17	18	19	20	21	22	23	24	25	26
2017	1	3	4	5	7	8	9	9	9	9	10	11	12
2018	1	3	4	7	7	7	9	9	9	10	10	10	10
2019	2	3	4	7	9	8	10	11	10	10	10	12	13
2020	1	1	0	0	0	3	3	4	5	5	6	7	10
2021	4	4	7	8	8	6	7	6	7	9	9	11	13

SOLD (M. KGS)													
2017	1	2	3	3	4	5	6	7	7	6	8	8	9
2018	1	2	3	5	5	5	6	7	7	7	8	8	8
2019	1	2	3	5	6	6	7	8	7	8	8	9	10
2020	1	1	0	0	0	2	2	4	4	4	5	6	8
2021	3	3	5	6	6	5	5	5	5	6	6	7	9

OFFERED (M. KGS)													
	JULY				AUGUST					SEPTEMBER			
SALE NO	27	28	29	30	31	32	33	34	35	36	37	38	39
2017	12	13	14	13	13	14	15	16	16	15	15	17	0
2018	11	11	13	13	14	16	15	16	16	17	17	17	19
2019	12	13	14	14	14	16	13	17	16	17	17	18	19
2020	10	10	11	7	14	12	14	14	14	14	9	14	15
2021	15	17											

SOLD (M. KGS)													
2017	9	10	10	10	10	11	11	12	12	11	12	14	0
2018	9	9	10	11	10	12	12	12	12	12	13	12	14
2019	9	10	11	11	11	12	10	12	12	13	13	13	14
2020	9	9	10	6	12	10	12	12	12	12	7	11	10
2021	10	11											

OFFERED (M. KGS)													
	OCTOBER				NOVEMBER					DECEMBER			
SALE NO	40	41	42	43	44	45	46	47	48	49	50	51	52
2017	14	17	10	18	16	16	17	17	18	17	17	17	17
2018	18	16	0	18	17	8	19	17	18	17	18	18	18
2019	10	5	17	18	16	15	16	17	17	17	17	18	12
2020	16	17	17	7	17	19	18	20	20	19	17	17	15
2021													

SOLD (M. KGS)													
2017	11	14	8	14	12	12	13	13	14	13	13	13	13
2018	14	13	0	14	13	7	15	14	15	13	13	13	13
2019	7	4	13	13	12	11	12	13	13	12	13	13	9
2020	10	10	10	4	10	12	11	13	14	15	14	14	13
2021													

OFFERED (M. KGS)													
	JANUARY				FEBRUARY					MARCH			
SALE NO	1	2	3	4	5	6	7	8	9	10	11	12	13
2017	17	16	16	15	9	14	13	8	5	3	0	3	1
2018	16	16	15	11	12	10	10	8	6	3	2	2	1
2019	16	17	17	17	16	16	15	13	8	7	1	3	2
2020	16	13	13	12	11	8	6	4	3	3	0	2	0
2021													

SOLD (M. KGS)													
2017	12	12	11	10	6	10	10	6	4	2	0	2	1
2018	12	12	11	9	8	8	7	6	5	3	2	1	1
2019	12	11	12	11	10	10	10	9	6	5	1	2	2
2020	14	12	12	10	10	7	5	3	2	3	0	1	0
2021													

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