

CONTEMPORARY

# TEA TIME

Vol. XXIII No. 3 • September - November 2014 • Rs. 80 • US\$ 7

TEA JOURNAL WITH THE LARGEST READERSHIP | 25th YEAR OF PUBLICATION

# TEA

## an Eco-friendly Industry



1989

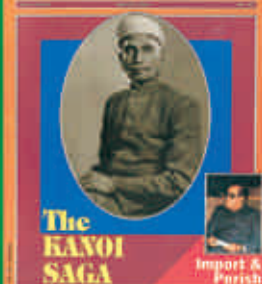


1990



1991

TEA TIME



1994

TEA TIME

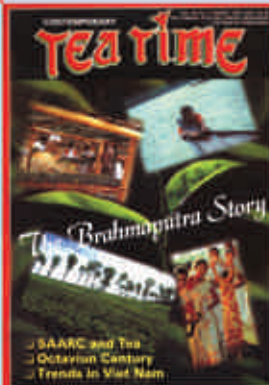


1995

TEA TIME



1999



2000



TEA TIME



2004

CONTEMPORARY TEA TIME



2005

CONTEMPORARY TEA TIME



2009



2010



2011



1992



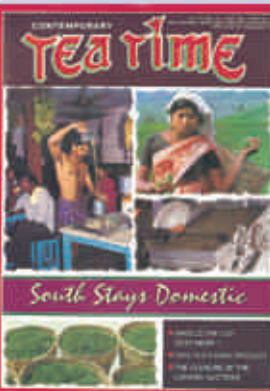
1993



1996  
YEARS



1997



1998



2002



2003



2007



2008

2008



2012



2013





Errol O' Brien

# TEA QUIZZY

## QUESTIONS

- 1 What is the legend behind the Chinese Da Hong Pao Tea valued at \$1.2 million per kg.?
- 2 Who worked in a tea stall as a young boy but became one of Bollywood's great actors?
- 3 What in tea parlance is a Flo-Thru?
- 4 Where would you be if you were having high tea in the City of Lost Palaces?
- 5 Here is an alternative use of tea bags according to a well tested theory! How does putting dry tea bags into gym bags or smelly shoes help?
- 6 Which city's garden played host to the cutting of the tea trees that arrived from China and was destined for Darjeeling?
- 7 How is a tea described if it precipitates after cooling?
- 8 What was unique in the time of plucking the leaves from the bushes that set Makaibari a record price?
- 9 What causes a tea to be described as 'Grapenutty'?
- 10 A lesson from tea: A professor invited his past pupils, all highly placed, for a get-together. He prepared the finest Darjeeling muscatel tea and had it poured into cups – some bone china, some boldly colourful, some slightly chipped and others dirty yellow. The aroma from the cups was translucent yet there was a grab for the bone china and colourful cups. Why?

## Answers

1) Translated it means: Big Red Robe. The special tea cured the mother of a Ming Dynasty emperor from illness following which he sent four big red robes to cover the bushes. Only three bushes exist today and the exquisiteness of the tea makes it a national treasure • 2) Om Puri • 3) A tea bag • 4) Leading hotels in Sun City – South Africa • 5) The dry tea bags absorb the unpleasant odour • 6) The Botanical Gardens (Calcutta/ Howrah) • 7) Creamy • 8) It was plucked on the full moon night of June the 13th under torch light. Water content decreased leaving the leaves and buds with a distilled essence and the plant with all its subtle flavour and character • 9) Leaf balled in the process of manufacture • 10) The professor pointed out that their social snobbery was more important than inner richness. They had to remember that the cups did not matter, it was the tea that did.



# CONTENTS

CONTEMPORARY  
**TEA TIME**  
Vol XXIII No 3  
www.ctl.co.in



## 28 Tea – an Eco-Friendly Industry

2006

10 Take a Tea Tour

2013

12 Bungalow Tales from Assam Gardens



2005

13 Revenge – Scottish Style  
By Dr. S K Vohra

14 Industry  
The Typhoon Story

16 Industry  
Bengal Buyers

18 International  
Tidings from Bangladesh  
By Monjur Hossain

20 South India Column  
Tea Promotion – Southern Style  
By P S Sundar

23 Garden Profile  
Sookerating

24 International  
Kiambethu – The first tea farm in Kenya

27 Interview  
The Symbol of Sustainability

37 Industry  
With Mechanised Sampling Contemporary Ensures Freshness

FSSAI –  
A Burning Issue

40 International  
'A rough, rowdy hachelor lot  
British Tea Planters of Assam  
By Kalyan Sircar

44 Miscellany  
Listen to the Silent  
By Vivek Sahay

45 Tea Talk  
The Times They Are a-Changing  
By Amit Kumar Bose

46 International  
Let's Drink Turkish Tea

48 Industry  
Mechanisation, Sustainability, Research – Call of the hour

50 Industry  
Workshop on Managing Pests and Reducing Pesticides

51 Happenings

54 Last Page :  
Chai Chatter  
By Leena Mehta

## REGULAR COLUMNS

04 Quiz by Errol O' Brien

06 Readers Write

07 From The Publisher

26, 38, 39  
Finance & Figures

42 Crop

Cover photo : World Environment Day at Rossel tea garden

Publisher : A Nandkeolyar

Advisers : Nayana Goradia and Lal Raisinghani

Executive Editor : A Nandkeolyar

Editorial Assistance : INKPOT, 58 Jatin Das Road, Kolkata-700 029, Ph. 9831169021, 03340637177; e-mail : inkpot\_2@yahoo.com, inkpot2@gmail.com

Correspondent (South India) : P S Sundar

Correspondent (United Kingdom) : Kalyan Sircar

Mailing Address : Editorial & Marketing Office, 1 Old Court House Corner, Post Box , No. 14, Kolkata-700 001, Ph: (+91-033) 2230 7241/7242/4665, Fax: (+91-033) 2230 5753/2210 4671, E-mail: kolkata@contemporary.co.in

Branches : • Guwahati - A Ben Ahmed, 2A Centre Point (opp. Bora Service Station), G.S. Road, Ulubari, Guwahati-781 007, Ph: (0361) 251 1052/252 4253, Fax: (0361) 254 1119, E-mail: ctlgau1@sancharnet.in • Siliguri - Arjun Mitra, STAC Building Mallaguri, Pradhan Nagar, Siliguri-734 403, Phone: (0353) 251 3095/251 3521, Fax: (0353) 251 7752, E-mail: ctsil@sancharnet.in

Published for Contemporary Brokers Pvt. Ltd. by A Nandkeolyar, 1, Old Court House Corner, Kolkata 700 001

Designed by Caps Micrographics, 8/2, K.S. Roy Road, Kolkata-700 001, Ph. 2230 1827 • Printed at Caps Micrographics, 8/2, K.S. Roy Road, Kolkata-700 001, Ph. 2230 1827



# Readers Write



Dear Sir,

Thank you for an excellent **June to August 2014** issue of *Contemporary Tea Time*. From the stunning cover to our Prime Minister in the inside cover, old gems like *Star Trek*, the top class coverage on China and comprehensive regional coverage of the tea industry, this is an issue worth reading more than once and preserving. Looking forward to more such issues.

Thanking you

Yours sincerely

Rakesh Kinnagi  
Bangalore

Dear Sir,

It is wonderful to know about The Indian School, a commendable CSR effort by the Contemporary Group (*Contemporary Tea Time* June - August 2014).



In this age of rat race and cut throat competition, it is so comforting to note that there are still some educational institutions that care to retain the pleasure in learning, where going to school is fun, not drudgery.

Thanking you

Yours sincerely

Poonam Bhasin  
Kolkata



Dear Sir,

Thanks to *Contemporary Tea Time*, we come to know about interesting books on tea. Both the books covered and reviewed in the June - August 2014 issue of *Contemporary Tea Time* - *Eat Tea - A New Approach to Flavouring Contemporary and Traditional Dishes* discussed in the article *An 'Evangelical' on Tea* by Kalyan Sircar and *Chai - The Experience of Indian Tea* reviewed on page 43, appear to be very informative, giving unique angles to our favourite brew.

Thanking you

Yours sincerely

B Thomas  
Cochin



Dear Sir,

*Contemporary Tea Time* is always full of informative articles on the tea industry, but the Last Page articles are such a pleasure to read. The wit and sensitivity in the articles never fail to bring on a smile or a lump in the throat. And all's well that ends well - so every issue leaves the reader yearning for more!

Thanking you

Yours sincerely

Julia Singh  
Lucknow



FROM THE PUBLISHER

# Together *with* Nature



**A**ppropriate technology is an ideological movement and its manifestations. These scientific applications were originally termed intermediate technology by the economist Dr. Ernst Friedrich "Fritz" Schumacher in his influential work, *Small is Beautiful*, (1973). Though the nuances of appropriate technology vary between fields and applications, it is generally recognised as encompassing technological choices and applications that are small-scale, decentralised, labour-intensive, energy-efficient, environmentally sound and locally controlled. Dr. Schumacher wrote: "Our task is to look at the world and see it [as a] whole."

Mahatma Gandhi is often cited as the father of the appropriate technology movement. Although the concept had not been given a name, Gandhi advocated for small, local and predominantly village-based technology to help India's villages become self-reliant.

In the same vein, The Schumacher Institute has developed a concept of systems learning where one experiments to move forward to fulfill dynamic aspirations rather than set goals. Simply put, it's a technology of practical applied thought that entails looking to the needs of the future, independent of the analysis of the past beliefs.

Sustainable agricultural practices are a must to maintain the delicate balance of nature. Everything, from flora and fauna to pests and predators, have a purpose in maintaining ecological harmony.

As we have progressed, spurred on by economic demands to fulfill our insatiable wants, we have overlooked Nature's laws. Now, thrown off course by the changes in weather patterns, we are over tapping extra resources. Animals and insects from nearby ecosystems are often displaced as a result. Take, for instance, our neighbourhood 'loopers' who lived peacefully in the adjacent jungles, but have moved into our tea estates, evolving to digest tea leaves. This migration is because in trying to eradicate the deadly pests, we have successfully finished off their predators already depleted due to deforestation.

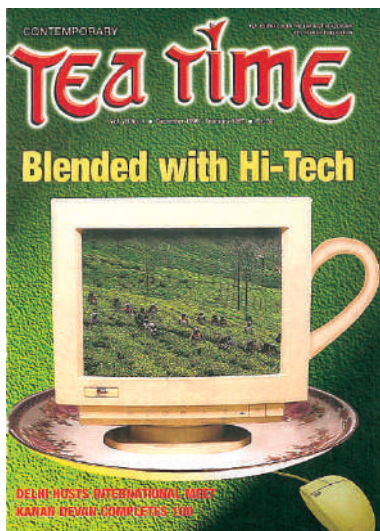
Thus, the food chain is challenged. The final solution does not stem from chemicals. History has proved this for mankind.

Can we, not by law alone, but in spirit, leave the earth in a better state than in what we inherited it in?

A handwritten signature in black ink, appearing to read 'A Nandkeolyar'.

A Nandkeolyar





# Advertise in Contemporary Tea Time

## The Voice of The Tea Industry

*Contemporary Tea Time*, a magazine of the tea industry published by Contemporary Brokers Pvt. Ltd. has completed 25 years of its existence. It has through the years evolved into a voice of the industry, reflecting the views, opinions, market trends and happenings of the tea scenario in India and abroad.

As the only magazine of its kind in India, *Contemporary Tea Time* offers the advertiser unmatched value for money. As a magazine which reaches the highest echelons of the industry *Contemporary Tea Time* is the ideal medium for advertising your product/service.

### TARIFF & SPACE OPTIONS

#### COLOUR

- Back Cover : Rs 20,000 / US\$ 800
- Inside Front Cover : Rs. 15,000 / US\$ 700
- Inside Back Cover : Rs. 15,000 / US\$ 700
- Full Page : Rs. 12,500 / US\$ 500
- Half Page : Rs. 7,500 / US\$ 350
- Centrespread : 25,000 / US\$ 900

#### Black and White

- Full Page : Rs. 10,000 / US\$ 375
- Half Page : RS, 5,000 / US\$ 250
- Doublespread : Rs. 15,000 / US\$ 500

#### TECHNICAL DETAILS

Frequency : Quarterly | Language : English | Material Required : Positive for Colour Advertisements | Art Work/Artpull/Positives : For B/W advertisements | Lead Time : 30 days prior to the date of issue | Bleed Advertisement : Must allow extra margin of 0.3 cm on all sides for trimming. B/W advertisements are not accepted in bleed size.

For further details, contact

The Executive Editor, Contemporary Tea Time  
 Editorial & Marketing Office : Contemporary Brokers Pvt. Ltd.  
 1, Old Court House Corner, Kolkata-700 001, West Bengal, INDIA  
 Phone : (+91-033) 2220 0099/7241/7242  
 Fax : (+91-033) 2243 5753/2210 4671  
 E-mail : kolkata@contemporary.co.in Website : www.ctl.co.in





## The exclusive magazine on the tea industry

A 2-year subscription for only Rs 500/-

Contemporary Tea Time, a quarterly magazine published by Contemporary Brokers Pvt. Ltd., has through the last 25 years, evolved into a voice of the industry. With unmatched circulation it reaches the movers, shakers and decision makers, both in India and abroad.

### For subscription contact :

The Executive Editor, Contemporary Tea Time  
Editorial & Marketing Office  
Contemporary Brokers Pvt. Ltd.

1, Old Court House Corner, Kolkata 700 001, West Bengal, India

Ph : +91 33 2220 0099 / 7241 / 7242 • Fax : +91 33 2243 5753 / 2210 4671

e-mail : [kolkata@contemporary.co.in](mailto:kolkata@contemporary.co.in) • Visit our website : [www.cctl.con.in](http://www.cctl.con.in)

## I want my Contemporary Tea Time



### Subscription Rate :

#### INDIA

- 1 year Rs 300
- 2 years Rs 500

#### OVERSEAS

- 1 year US\$ 30
- 2 years US\$ 50

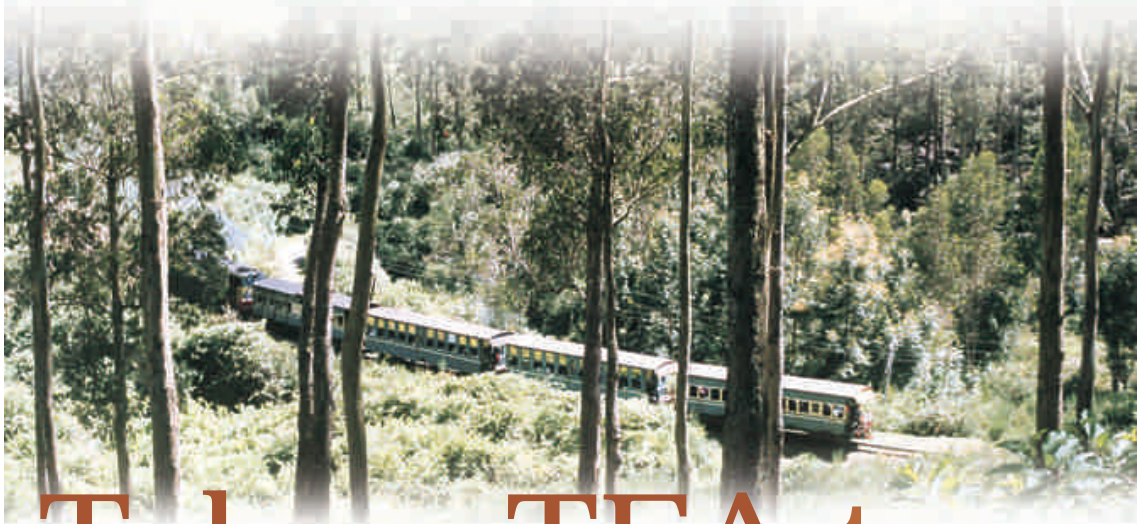
Cheques/DD should be drawn in favour of  
Contemporary Brokers Pvt. Ltd. and payable at Kolkata, India.

To subscribe, please fill up the attached subscription card and send to :

The Executive Editor, Contemporary Tea Time  
Editorial & Marketing Office  
Contemporary Brokers Pvt. Ltd.

1, Old Court House Corner, Kolkata 700 001, West Bengal, India





# Take a TEA tour

Interwining of tea tourism and eco-conservation

While the brighter aspect of tea tourism projects is the thrust towards eco conservation, it may be remembered that extensive denudation of hills had been caused by the tea gardens of the north-east in the past. As a result, a whole gamut of fauna lost its habitats and was lost from the area. Many tea planters had been hunters in the past, further depleting the hills of precious fauna.

Realising the role of verdant surroundings teeming with flora and fauna in attracting tourists, the tea gardens engaged in tourism have begun eco-conservation in earnest. Makaibari Tea Estate may be called a pioneer of sorts in this field. The dense jungle skirting their garden where exotic birds and leopards among multitudes of other species are regular residents, have made it a model tea garden. The other tea tourism companies have also put their projects in the conservation





Manoj Jalan of Purvi Discovery is show-casing ethnic Assam and its past glory as the first place in India to grow tea. With *jhumur* and *bihu* dance performances by the local tea tribes on the bungalow lawns, serving special Assamese dinners to the tourists, attracting them with innovative packages like “Pluck-your-own-tea”, conducting trips to both Darjeeling and Assam together in the conducted trips, Jalan is selling Assam culture, cuisine and tea. In addition to this, with Raj period hospitality that the British manager and his memsahib enjoyed, “any visitor can start weaving dreams, as Jalan says.



Ranjit Barthakur of Wild Mahseer – a British Assam Heritage Property – feels that they “are in the business of creating the art of connecting with life’s basic instinct – nature. “What we have begun is tourist visitations for appreciation of nature. And what better place to start than at a tea estate?” says Barthakur. “We are in the throes of wanting to make tea the wonder drink – a youthful and fun drink,” he adds. “So we were toying with various ideas of romanticizing the concept and the art of tea consumption.”

mode. The West Bengal Government and the World-Wide Fund for Nature (WWF)-India, are lending ample support. While the industry is going through a lean phase, tea tourism – if pursued with proper motivation and focus – may provide the fillip the industry needs.

This is the punchline that all the tea tourism projects are banking on and it explains why the emphasis is on luxurious adventure holidaying and vigorous outdoor activities like camping out, trekking and angling. The mahseer and trout in the rivers provide ample opportunity for the last. And sometimes the absence of electricity at the campsite is projected as an added attraction to the western tourist, though “the meals and the service are top class and a 24-hour hot water supply is a must,” as the Prakashes specify!

Most of the foreign guests come to the north-east for treks in the mountains, the spectacular view and for the “tea experience”. “Tea is a fascinating subject,” says Husna Tara Prakash of Glenburn Tea Estate. “And the foreign market is captured by projecting tea as a value addition to their tour. The foreigners come to chill out.” The tea tourism entrepreneurs are cashing in on the romance of India’s mountain charm, varied natural habitats and the colourful local culture.

However, Rajah Banerjee of Makaibari Tea Estate puts extra thrust on conservation and “would not dream of doing anything to disturb nature.” “We are choosy about visitors”, emphasises Banerjee “and prefer only those wishing to have a look at nature’s crystal ball. And there are visitors round the year.”

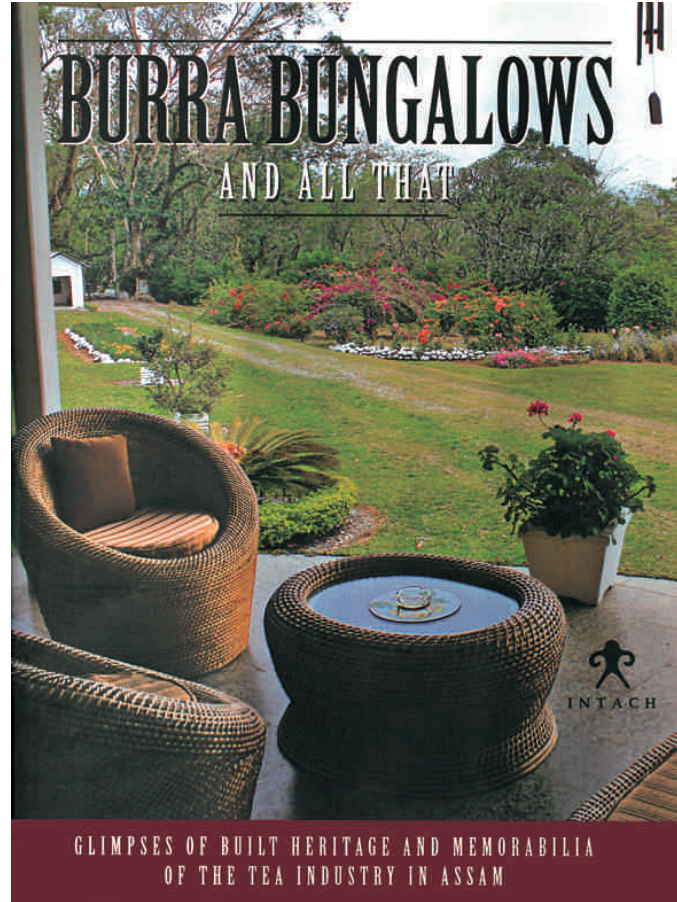
*Contemporary Tea Time* March 2006



# Bungalow Tales from Assam gardens

A book that is 'dedicated to the memory of the known and unknown pioneers of the tea industry in Assam'. A book about which the Chairman of the Tea Board of India, M G V K Bhanu says, "I am sure this book would turn out to be a collector's item and would impress many a mind with its beautiful depiction of a region cradling the birth and growth of our indigenous Assam tea. I feel a sense of pride and gratitude to be a part of this wonderful journey". A book that lets the reader savour the flavour of the tea life in the valley of the mighty Brahmaputra.

The book opens with the chapter titled *The Backdrop*. The author takes us back to the early 1830s when the story of the tea industry in Assam begins to unfold on the southern banks of the river near Sadiya, mentioning that 'the story began some hundred and fifty years earlier with two completely different players – China and Great Britain'. The pages containing the colourful



history of tea in Assam, are further embellished with vintage photographs of tea memorabilia like a McNeill and Co cash memo dated 12/10/1933 for four gallons of petrol bought for Rs 6/- or a bedstead label showing that it was made in Maple and Co's Bedstead Factory located in Totenham Court London! A bed that was used during the *koi-hai* days by some tea *sahib* or *memsahib*!

The book *Burra Bungalows And All That* has been published by INTACH



Contemporary Tea Time March 2013

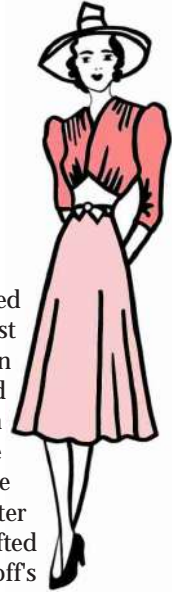


HUMOUR

# REVENGE

## Scottish Style

Dr. S. K. Vohra on memory lane



**T**HE VANDALISM of times spares no one. The ravages of time transform us in the most imperceptible manner, changing us physically, mentally and emotionally – year after year. But there are a few occasions that leave a permanent stamp on one's psyche and memory.

One such incident that comes to mind took place during the 1962 Sino-Indian war. At that time I was working on tea plantations in Assam and along with the rest of the

Time stood still as we waited with baited breath for Morarjee's indignation to burst forth

staff was advised by the authorities to leave for Calcutta as the fear of the Chinese advance was finally being treated with the seriousness it merited. We left carrying our precious cargo – the accoutre-

ments of every self-respecting gentleman – a bottle of gin each and our dinner jackets. We were unsure of how long we were going to be away but did not want to be without essentials as refugees. At Tezpur airport, however, we ran into Morarjee Desai, also waiting to board his special flight. The wait for the flight was long and tense as speculations about the Chinese advances pervaded the airport lounge. Those were the days before instant news and we were the uninformed victims wondering how far the Chinese dragon had progressed. Suddenly, a loud, hysterical shriek sliced through the palpable tension. Planter Geoff Clark had pinched an unsuspecting lady's bottom in full view of Morarjee who we presumed took a dim view of such licentious behaviour especially in public. Everybody panicked



and time stood still as we waited with baited breath for Morarjee's indignation to burst forth. Tense faces looked at the stern minister convinced that his wrath would inflame and char the lounge. And then just as we could bear it no more, the unexpected happened. Desai sahib broke into a loud guffaw. And to make the matter even more ludicrous, the aggrieved lady lifted her skirt high to exhibit the bruise Geoff's pinching had caused. The tension was suddenly broken and the heroes of the hour were the two unlikeliest pair ever imaginable – Morarjee and Geoff Clark.

**IT WAS** one of these racing outings that salvation arrived as all five of hardcore gambling students were debating on which dog to place our bets when a fellow punter came running out of our college with the news that the most favoured hound had pulled out of the race.

Instead, he breathlessly informed us that a much lighter dog had replaced him at the starting line and emerged as the hot favourite – lighter because it had evacuated at the starting line. Smug in the knowledge of an "insider's" tip we placed our bets on the favoured hound and sat back to watch the race, counting our imagined booty. But imagine our chagrin when halfway through the race the blighter sauntered off to potty leaving us agape and snarling abusively at him to continue. But the insouciant hound took no notice as he relieved himself and then sauntered down the track he was supposed to hurtle across and win us all considerable fortunes. We lost a lot of money that day. But the bonus was that the incident cured me of greyhound racing and of gambling. Never has a shitting dog reformed my life as it did that distant afternoon in far away Scotland! Bless him. It still makes me chuckle when I think of those carefree days in the landlady's kitchen and the race track. But associated memories of her possessive husband, however, are still underscored by a slight loathing.

Contemporary Tea Time June 2005



# the

# story

## Many favour flavoured tea today

**T**yphoo, UK's iconic tea brand (with over 100 year old heritage), is available in India delighting its patrons for the last six years and is one of the fastest growing beverage brands in India.

In 2005, Apeejay Surrendra Group acquired Typhoo, UK's third largest tea brand and an over 100-year-old British brand. This gave Apeejay Group, a significant opportunity to vertically integrate their tea business as well as expand their footprint in international markets.

Typhoo understands that India is a diverse nation with varying ethnicities and tastes, and has tea connoisseurs preferring various concoctions of a beverage, especially tea. Realising this unique habit, Typhoo has created a vast range of offerings under Premium Assam Black teas, Flavoured teas, Green teas and one of its kind Fruit Infusions.

There are over 17 variants in pack sizes suiting the home consumer and out of home client. Typhoo is available in all the metro markets in India and stored in all leading F&B retail chains, Typhoo tea is widely sought-after across a number of luxury hotels (Le Meridien, The Leela, Hyatt, Radisson to name a few) and also



served on board the Jet Airways and Air India worldwide.

Keenly observing the tea trends and consumer insights, Typhoo is rapidly expanding its portfolio with exciting varieties to delight its consumers in the coming months.

The five exciting flavours Typhoo currently offers are:

**Typhoo Earl Grey** – a full bodied classic tea with a unique smoky fragrant flavour of Bergamot

orange with the refreshing taste of rich and premium Assam tea.

**Typhoo Masala tea** – a signature blend of premium Assam teas and warming Indian spices like ginger, cinnamon, cardamom, black pepper and cloves, deliciously balanced to create a wonderful brew.

**Typhoo Ginger tea** – the definitive therapy blend of premium Assam teas and heart-warming ginger.

**Typhoo Cardamom tea** – a delicious light tea with a sweet aroma of natural cardamom.

**Typhoo Lime & Lemon tea** – a classic pairing of premium Assam tea with the perky tang of lemon and fruity notes of lime.

According to Subrata Mukerji, Business Head Typhoo India, "India is a tea drinking nation which is witnessing a significant growth in the tea bag segment owing to the emerging need of tea enthusiasts of the evolving generation looking for an alternative that is convenient, offers variety and facilitates quick brewing. This set of consumers have high disposable income, premium lifestyle choices and extremely conscious of well-being for themselves and their family.

This has resulted in high acceptance of Green tea and Fla-voured tea"

Appreciating this growing demand and awareness, Typhoo has been in a continuous process to offer new tea flavours as well as meet the aspirations of our patrons. One of the unique endeavours being the introduction of fruit based infusions in India. These infusions are a caffeine free health based beverage



and a welcome option for the modern day consumer who appreciates chic flavours.

The next phase of growth in tea based beverages is expected to come from the instant ready made premium teas, tea flavours and infusions as Typhoo penetrates and reaches more and more discerning consumers.

Apart from the flavoured tea range, Typhoo also offers a variety of Green Teas and Fruit Infusions inspired by the Indian consumer who aspires to live the international lifestyle. The infusions also make exciting mocktails and chilled drinks suited for a tropical country like India.

In India, Typhoo's brand communication is positioned to convey an exuberance akin to moods of spring under the tag line 'Spring of Life'. Vibrant hues of orange, red, green, yellow and purple spring up as Typhoo tea bags are dipped into the waiting cups. Rejuvenating and refreshing, Typhoo teas delight not just with their taste but their appearance too. It takes only a few sips for a person to de-stress and lose oneself in the enchanting aroma and flavours of the teas.

Typhoo creates many Out-of-the-Pot journeys to enhance trial and product experience through initiatives like Farmers Market at gourmet food shows, art fairs, book launches and such events which promote an enriched style of living thus establishing a connect between premium lifestyle and fine taste.

Besides several initiatives to strengthen this connect, few to mention are: Typhoo Tea and Food Pairing with renowned Chef Vicky Ratnani; Typhoo the Power of T



with Celebrated nutritionist Naini Setlavad; Typhoo high tea sessions with Life Coach Ramon Lamba; Malini Ramani's Typhoo Mad Hatters Tea Party brought out Malini's innovative mixology skills; Typhoo the Power of T teamed with Chef Karen Anand; Typhoo Zumba Night with renowned fitness coach Sonia Bajaj and more.

Appreciating the ventures undertaken by Typhoo to promote, market and grow the category,

World Marketing Congress and CMO Asia under the Corporate Excellence Awards 2014 has recently conferred Typhoo India's business head with the Most Talented Marketing Professional award in November 2014.

This only reinforces Typhoo as the one of most path breaking brands of the era that has marked the evolution of tea and beverage gamut.

Typhoo India has a dedicated team of tasters who continuously try to understand the changing consumer palate and travel extensively throughout the world, selecting only the best teas and ingredients for their brands. To ensure that the teas maintain their freshness and inherent taste characteristics, Typhoo ensures that all their teas are packed in its own state-of-the-art production facility in Kolkata, India and Moreton (Wirral) UK. The Indian manufacturing hub is an ISO 22000 and BRC-Food Certified Organisation.

With an aim to conserve biodiversity, ensure sustainable livelihood and best practices of manufacture, Typhoo teas are now certified under the Rainforest Certified Alliance TM.

Right from using international food grade filter papers to pack the teas, Typhoo tea bags are further sealed in tamper proof "heat sealed envelopes" to retain the freshness of the teas right till the time they are brewed to their memorable tastes.



*A Contemporary Tea Time*  
report compiled by

**Niladri Saha**

**B**engal is largely a loose Tea market though consumption of packet tea is gradually increasing. Dooars teas are most popular, followed by black, clean grainy teas with reasonably good liquors from Cachar. Good Assam varieties are sold in Kolkata counters. Preferred grade is BP but a small percentage of BOPSM and OF grades are also in favour. Other than CTC, there is good market for Darjeeling Broken and Fanning's grades. In a recent study it shows that lower level of Dajeeling Fannings are used in CTC blends, which have become popular. Buyers also buy some Orthodox BPs. Himalaya, Kangra and Nepal teas also have a market share due to their different tastes and price range.

#### Liquor

For CTC teas coloury cup or reddish liquor is preferred in Bengal, though this varies from destination to destination. In the industrial belts like Asansol, Durgapur, Haldia, lower level of CTC Broken and Dust are consumed.

Similarly in West Midnapore adjacent to the State of Odissa and Bankura, Purulia, the lower range teas including PD grades are consumed due to less purchasing power of the population there.

In Murshidabad, PD and Dust grades are very popular including RD because of more cuppage.

In Burdwan, Bolpur particularly Shantiniketan, some expensive Darjeeling and packet tea bags sell due to higher profile of people, tourists and foreigners.

#### District wise major buyers operation

##### G.Paul & Sons

Counter Sale. Purchase approximately 6.5 lakh kg /p.a. Good Dooars, specially Goodricke,

# BENGAL buyers



T K Roy and S Roy (right), owners of Tea Samrat





Andrew Yule, DTL and BL factory from north Bengal. Customers are mostly from Howrah, Hooghly and Kolkata. Counter range 180, 220 and 250. Grade: BOPSM, BP and OF Location: Burra Bazaar.

### Shiv Shakti Bhandar

Counter and whole seller. Auction purchase approximately 5.0 lakh /p.a. Good Dooars specially Goodricke, DTL, Andrew Yule, small quantity Magors and Cachar. Besides this below 100 dust grades and RD. Customers are mainly from Howrah, West Midnapore (rural market) and Hooghly. Counter Range 150, 170, 190 and 220. Grade: BOPSM, BP, OF, PD and Dust. Location : Burra Bazaar.

### Mahabodhi Tea House

Counter and whole seller: Auction purchase approximately 4.5 lakh /p.a. Good Dooars mainly Goodricke, Williamson Magors, DTL, Andrew Yule. Also buyer for Darjeeling whole leaf 500/± and above, Medium Broken up to 300-400 and Fannings up to 200-300. Customers from Kolkata and for whole sale West Midnapore, Burdwan, North 24 pgs. Counter Range: 200, 250, 300 (CTC). For Darjeeling W/L range 400 to 4000/ 6000. Mainly speciality tea like White tea, Oolong tea. For Broken 200-800. Location : Hazra, Kolkata.

### Rudra Tea House

Whole sale and semi whole seller. Auction purchase approximately 5.5 lakh /p.a Darjeeling @ 125/-, Dust @110/-, Orthodox @150/- . Dooars and Cachar. Customers from Nadia, Hooghly, Howrah, Midnapore, Murshidabad, Bankura and Purulia. Grade: Small grades like Fannings and Dust for Bankura/Purulia/Murshidabad. Balance BOPSM and BP. Location: Lalbazar.

### Sanjay Tea Emporium

Counter, whole sale and semi whole sale. Auction CTC purchase three lakh kg @ 130/- . Large Dust buyer. Dust purchase 3.5 lakh @100/- . Dooars, Assam. Customer from North and South 24 pgs. Howrah, Hooghly, Nadia. For Assam they send Maharashtra, Gujarat Grade : BOPSM, BOP. south India : Secondary Dust and CD. For other states like Odissa small grades like Fannings and PD. For other country Bangladesh CD and RD. Location: Kidderpore.

### Tea Samrat

Packeter and whole seller. Auction CTC purchase 10 lakh @ 137. Dust 1.5 lakh @ 148, Orthodox 105 @ 222. Mainly Cachar and Dooars. Preferably buying coloury cup. Consistently buying Dooars BP and BOPSM, Assam PF and Orthodox FBOP and GBOP. His packet is popular in south eastern region including eastern region. Major market in Odissa, mainly Fannings blend with Orthodox broken. For Bihar and Bengal BP and BOPSM with Orthodox. Total 18 blends and brands. Location: R N Mukherjee Road, Kolkata.

## MAJOR MARKETS IN BENGAL (MANDIS)

**BURDWAN** : (Durgapur-Asansol-Ranigung - Teas also filter into Bihar.)

**BIRBHUM and BANKURA** : (Bolpur-Shantiniketan-Rampurhat)

**EAST MIDNAPORE** : (Digha-Tamluk-Kathi)

**WEST MIDNAPORE** : (Kharagpur-Haldia-Odissa)

**MURSHIDABAD** : (One of the gateways of Bangladesh)

**SILIGURI** : (Kishangang-Bihar/Alipurduar-Coochbehar (Through Coochbihar BLF teas filtered to Bangladesh)-Tufangang)

**MALDA** : (Malda Town-Bihar and Bangladesh)

**BARASAT** : (N 24 PGS) (Basirhat-Taki-Bangladesh)

**SONARPUR** : (S 24 PGS) (Budge Budge-Canning-Sundarban)

**KOLKATA** : (Howrah-Hooghly)

**NADIA** : (Krishnanagar-Nabawdip).

The above mentioned places became major transit points. All these suburbs and other areas are accessible from Kolkata.

### Tax and Transportation

Selling including VAT 5% + Collection charge from warehouse 25/- per bag+ warehouse to Burra Bazaar (Posta godown) 20/- per bag + Godown to destination 20 - 30/- per bag. From destination to ultimate selling point is another 5-10/- . This is applicable per bag/sacks. For 30kg packing the cost will be (100/- per kg) two to three per kg. Over and above tea value excluding profit.



# Tidings from BANGLADESH

**A** woman entrepreneur Soma Akhter has successfully opened a small tea farm in Bicchandai village of Hatibandha upazila in Lalmonirhat. This is a part of northern Bangladesh and a non-traditional tea area. She started tea farming on about 2.50 acres of land in 2007 and now her farm has grown into about five acres. Soma named her farm Soma Tea Estate and in addition to tea being a new source of occupation in the area, it has created a positive impact on the local agro-flora and the environment.

and negative attitude from the local people, as they did not want to believe that tea farming was possible in the mainland. But slowly their perceptions changed and now they are themselves interested in tea farming. Today Soma Akhter's tea leaves are being sold at the rate of Taka 26 per kg in Panchagarh. She also produces a small quantity of handmade tea for selling in the locality at fair prices. There is no tea processing factory in her locality in Lalmonirhat at present.



Monjur Hossain

## Woman

power brings

tea planting

in mainland

Bangladesh



The lush Soma Tea Estate

Soma Akhter took the risk of planting tea on a land which people believed was not favourable for tea. The farm in the locality generated a sustainable livelihood for herself as well as created work opportunity for poor women of the village. Over a hundred women are working at Soma Tea Estate.

Soma Akhter, after achieving her Masters Degree from Carmichael University College, joined a NGO. However after visiting different tea estates in Sylhet and Panchagarh from 2004 to 2006, she felt encouraged to grow tea. Soma shared her idea with her husband Ferdous Alam and with his support she started farming tea in the mainland after soil test in her village in 2007. In the beginning, she had to face a lot of criticism

Soma Akhter now gets 8,000 to 8,500 kg of tea leaves on an average from her tea farm every month. She makes a profit of about Taka 70 to 80 thousand after bearing all expenditure including labour and transport costs every month. Soma Tea Estate has also turned into a tourist spot where many travellers come to visit and purchase tea. Soma has set an example of farming tea in the mainland for the first time in the northern bordering district of

Lalmonirhat. Now many local farmers have been inspired by the success of Soma and started tea farming in their land.

Rashed Begum, 52 years, who had no means of earning money before, is earning Taka 100.00 and gets lunch every day for working at the tea estate now. Likewise, many vulnerable women have found ways of earning money and have been able to achieve a better life. All these women are grateful to Soma for



Soma Akhter and her employees

taking this initiative.

Tea Board official sources at Hatibandha upazila said that, now there are 26 small farms on 70 acres of land at different villages in Lalmonirhat. These tea gardens did not exist even a few years ago – they have all been encouraged to invest and establish tea farms following the example set by Soma. Her success of tea farming in the mainland has changed

perceptions and lead to the creation of jobs for thousands of people. Official sources also added that, in light of the increased interest, 700 farmers in the district were given training on tea farming in the area in the last few years. Once the processing factory is established, tea growers would be able to earn a lot more since they will be able to sell their green leaf at their doorstep.

## Small Holders produce 1.5 mkg tea in Panchagarh

The sub-Himalayan district of Panchagarh has ushered in new hope for the nation by producing 1.5 mkg tea last year, 27.48 percent higher than the production in the previous year.

Commercial cultivation of tea has been increasing every year in the country's third Panchagarh Tea Zone on 'small-scale gardening basis' since beginning of its cultivation launched there from 2000, initiated by Tetulia Tea Company.

According to Bangladesh Tea Board (BTB) sources, a record quantity of 1.5 mkg tea has been produced in 2013 against 1.14 mkg produced in 2012 in Panchagarh zone.

Earlier, 1.0415 mkg tea was produced in 2011, 880,452 kg in 2010, 658,724 kg in 2009, 537,324 kg in 2008, 391,237 kg in 2007, 282,721 kg in 2006 and 161,226 kg in 2005 in Panchagarh.

Tea Development Officer of BTB said, "The average tea production increased by over 100,000 kg annually in Panchagarh since its commercial cultivation began in 2002."

"Following faster expansion of commercial tea cultivation, its production increased by 313,625 kg in 2013 over 2012 and the production might increase further by 400,000 kg this year over 2013," he added.

According to BTB sources, the produce of high quality 1.5 mkg tea of Panchagarh was sold in Chittagong auction market at about Taka 300 million in 2013 with selling rates between Taka 175 and 225 per kg.

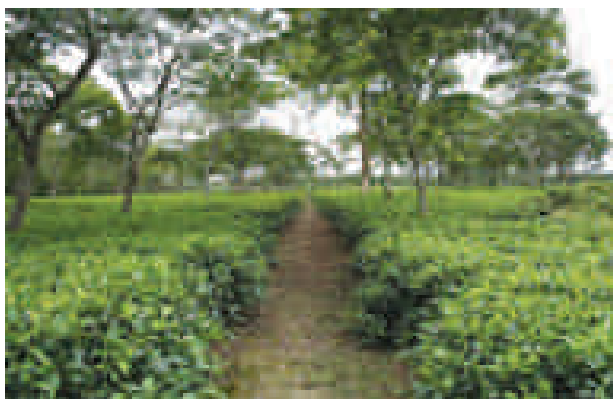
Tea is now being cultivated on 3,110 acre land including 866 acre of 405 small-scale farmers, 163 acre of 15 medium-scale farmers and 2,081 acre of 21 bigger tea estates in Panchagarh. The farmers are expected to bring another 500 acre land under tea cultivation in Panchagarh this year after they increased their cultivation area by 150 acre in 2012, the sources said.

Industry experts observed that the growing tea sector has been improving the local socioeconomic condition through creation of employment for over 10,000 people including over 7,000 distressed and unemployed women.

Commercial tea cultivation on 'small-scale gardening basis' has got stronger footage in Panchagarh as the small, marginal and medium farmers are earning better profits by selling green tea leaves to the tea processing factories. Further, the concept of tea cultivation on 'small-scale gardening basis' largely attracts the small, medium and marginal farmers to boost agro-economy of Panchagarh.

Now, Tetulia Tea Company Ltd (TTCL), Kazi & Kazi Tea Factory (KKTF), Kartoa Tea Associate Ltd (KTAL), Green Care Agro Limited (GCAL), Green Energy Tea Factory (GETF) and North Bengal Tea Factory (NBTF) are processing tea at Panchagarh.

The farmers are now selling their produced tea leaves at a very lucrative price including carrying costs.



The writer is Managing Director PMTC (Bangladesh) Limited



# Tea Promotion Southern Style

## Four recent events

**F**irst, Tea Board Executive Director R Ambalavanan and two experts of Apollo Hospitals, Chennai – Dr Preetha Reddy (Executive Vice Chairperson) and Dr S C Chandilya (Senior Cardio-Diabetologist) – have helped consumers significantly to link quality tea with positive health benefits.

They shared the platform at Taj Coromandel Chennai end-October to launch into the Indian market three speciality tea ranges – Authentic Green Tea, Jasmine Green Tea and Superior Black Tea – manufactured from a single garden fresh leaf at 6,000 feet height in the Nilgiris by Glendale Estate owned by Glenworth Estate Ltd.

While Dr Chandilya explained the research linking tea with good health, Dr Reddy hailed the initiative of Glenworth in bringing the quality healthy teas to the doorsteps of Indian consumers.

“I also shared their views on

tea’s impact on positive health. Tea consumption should be constantly promoted for its positive health impact. Many south Indian teas, more so, the high-elevation Nilgiris teas, have excellent quality, making them speciality beverage. Glenworth has been a progressive company that has enriched the tea world with innovations. Tea Board always supports innovation in production and marketing. We welcome Glenworth’s new products in the Indian market”, Ambalavanan told me.

In line with Tea Board’s accent on promoting tea’s health benefits, the eye-catching brochure *The Aristocrat of Green Teas* brought out by Glenworth lists 18 health benefits of green tea, making it difficult for consumers to miss good green tea daily.

“To provide the best possible health benefits to the consumers, we have employed modern Japanese technology and selected

clones to produce green tea that offers authentic greenish yellow smooth liquor and authentic green infusion rich in antioxidant and polyphenols making this a totally natural beverage”, Glenworth Director K Gopalakrishnan told me.

“Drop a few of these green tea leaves into a cup and pour boiling water. Watch the two-leaves-and-a-bud unfurl in the greenish yellow liquor. Close your eyes and concentrate on the flavour while you sip. You will feel as if you are in the midst of a lush green tea farm. You can use the same leaf for brewing more cups as these are multiple-brewing teas”, he said.

The consumer packs brought out for Indian market are not only attractive but informative. They come in 50 gm hard boxes with different colours for authentic green tea, jasmine green tea and



P S Sundar



Udayakumar and (right) Ramesh Bhojarajan receiving the Golden Leaf Award from Rajani Ranjan Rashmi in the presence of Ambalavanan and Sreedharan



Tea Board Executive Director Ambalavanan (*second left*) and Apollo Hospitals Executive Vice Chairperson Dr Preetha Reddy (*second right*) launching Glendale speciality teas in Indian market in the presence of Glenworth Director Gopalakrishnan (*extreme left*) and Apollo Hospital's Senior Cardio Diabetologist Dr Chandilya (*extreme right*)

superior black tea. Bearing a corporate embossed insignia and Tea Board's logo, they describe the location of the garden from where the leaves were plucked, the manufacturing technology employed, the cup brewing method, way to prepare quality iced tea and nutritional benefits. In particular, the jasmine tea is claimed to have been delicately flavoured with naturally blooming jasmine flower without any artificial flavour.

Glendale teas have proven track of being connoisseur's choice holding records of fetching all-time high price of \$ 600 a kg at Las Vegas auction and \$ 200 a kg at speciality tea auction in Coonoor, besides top prices at regular auctions. They enjoy consistent demand in many countries with 75 percent of the production being exported.

“That is precisely the significance of this launch – to help Indian consumers cherish top quality green, black and speciality teas which are a favourite with connoisseurs round the

globe. Glendale Factory produces 1.9 million tea annually with the green leaf plucked from 525 hectare of Glendale Estate. Of this, about two lakh kg comprises green tea of which, some 25,000 kg is speciality tea. It is this speciality tea



Glendale's Authentic Green tea, Jasmine Green tea and Superior Black tea now launched in the Indian market



which we have now launched. It can also be procured online at [www.glendalegreentea.com](http://www.glendalegreentea.com)", Gopalakrishnan said.

Glendale had won Golden Leaf India Award, a joint initiative of Tea Board with UPASI, a few times.

In the second instance of promotion, Additional Secretary of Union Commerce Ministry Rajani Ranjan Rashmi presented the trophies to the winners of the 10th edition of this contest held in Dubai. Ambalavanan along with the contest organising Committee Convener C Shreedharan and UPASI President Peter Mathias complimented the winners at the 121st UPASI Annual Conference.

"It is encouraging to receive two awards, one as the Best Entry in 'Green Tea Whole Leaf' category and the other for fetching the

corporate entries. We also received the award for fetching the highest price of Rs 351 per kg among all CTC teas in Golden Leaf speciality tea auction", Vigneshwar's Managing Partner Ramesh Bhojarajan said.

Kanan Devan Hills Plantations Company Private Limited and Woodbriar group of companies won six awards each, Harrisons Malayalam Limited won four, Devon Plantations and Industries Limited, Joonktolee Tea and Industries Limited, Kodanad Estate and Vigneshwar Estate Tea Factory won three each, United Nilgiri Tea Estates Company Limited won two awards and Bhavani Tea & Produce Company Limited, Bluegate Beverages (P) Limited, Hittakkal Estate Tea Factory and Poabs Organic Products Private Limited

progress.

The thrust is on raising per capita consumption from the present 720 gm to 1,000 gm. For this, promotion has to be launched to make every citizen drink an extra cup of tea than what is consumed now. To explain this, I said a tea bag consists of two gram and so, tea equivalent to just one tea bag has to be drunk extra daily. This is not too much to ask for in a nation which consumes the largest volume of tea annually. When per capita consumption rises to 1,000 gm, the total demand for 123 crore population will be 1,230 million kg but India produced only 1,126 mkg last year, the highest so far in Indian tea history. That means, the entire production would be absorbed by the home market easing pressure on marketing. Concomitantly,



Additional Secretary of Union Commerce Ministry Rajani Ranjan Rashmi (fourth left) releasing Tea Board's new quarterly, *Chayan*, in the presence of Ambalavanan (in podium) and UPASI heads and representatives of Coffee, Rubber and Spices Boards

highest price in the special auction for 'Golden Leaf' tea", G Udayakumar, Director, Bluegate Beverages, which manufactures Avataa tea, told me.

"The quality award is an international recognition for the superiority of Avataa speciality tea as judged by international jury. The highest price of Rs 1,551 per kg our tea got in the relevant auction led to our fetching the highest value of Rs 1,89,222 from just 122 kg of this speciality tea", he said.

Likewise, Vigneshwar Estate Tea Factory created a new record in Nilgiri tea history. "We have emerged as the first small-scale factory to annexe this Award in all applicable categories for fifth consecutive year beating all

bagged one award each.

The third promotion aspect came with Rashmi releasing *Chayan*, Tea Board's new quarterly publication and Peter Mathias and UPASI Vice President Vijayan Rajes receiving the inaugural issue.

"*Chayan* comes out in English, Tamil, Malayalam, Assamese and Bengali to keep the tea industry posted of the latest developments", Ambalavanan said.

The fourth occasion stressing promotion happened in my chief guest address at the AGMs of two bodies – the Nilgiri Bought Leaf Tea Manufacturers' Association and the Nilgiris Small Tea Growers' Association. My accent 'Promote to progress' was well received. Tea industry has to promote first to protect its interest and then to

prices would rise to favourable levels. While greeting others, everyone should ask, "Have you drunk that extra cup today?"

Promotion has to be based on merit, highlighting what consumers gain by drinking tea, not on mercy seeking consumption for the survival of producers or growers. The merit promotion is three-pronged – first, while drinking each cup of tea, consumers support environment and ecology; second, tea serves as the cheapest drink of the commonest person and the best drink of hospitality; third, positive impact on health. India has tea and the people to drink it. Just match the two.

Photos : Author



# SOOKERATING

Where eco-  
conservation and  
modernisation go  
hand-in-hand

Sookerating was planted in circa 1880 by early British planters of the Assam Frontier Company. Then, just before the onset of the Second World War, the British forces occupied a large part of the Estate and the Company's golf course to create an airfield. During the war, this airfield served as a critical supply head for the Allied Forces fighting in Indo-China. A clear day on the garden, reveals the snow-capped Patkai hills over which the Dakotas of Allied forces flew. Relics of the war can still be found in meanderings through the garden. There are enough ruins of dungeons, old wells, and tunnels to delight any archaeologist.

Sookerating was purchased by Nandlall Agarwalla in 1958 and has remained with the family ever since and continues to prosper.

The garden has recently been awarded the TrustTea Certification by Indocert adding to its previous certifications of ISO 9001 and ISO 22000, thus making it one of the few gardens in the industry to hold all three certifications.

Sookerating is located only a few kilometres from the Nazirating forest from where wildlife in considerable numbers traverse the Dibru creek to visit the garden. On a foggy autumn morning one can witness herds of elephants grazing along the riverbank or catch a glimpse of the spotted tail of a leopard disappearing into

the tall Guatemala grass.

Today over 100 species of wildlife have been identified at Sookerating and naturalists are confident that 200 species can be identified and protected over the course of the next year. The Management of Sookerating takes active interest in eco conservation by intensive planting of rainforest trees, educating communities about wildlife conservation and aligning agricultural practices to have minimum impact on this wildlife.

The high yields achieved at Sookerating underscore the point that eco-conservation and profitable agriculture are not always at loggerheads. The garden boasts of yields of 3000 kg of made tea per hectare, which is one of the highest in the industry. These high yields and the quality teas from the garden also stem from the fact that Sookerating has one of the youngest plantations. Over 70% of the garden has been replanted with quality clonal material that yield a bright and brisk cup.

Last winter the garden has invested in the complete revamping of the factory into an online, ultra-modern factory compliant with HACCP, FSSAI and other food safety norms.

The garden today produces a bright cup that it markets through the catalogue of Contemporary Brokers at CalcuttaTea Auction Centre.

GARDEN PROFILE



# Kiambethu

## The first tea farm in Kenya

During August 2014, I visited Kenya for a few weeks on project work. In the course of meeting the personnel of Tea Board of Kenya and Kenya Tea Development Authority (KTDA), I came to know about the

biggest exporters of tea in the world and breakfast tea would not have the richness of colour and flavour that we now know. Their story shows not only the importance of tea to families, but also the importance of a family to tea.

for ornamental purposes by G W L Caine who, like so many others, failed to see the opportunity to grow tea commercially in Africa. It took several decades before an inventive Scot saw the agricultural potential of the *Camellia* leaf.

Given the role that African tea plays in many famous black tea blends, it is surprising that tea didn't reach Africa until the 20th century. The first tea bushes were planted in Kenya in 1903, simply

Arnold Butler McDonell, better known as AB, purchased 350 acres from the British government in 1904, moving to Kenya to establish his own farm, Kiambethu, 20 miles from Nairobi. He had dreams of growing crops on the lush land, but at 7,200ft all the crops that he tried to grow, failed. Coffee, corn and flax all wilted and his dream of farming seemed to be becoming a living nightmare.

After more than ten years of disappointment, however, a friend visited AB from India, bringing a



Talking about Kenyan tea inside Fiona's bungalow

Kiambethu Farm – the first tea plantation in Kenya. I thought I should not miss the opportunity to visit the historic farm.

The Kiambethu Tea Farm is located in Limuru, which is a pleasant 70 minute drive from the outskirts of the city of Nairobi. As I passed through various small towns, I got a glimpse of Kenyan rural life and the tea plantations when I entered the highlands.

I was welcomed by Fiona Vernon, who took me into her lovely home and over some tea and coffee, told me about the history of tea farming in Kenya and also some fascinating details about early colonial life. Fiona is a third generation Kenyan and her family is one of the pioneers in tea farming in the country.

The African tea trade as we know it, was started by one little known family in Kenya – the McDonells. Without them, Kenya may never have become one of the



The author with Fiona Vernon, current owner of Kiambethu Tea Farm





Fiona Vernon

(Top) : Lush Kenyan tea garden

few tea samplings of *Camellia Sinensis assamica* with him as a gift. With nothing to lose, AB immediately took the opportunity and decided to experiment with the plant on his land holding. He planted 20 acre in 1918 and to his delight the bushes thrived. In 1926 he became the first commercial tea producer in the history of Africa, establishing an industry that today is worth more than \$1 billion.

As the initial tea maverick of Kenya, AB's early years of tea production were spent trying to establish ways and means to produce and sell his tea. With no tea factory in the area, McDonell was forced to process all of the tea on the farm itself, transporting it personally by train to Nairobi's Bazaar Street, where he sold his finished product directly to traders.

His success in producing and processing the world's first African tea was accompanied by the development of a burgeoning family. His four daughters were born on the Kiambethu farm and when the time came to educate them, AB built a girls' school 100 metres from the farm gate for them. His daughter, Evelyn Mitchell, hated being forced to board at the school, but later told her own daughter that she found comfort in being able to

see her bedroom windows from the classroom. The school still stands along with All Saints Church, Limuru, which AB had also designed and built.

AB lived to be 98 and never left Kiambethu. It was his daughter, Evelyn, who took over the farm after his retirement and introduced guided tours for tourists in the 1960s. She in turn, passed the farm onto her daughter, Fiona Vernon, who had insisted in her youth that she would never run tea tours. Luckily for African tea lovers, when Fiona's mother sadly passed away in 1998, she was left with a pre-booking for a group and she was forced to guide the tour. The rest, as they say, is history.

This pioneering family started the Kenyan tea industry, and its passion created a unique farm that produces tea to this day. Whilst the family has sold most of the original 350 acre, 35 remain with them and two acres are devoted to tea. More importantly, Fiona continues to share the knowledge that has been passed down through the generations to all tea lovers who visit Kiambethu and the legacy of her grandfather remains.

Monjur Hossain

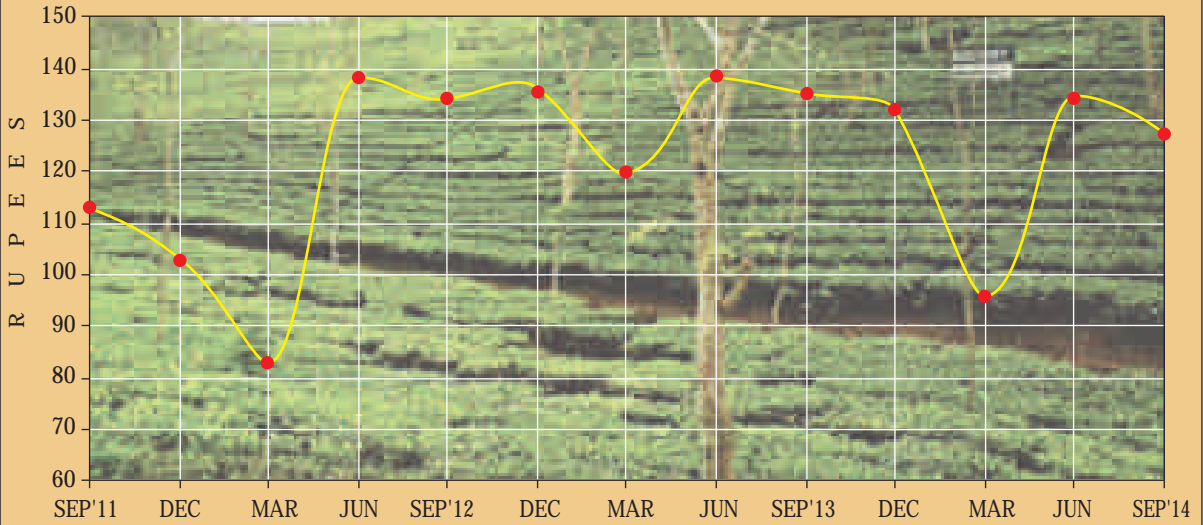


# Contemporary Targett TEA TRENDS



Compiled by Soumen Bagchi

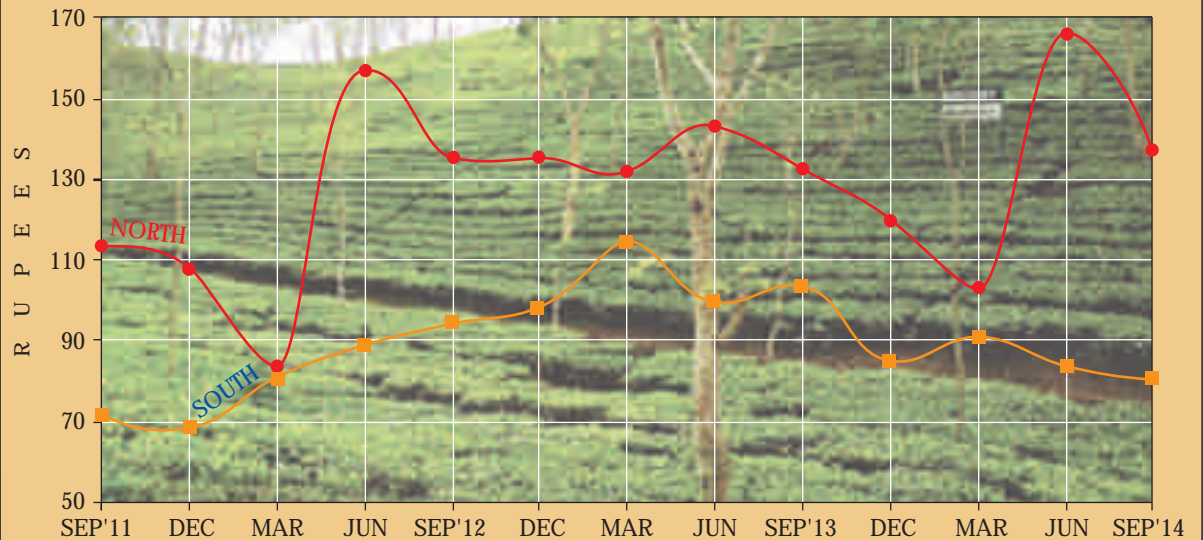
THREE YEAR AUCTION AVERAGE - ALL TEAS - ALL INDIA



Period	Sep'11	Dec	Mar	Jun	Sep'12	Dec	Mar	Jun	Sep'13	Dec	Mar	Jun	Sep'14
Rupees	112.99	103.33	83.07	138.26	134.37	136.15	119.59	138.36	135.14	132.23	95.63	134.62	127.70



THREE YEAR CTC AND ALL DUST AUCTION AVERAGE - NORTH AND SOUTH INDIA



	Sep'11	Dec	Mar	Jun	Sep'12	Dec	Mar	Jun	Sep'13	Dec	Mar	Jun	Sep'14
North	113.56	107.82	83.97	156.79	135.55	135.46	131.77	143.33	132.30	120.27	103.14	166.44	137.12
South	71.56	68.17	80.77	88.78	94.26	98.20	114.92	99.57	103.33	85.24	90.86	83.43	80.08



# The Symbol of Sustainability

Ana Paula Tavares,  
Executive Vice  
President of Rain  
Forest Alliance  
Certification at  
head office New  
York, spoke to A  
Nandkeolyar of  
Contemporary Tea  
Time about the  
much debated  
certification and  
what is behind the  
'Green frog seal'.

While the adaptation of the sustainability model is a given absolute in today's context, for agribusinesses globally, educating small farmers continues to be a challenge. Whether, they are tea farmers or others. With the help of UN funding focused on small growers, the awareness level is all set to rise. This would be likely to benefit what constitute up to 40% of India's tea production. The bigger houses see the advantage and many have obtained the certification, while others are in the process.

practices of minimal agrochemical usage becoming mandatory with the implementation of the Plant Protection Code with effect from January 1, 2015, such certifications will go a long way in ensuring compliance due to their very systematic and strict audits.

However, commercial encouragement is necessary and it will be a catalyst to the certification and compliance procedures. Will Indian buyers pay more for such manufactured teas or Indian producers for certified green leaf remains the moot point.



Ana Paula Tavares with (L to R) A Batra, A Nandkeolyar of Contemporary Brokers and Per Bogstad, Manager Markets and Sustainable Value Chains UK and India

This certification benefits the farmers in many ways

- ❖ They can enter the fast growing market for certified products, which usually sell for higher prices
- ❖ They often improve the quality and quantity of their harvests
- ❖ They learn sustainable farming practices suited to their local conditions and traditions
- ❖ Minimise their exposure to agrochemicals.

In the Indian context, with stringent

It is envisaged that there is a need for the media to bring this to the fore to create a demand for such produce from sustainability practicing farms.

Though the level of education is limited in the rural hinterlands, the concept of sustainability is becoming a practical idea as more farmers see encouraging positive shifts in their neighbours' endeavours. To combat the haplessness created by Nature's fury and the resulting climatic changes, there is no doubt that a lot of thought is being given to this subject.



COVER STORY

# TEA - an eco-friendly industry

**E**nvironmental issues are among the most debated ones in both agriculture and industry today and tea is very much a part of it. Though a Carbon positive industry, climate change and unlimited industrialisation are adversely affecting the tea industry also. Contemporary Tea Time discusses the problems with industry experts

## Contemporary Tea Time questions:

- ? What are the main environmental issues impacting the tea industry in India?
- ? Climate change - Deforestation - imbalance in predator-prey ratio due to depleting habitat for the flora and fauna - pest attack - increasing use of pesticides. How does the tea industry plan to break this vicious cycle?
- ? How useful is the Plant Protection Code for the tea industry?
- ? How useful/bothersome are Trustea, Rainforest Alliance and other such norms currently applicable to the industry?
- ? How can the small growers sector be made to willingly follow the above rules and regulations?

# We have to build immunity by making healthier tea

J S Kandal, MD, Amalgamated Plantations Pvt Ltd

The tea industry is largely dependent on conducive weather. We are as yet not fully equipped in irrigation and require normal rainfall. With climate change rainfall has become erratic. Timings of rain have changed and there are now longer stretches of dry periods. There is hardly any rain during November to May. This has brought two dramatic effects on tea. In north India the season starts late due to lack of rain during this period. So the immunity of plants to pests and also recovery from pest attacks also come down. Also, the dry hot spell during April/May aids more pest attacks. The yield also comes down due to this reason. So the biggest challenge now is to combat the effects of climate change.

It is not possible to be fully dependent on irrigation as it is too expensive to have enough irrigation to compensate for lack of good rains. And there is very little ground water available for irrigation, thanks to extensive deforestation.



An APPL Agri-Service Division workshop

The only way out is to adopt long term strategies like water harvesting techniques and aforestation (with trees ethnic to the area). Actions like rain water harvesting can be achieved in a short time but proper aforestation is a long term strategy. There should be a holistic approach and the government has to get involved and there should be public-private partnerships.

In controlling the over use of insecticides, the new

regulation stipulating use of softer chemicals may help. There should be integrated pest management.

The way to go is to adopt natural means to fight pests. We have to build immunity by making healthier tea.

APPL has formed a separate Agri Service Division with a senior manager dedicated to it. Through this Division we support small growers in every way as they are our integral part. We actively partner these small holders and educate them on various aspects like new MRL regulations, use of appropriate chemicals, mechanisation etc to make them more efficient and bring down their costs. All our offices provide extension services to our small holders. Checking on MRL and time to time testing are carried out for the

small growers whose tea we use. TrusTea Code and Rainforest Alliance norms are applicable to small growers also as these lead to better efficiency which again helps to lower costs. Recently 700 of our small holders signed a pledge not to use banned chemicals for their tea. Following PPC regulations can begin



Participants at the workshop

immediately. As for the TrusTea regulations, certain infrastructure need to be put in place for the small holders. For all small holders to become compliant to all the norms it should take five to ten years. South India is slightly advanced in this respect because of high literacy rate there that has helped to grasp the different rules and regulations faster.

# Rainforest Alliance Certification

Companies and brands offering products from Rainforest Alliance Certified™ farms may display the Rainforest Alliance Certified seal on their packaging, indicating to consumers that they actively support a healthy environment and the well-being of farmers, workers, families and communities.

## What Does the Rainforest Alliance Seal Stand for?

The seal is awarded to farms that have met a comprehensive set of standards, which were developed and continue to be refined by the sustainable Agriculture Network, a group of leading environmental organisations. Farms that meet these standards conserve ecosystems, protect soils, waterways and wildlife and support safe and decent conditions for farmers, workers and their families.

## Where Can I find Rainforest Alliance Certified Products?

Products that bear the green

frog seal — including coffee, tea, cocoa, juices, fruit and flowers — can be found in supermarkets, restaurants, coffee houses and hotels. Rainforest Alliance Certified coffee and tea is served on airlines, in university cafeterias and in corporate boardrooms.

## How Can Companies Participate?

By sourcing agricultural goods grown on Rainforest Alliance Certified farms, companies become eligible to display the green frog seal — the symbol of sustainability — on their products.

## How Does Rainforest Alliance certification Support Farms and Businesses?

By providing comprehensive solutions to the overriding environmental, economic and social concerns faced by farmers and farm communities.

By helping farmers to improve their management approach, the quality of their crops,

their access to premium markets and their ability to meet consumer demand for responsibly produced goods.

By enabling business to source responsibly and demonstrate to consumers that they are forward-thinking corporate citizens.

### Businesses :

- Gain access to long-term supply of high-quality farm products.
- Inspire consumer confidence —



customers know that their products promote decent, safe and healthy working conditions and the long-term success of individual farms.

- Demonstrate responsible purchasing by tracing supplies back to their origins.

### Farmers :

- Enter the fast-growing market for certified products, which



Training on PPC by APPL Agri-Service Division

- usually sell for higher prices
- Often improve the quality and quantity of their harvests
- Learn sustainable farming practices suited to their local conditions and traditions
- Minimize their exposure to agrochemicals.

### Consumers :

- Support sustainability through everyday purchases.
- Connect with farmers who grow their food.
- Trust that their purchases meet independent, third-party standards for sustainability.
- Enjoy great-tasting, high quality products grown with care.



# Plant Protection Code

Consumers are now increasingly demanding products produced sustainably without adversely impacting the environment. Given this demand, the need to embrace sustainability has become more and more important. Towards this end, Tea Board launched a 'TrusTea Code' on July 11, 2013, designed to evaluate the social, economic, agronomic and environmental performance of tea plantations in India.

The Code covers all aspects of tea production and manufacturing. It is envisioned that the compliance with the Code will not only improve competitiveness amongst the tea farms but will also facilitate them in achieving compliance with national regulations and international sustainability standards.

One of the important components of the Code is safe usage of plant protection products and adherence to safety standards for production of safer, healthier and more environmentally friendly teas. Tea Board is of the view that effective adoption of the Code will enable the tea industry to safeguard the plantation environment, welfare of the workers and small farmers and long term security of supply. Given this objective and in order to sustain the demand for Indian tea amongst the consumers, the need for judicious usage of Plant Protection Formulations (PPFs) has become more imperative. With support from Tea Board, the Tea Research Institutes (TRIs) in India – Tea Research Association (TRA) for north east India and UPASI Tea Research Foundation (TRF) for south India have after due experimentation and testing the efficacy of PPFs, come out with firm recommendations for adoption of Integrated Pest Management practices for achieving effective control of pests and diseases with minimal use of PPFs that are safer to use in the tea plantations. The TRIs have ensured that their recommendations comply with food safety standards as stipulated by FSSAI (Food Safety Standards Authority of India) and the PPFs recommended for usage have been cleared by the Registration Committee of Central Insecticides Board (CIB) formed under the Insecticide Act 1968 which has the responsibility to check the data requirement of new pesticides and to ensure that pesticides allowed for use will not leave excessive residues on food commodities above the permitted maximum limits. It also liaises with international bodies like EPA and FAO/WHO, Codex committees on harmonisation of pesticide residues. This document 'Plant Protection Code' (PPC) has been issued by the Tea Board of India to the tea industry as a comprehensive guideline for safe usage of Plant Protection Formulations (PPFs) in Indian tea plantations.



# There has to be a holistic approach towards sustainability of all farmers including those in tea



A N Singh, MD, Goodricke Group

**C**limate change is the main factor that is giving rise to all the environmental issues. Due to climate

change rainfall has become erratic. It is concentrated over only five months and the rest of the year is a very long dry spell. This is resulting in more irrigation and the water table has drastically gone down. Global warming has caused the gap between the day and night temperatures to widen.

change rainfall has become erratic. It is concentrated over only five months and the rest of the year is a very long dry spell. This is resulting in more irrigation and the water table has drastically gone down. Global warming has caused the gap between the day and night temperatures to widen.

Then there has been extensive denudation. The Bhutan and Nagaland forests have disappeared leading to problems at the micro level. We have to begin with micro level management. Like planting plenty of trees suitable to the region, rain water harvesting, Check dams and rivulets can help in increasing the water table. With the forests gone the fauna, including pests have come to the tea estates for their food. Even goats now have no grass to feed on and are eating tea leaves. Work has to be done at the village level, panchayat level. NGOs should work in tandem with the government to raise awareness. In fact some NGOs are doing excellent work at the village level. And if there is adequate supply of oil and gas, the need to cut trees for fuel won't be there. The government has to play

a role in this matter. Decline in rainfall and droughts have caused rise in pests. Artificial irrigation helps – Dooars being a good example – but it is expensive. However, the silver lining is that TRA has been guiding planters about less harmful pesticides with low MRL value.

The industry and the Tea Board of India are taking effective steps and the organised sector is totally compliant. The problem lies with the Bought Leaf Tea as the small growers are not so educated about MRL issues. I have asked Greenpeace to help us educate and aid farmers to overcome the pest problems without



Peacock in Goodricke estate

incurring heavy losses. Sustainability should take into account the sustenance of the small growers. This will take time. Both TRA and the Tea Board are working very closely with them.

The Plant Protection Code (PPC), in its revised form has got a fairly decent list of chemicals approved by the CODEX. This should help in tackling the problem to a great extent. However, it is not enough to ban certain chemicals only for the tea industry. There are many chemicals that are used both in tea and other agricultural crops like paddy. How does one prevent a tea grower to go to a neighbouring paddy field and get one of the banned pesticides to take care of the pests plaguing his garden? So there has to be a holistic approach towards sustainability of all farmers including those in tea.

As for the Goodricke Group, activities like tree planting suitable to the region, creating and maintaining water bodies in and around the gardens, water harvesting in all the factories of the Group are some of the major ongoing environmental work.



New forest in Barabustee area of Goodricke estate







The 11 Chapters involved towards complete compliance are:

- Management system and continuous improvement
- Product traceability
- Soil conservation and management
- Water management
- Fertilisers
- Crop protection products
- Food safety
- Safety, health and welfare of workforce
- Working conditions and labour rights
- Biodiversity and environmental management
- Waste and pollution management
- Terms and definitions

The Code, first launched on a pilot scale will be scaled up to bring within its ambit 500 mkg of tea from 600 factories in five years. India produces about 1100 mkg of tea annually. Implementation of the Code will enable the tea industry to effectively face sustainability challenges, safeguard plantation environment, and ensure long-term-security of supply.



*(Clockwise from left)*

Different species of shade trees in Rossel garden to avoid monoculture

Safe disposal - recycling of chemical containers and plastics in Rossel estate

Environment friendly conditions favour growth of butterflies in Rossel garden

# The right adaptive strategies can help the tea bush to adapt to the changing conditions

C S Bedi, MD Rossell Tea

The main issue affecting the tea industry is climate change, much of it man made. For the last 25 years, population pressure and modernisation that includes industrialisation and deforestation has caused rising temperatures, erratic rainfall with long dry periods, erosion, flooding, heavy pest attacks and extensive crop damage. Due to deforestation the natural predators of the pests that were residing in forests have been lost and the pests having lost their habitats have shifted to agricultural land including tea gardens, thereby causing increased use of pesticides and insecticides.

Increased temperature at the bush level has affected photosynthesis in the tea gardens. The bushes have shut down and stopped drawing nutrients from the soil. This has led to decrease in quantity.

Long dry spells and deforestation have resulted in diminishing ground water level. Rivers that used to be 50 - 60 feet deep are only 15 feet deep below the ridge today. Productivity is suffering.

But with the right adaptive strategies we can help the tea bush to adapt to the changing conditions. The Tea Research Association (TRA) is researching on clones that can grow well in adverse conditions. The green bench of the Government of India has been implementing certain rules.

The tea industry is not a polluting industry, it is a carbon positive one. But it now has a lot of responsibility in controlling pesticide use. Since pesticides are expensive the industry is always looking at ways to use fewer chemicals. Moreover, excessive use of chemical pesticides kills both predators and pests causing natural imbalance. But one has to be pragmatic. Large plantations cannot go organic overnight. Sustainability is a better way to tackle the problem. The Plant Protection Code (PPC) of the Government of India is playing a very good role. It is a good certification that is mandatory and has taken Indian conditions into consideration. It helps us keep in mind that Maximum Residue Levels (MRL) are dynamic and keep changing with time and

conditions.

There should be proper pest management. Ten years ago MRL was looked upon as a barrier but today with the understanding of sustainability, we know we have to follow the norms specified by it. Indian consumers come first to us and we ensure that they can safely consume our teas. Tea is safer than what many perceive it to be. In a cup of tea only those chemicals that are soluble in water can be present, which is quite minimal.

At Rossell Tea we follow all the stipulated norms



in our gardens. We believe in planning ahead. Our policy is to generate and help maintain our resources. We invest in our environment - in rehabilitating the soil in and around our gardens, regular uprooting and replanting, maintaining waterbodies around the gardens, planting trees around our estates and trying to give back to Nature what has been ravaged in the last 50 years. We have trained our workers to be responsive towards wildlife.



Safe disposal of chemicals

In Dikam Tea Estate we have saved 27 leopards in seven years. In case a leopard is sighted in an estate, the workers don't go to kill it but warn each other and handle the situation themselves. We are also training our workers not to poach in the adjoining forests. We now have more varieties of birds in our gardens. Our workers don't eat the berries that are the food of the hornbills in the area. We have got the highest mark in reviving bio diversity in the Rainforest Alliance. But this is just a small percentage of what we wish to achieve. Our belief in ourselves is our driving force.

I would like to mention that too many certifications may confuse and it is also expensive to comply with all of them.



# Our strategy is to address both the long term and short term problems of climate change

A K Bhargav, MD Apeejay Tea

The main environmental issues that have to be tackled today are: ● Climate Change that is affecting the normal pattern of monsoons, which has an impact on the tea growing season because of extreme, unseasonal and variable rainfall ● Conservation of water to mitigate the effects of drought ● Destruction of forests in adjoining areas of tea gardens leading to habitat and biodiversity loss and resulting in higher pest incidence due to reduction of predator species ● Pollution of air, water and soil by agrochemicals, pesticides, factories and human activities ● Human-elephant conflict has increased as habitats have been either encroached or destroyed through human intervention.

At Apeejay Tea, our strategy is to address both the long term and short term problems of climate change.

Apeejay Tea's Environment Policy emphasises the need to reduce use of harmful agrochemicals, reduce pollution of the water and air, identify natural eco systems and protect them. The company has a Tree Plantation Programme that is being implemented in all its Rainforest Alliance estates. The purpose is to create a renewable source of fuel wood on the one hand and encourage biodiversity on the other.

Our initiatives to address environmental issues since 2010 have brought about certain positive changes to our estates. Due to the restriction imposed in agrochemical usages we are producing safe teas and also the biodiversity is improving. Today we are seeing greater number and varieties of butterflies in our gardens. Awareness about conservation of ecosystems, wildlife and its habitat has increased. Awareness about water conservation and water harvesting has resulted

in creation of water bodies within our estates, especially at Empire Division, which is a water scarce belt.

For environmental sustainability we have developed an in-house manual on spraying and use of PPE ● We have been proactive in the

field of waste management since 2010. Since 2012, we are running a Clean Garden Campaign Community Initiative in three phases. Phase I- before Diwali. Phase II - before Bihu, Phase III - before Holi, to educate plantation staff and workers on different types of waste and its management. Schools and Youth focus of participation has been implemented since 2012

● Nature Clubs in estates are promoted for successful propagation of all our biodiversity conservation work ● The ecosystems within the estates are protected ● Fuel tree planting have been done to generate captive supply of fuel for domestic cooking in workers' houses ● Water bodies have been created inside estates in Napuk, Suffry, Dhulapadung, Sessa, Borjuli and Ghoiralie to harvest the surface runoff during rainy season ● Areas of vegetation next to streams, lakes or ponds or bordering natural water bodies that impede the flow of run-off or drift of agrochemicals coming from production areas. Lakes, lagoons, rivers, streams, brooks, swamps, marshes, bogs and other bodies of liquid water that exist naturally ● Campaign to plant indigenous rice within our estate paddy fields at

meetings at Labour Clubs ● Areas of less intensive or controlled land use with the purpose of reducing the impact of human activities on ecosystems ● Wildlife sighting is recorded in the estates in prescribed format and an inventory of wildlife is maintained.



Water Park at Apeejay Tea Estate

Interviews : A Nandkeolyar and Mrittika Bose

# With Mechanised Sampling Contemporary Ensures Freshness

In another first at Siliguri, Contemporary Brokers has introduced machine packing of samples in FFS machines with the express objective of reaching the producers' trade samples freshest to the buyers. This practice commenced over three years ago. This has been appreciated by the buying community and they have now introduced the system at Guwahati. The producers' precious samples are treated with care and handled hygienically at the various stages of packing and distribution so as to ensure freshness.



*fssai*

## A Burning Issue

### FSSAI Regulations 2011

The Food Safety and Standards (Packaging and Labelling) Regulations 2011 have to be followed by all packaged food products including tea. The correct marking for bags/paper sacks before teas are dispatched for sale are

- Name of food – TEA
- Grade
- Garden/Mark
- Invoice no
- Serial no of package
- Name and complete address of manufacturer
- Net content by weight or volume
- Tare Weight
- Gross Weight
- Lot no/ Batch identification
- Date of Manufacturing
- Packing month and year
- Best before data
- Veg logo of appropriate

dimensions • The FSSAI logo and license number of the brand owner



Dinesh Bihani

- Every package of vegetarian food shall bear a declaration by a symbol and colour code consisting of green colour filled circle.

The FSSAI logo and license number of the brand owner shall be displayed on the label of the food package in colour that is in contrast to the background in case of multiple units (manufacturer/packer/relabeller/marketer).

*The author is Secretary, GTABA, Vice-Chairman FAITTA*



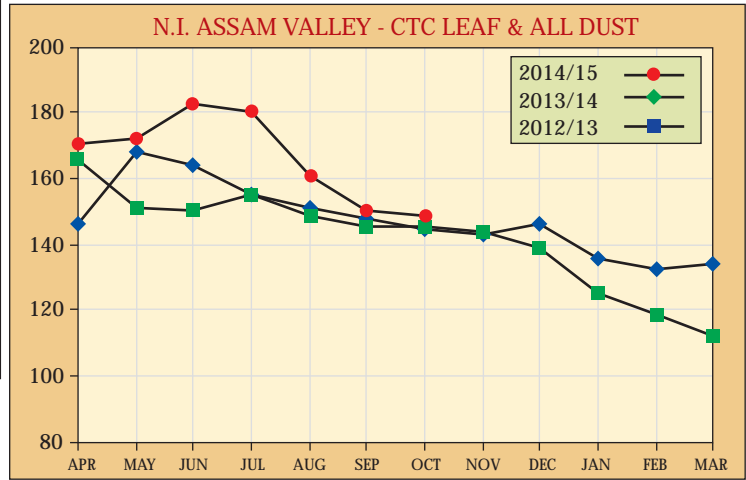
North India - Assam Valley  
CTC Leaf & All Dust

Months	2014/15	2013/14	+/-	2012/13
APR	170.60	165.67	4.94	146.07
MAY	171.91	151.04	20.87	168.12
JUN	182.82	150.09	32.73	164.31
JUL	180.61	155.18	25.43	155.11
AUG	160.62	148.44	12.18	151.23
SEP	150.22	145.27	4.95	147.81
OCT	148.76	145.29	3.47	144.57
NOV		143.67		143.45
DEC		139.36		146.10
JAN		125.26		135.85
FEB		118.57		132.76
MAR		112.69		134.12
April/Oct	162.96	149.43	13.53	153.59



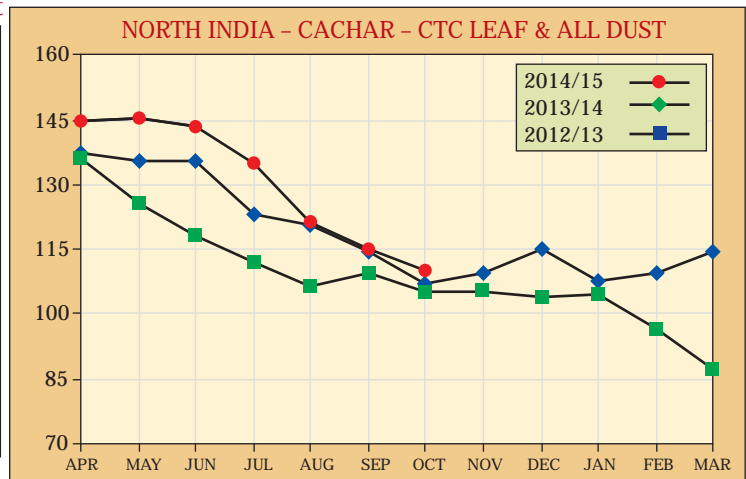
# Contemporary Targett TEA TRENDS

Compiled  
by  
Soumen Bagchi



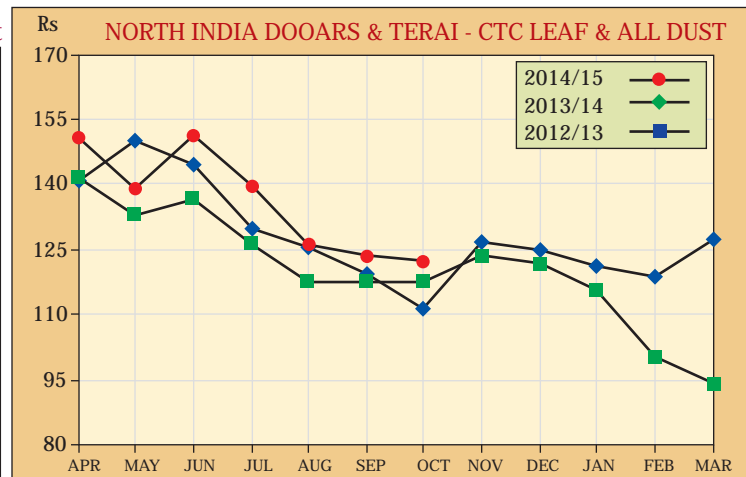
North India - Cachar - CTC Leaf & All Dust

Months	2014/15	2013/14	+/-	2012/13
APR	144.87	136.10	8.77	137.50
MAY	145.37	125.51	19.86	135.27
JUN	143.33	117.94	25.38	135.81
JUL	135.14	111.89	23.25	122.96
AUG	121.55	106.38	15.17	120.99
SEP	114.96	109.46	5.50	114.38
OCT	110.10	105.39	4.71	107.35
NOV		105.25		109.27
DEC		104.27		115.15
JAN		104.37		108.01
FEB		96.37		109.69
MAR		87.44		114.56
April/Oct	123.95	111.04	12.91	120.65



North India - Dooars & Terai - CTC Leaf & All Dust

Months	2014/15	2013/14	+/-	2012/13
APR	150.92	141.30	9.62	140.89
MAY	139.36	132.81	6.55	150.01
JUN	151.39	136.62	14.77	144.75
JUL	139.95	126.07	13.88	130.14
AUG	126.18	117.71	8.47	125.61
SEP	123.48	117.78	5.70	119.28
OCT	122.67	117.75	4.92	111.42
NOV		123.59		126.70
DEC		122.04		125.22
JAN		115.53		120.95
FEB		100.48		118.71
MAR		94.27		127.30
April/Oct	133.27	124.74	8.53	128.25



(\*Subject to minor revision)

# Contemporary Targett TEA TRENDS

Compiled  
by  
Soumen Bagchi

## North India - CTC Leaf & All Dust

Months	2014/15	2013/14	+/-	2012-13
APR	157.14	146.67	10.48	141.89
MAY	155.30	144.11	11.19	158.54
JUN	166.44	145.38	21.06	156.31
JUL	162.77	145.01	17.76	145.31
AUG	144.86	136.92	7.94	140.12
SEP	137.83	134.18	3.65	136.65
OCT	137.12	135.19	1.93	132.98
NOV		132.86		135.22
DEC		132.01		136.85
JAN		119.50		127.99
FEB		108.21		125.02
MAR		100.88		130.91
April/Oct	148.80	139.54	9.26	142.61



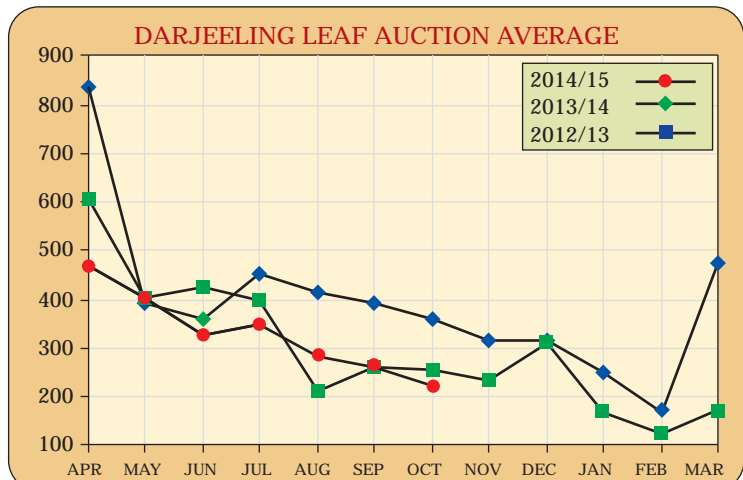
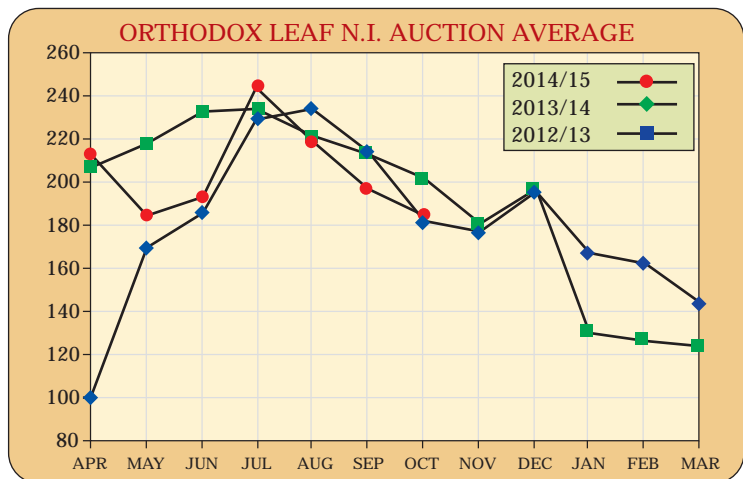
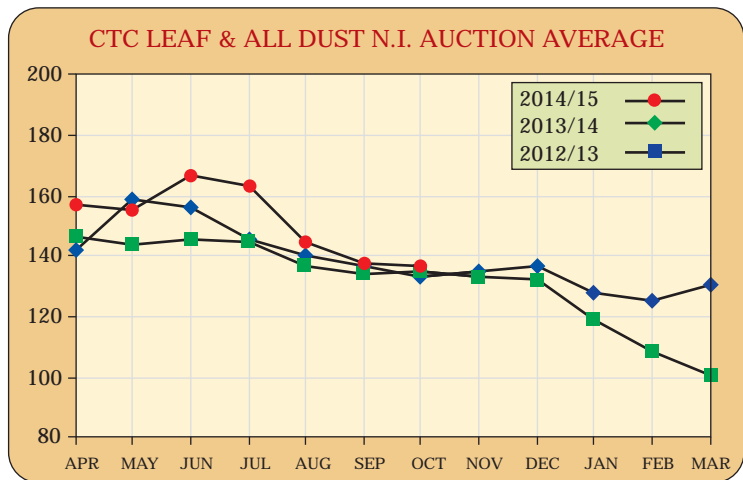
## North India - Orthodox Leaf

Months	2014/15	2013/14	+/-	2012/13
APR	213.53	207.50	6.03	100.07
MAY	184.65	218.62	-33.97	169.77
JUN	193.93	233.15	-39.22	186.45
JUL	243.90	234.21	9.69	229.56
AUG	219.32	221.69	-2.37	234.38
SEP	196.93	213.56	-16.63	214.96
OCT	184.51	201.92	-17.41	181.58
NOV		180.39		176.70
DEC		197.15		195.65
JAN		130.59		167.26
FEB		126.67		162.59
MAR		124.20		143.19
April/Oct	208.63	220.67	-12.04	206.02



## Darjeeling Leaf

Months	2014/15	2013/14	+/-	2012/13
APR	469.60	608.32	-138.72	838.15
MAY	404.14	404.78	-0.64	394.38
JUN	323.68	422.93	-99.25	361.52
JUL	349.09	396.69	-47.60	452.77
AUG	281.09	212.35	68.74	416.01
SEP	261.10	257.98	3.12	393.04
OCT	220.32	253.90	-33.58	356.58
NOV		234.78		315.80
DEC		310.08		315.33
JAN		167.48		250.10
FEB		120.87		166.12
MAR		170.10		472.10
April/Oct	292.63	335.83	-43.20	401.65



(\*Subject to minor revision)





## Stories from yesteryears

**I**n colonial India the large British community, which grew from 30,000 in the early nineteenth century to about 250,000 on the eve of the First World War, lived in a hierarchical order with almost no contact between its different, distinct groups. At the top was the covenanted civil servants, 'the heaven-born', who carefully maintained a distance from the rest of the expatriates.

Then came the Army's European officers. During the East India Company's administration there were Company's own regiments, and those of the Queen's troops. The elites of the civil service

children.

Nearly at the bottom were the planters – indigo, coffee and tea. They were despised by the people of the upper tiers as being wild, obstreperous, 'a rough, rowdy bachelor lot' who drank heavily and maltreated their poor labourers. Lord Curzon held planters with utter contempt, their racial prejudice came under his strict censure.

Lastly, there was a category, 'poor white' and 'morally insane', regarded as a menace, who usually were shipped back to Britain or confined to mental asylums built for this specific purpose. Included

numbering some 15,000 who dominated the city. The social principle was that there were two sorts of people; those who were 'acceptable' and those who were not. In St. John's church, the original cathedral, you will find two doors, one leads the acceptable citizens to an upper gallery, the other takes their inferiors to the floor of the church. Acceptability depends on occupation. Commerce was acceptable, trade was not. Those who managed tea estates from Calcutta were acceptable, 'a whiff of the landed gentry.'

Another division within the British community in India was based on ethnicity and particularly applicable to the Scottish community who in places, remained a coherent socio-economic unit although part of the wider British community.

Within the planter class there was further internal division – 'while tea and indigo planters enjoyed considerable status, sugar planters and jute-wallahs did not. Jute-wallahs worked in factories – hardly an occupation to make them acceptable'. In the early days of tea plantation, young Europeans



Kalyan Sircar

# 'A rough, rowdy bachelor lot' British tea planters of Assam

who distinguished themselves from the military by their use of black suits ('being quiet and gentlemanly') as opposed to the red coats of the military.

After the top layers came, in successive descending order, high court judges and lawyers, subordinate district officials, college professors and school teachers, medics, journalists and artists, businessmen, traders, merchants, shopkeepers and restaurateurs. These groups had their distinct life styles, behavioural norms and customs. They congregated in their separate clubs and had different arrangements for schooling their

in this group were women who had 'relation with Indian men'.

Social barriers were strictly observed between 'official' – both civil and military – and the rest. In 1857 a London Times' correspondent wrote: "Wealth can do nothing for men or women in securing them honour. In India merchant princes remain forever outside the social barrier which keeps the non-official world from the high society of the services."

Not much had changed when Owain Jenkins arrived in Calcutta in 1929. Writes Jenkins, "The 'box-wallahs', that is the merchants, manufacturers and shopkeepers

engaged in Assam were acutely aware of their unacceptability in the Calcutta society. We read of one young planter, when visiting the



The Royal Exchange in the early twentieth century, housing the Bengal Chamber of Commerce and Industry where the IFA was affiliated

city, 'trying hard to look as unlike a common planter as possible.'

In Assam, government officials and planters kept themselves apart, each holding a low opinion about the other. The official account of the planting community pictured these overwhelming single men living a lonely existence at the periphery of the empire, a region thickly forested where fiercest wild animals roared, altogether an unhealthy place best avoided. Not only were they 'violent to their coolies, equally were they intimidating to the civilians. One tea planter threatened to shoot any official who tried to inspect his tea garden. The Calcutta weekly, Capital, reported in 1923: "In the early days in the Surma Valley planter *Raj* prevailed, and government officials kept their distance from the gardens.. Of one such planter, R B Doake, who came out in the 1860s and died in England in 1923, it was written that there was considerably less friction in those days as the government hesitated before provoking a stolid Scot (Doake) backed by a fighting Irish man (Davidson)."

Planters had a very different view of themselves and their work. From the very early days, planters had felt that the government was unsympathetic to them and their efforts. They regarded themselves as quiet, unassuming gentlemen whose only fault was that of opening up the country, encouraging the labour and expending a large capital on this industry.

In a more recent time the planting community was praised by E A Watson, then Chairman of

the Indian Tea Association, London, "I have always had the most profound admiration for the planter who plants out a new tea garden, particularly if the new garden is situated in a comparatively lonely place. Can you imagine a man arriving at some jungly place a hundred miles from anywhere. There were

probably not a house, no roads, nothing but jungle and bad animals, including mosquitoes. He arrives there probably with a tent, a nucleus of labour and few necessities of life, and his first step, of course, is to pitch his tent in a clearing somewhere."

Both ITAs, London and Calcutta, in their annual reports proudly pointed out the contributions of the tea fraternity to the science of cultivation and manufacture of the commodity. Many of them possessed acute scientific bend of mind and were keen to acquire knowledge, keen to observe and experiment, and then discuss and spread the result of their labour to fellow planters. The predominant position of the Indian tea industry in the world from the last third of the nineteenth century to the six decades of the last is no mean achievement of these much maligned people.

Over the years planters' image improved. As the industry became well-established, the attitude towards planting as a career changed. A good number of retired military and civil servants joined the industry in various capacity in Assam, Calcutta and London. In the 1930s, then Commissioner of Assam had two sons in tea and one in civil service.

The literature on different groups of British community is vast and varied excepting those at the



St. John's Church, Kolkata

bottom of the ladder – the planters who engaged themselves in tea, coffee or sugar in different parts of India during the colonial era. This is not due to any lack of primary or secondary material. There are government records, planters' writings, contemporary journals and newspapers, scientific papers and annual reports and proceedings of the industry's various Associations. Historians and other writers who have interested themselves in the subject of Indian tea, mostly engaged themselves in labour history and the politics of the planters' *Raj*. What is glaringly absent is an all-round story of the men (and their women and children) who went to a foreign field to engage in a business with little knowledge and expertise. They were young and adventurous, often cruel to their workers and indifferent to government rules and regulations. There is a story worth telling of the tea planters life in Assam The present book finds the young bachelor (and later a married man with children), in fields and factories, home, club and play ground. His dealings with Indian workers and the Indian community is part of this story. And so is his life after retirement at home (often a strange land), and sometimes in India and not far from the field of tea.

This is an abridged introduction to a book-in-progress titled as above

The writer is an academic based in London



The Royal Exchange today, still the headquarters of the ITA





# FACTS & FIGURES

## ESTIMATED PRODUCTION OF TEA IN INDIA During & Upto September 2014

(In million kgs)

District/State	DURING			UPTO		
	2014	2013	+ / -	2014	2013	+ / -
Assam Valley	81.44	82.46	-1.02	395.78	420.55	-24.77
Cachar	8.10	6.27	1.83	35.80	32.68	3.12
<b>Total Assam</b>	<b>89.54</b>	<b>88.73</b>	<b>0.81</b>	<b>431.58</b>	<b>453.23</b>	<b>-21.65</b>
Dooars	26.39	23.35	3.04	133.72	125.98	7.74
Terai	17.88	15.63	2.25	91.50	89.36	2.14
Darjeeling	1.08	1.15	-0.07	7.00	7.72	-0.72
<b>Total West Bengal</b>	<b>45.35</b>	<b>40.13</b>	<b>5.22</b>	<b>232.22</b>	<b>223.06</b>	<b>9.16</b>
<b>Others</b>	<b>3.41</b>	<b>3.33</b>	<b>0.08</b>	<b>18.15</b>	<b>17.53</b>	<b>0.62</b>
<b>Total North India</b>	<b>138.30</b>	<b>132.19</b>	<b>6.11</b>	<b>681.95</b>	<b>693.82</b>	<b>-11.87</b>
Tamil Nadu	13.92	16.38	-2.46	126.53	124.16	2.37
Kerala	5.26	7.22	-1.96	46.92	43.84	3.08
Karnataka	0.62	0.57	0.05	4.84	3.90	0.94
<b>Total South India</b>	<b>19.80</b>	<b>24.17</b>	<b>-4.37</b>	<b>178.29</b>	<b>171.90</b>	<b>6.39</b>
<b>All India</b>	<b>158.10</b>	<b>156.36</b>	<b>1.74</b>	<b>860.24</b>	<b>865.72</b>	<b>-5.48</b>

## INDIAN TEA EXPORTS

Figures in M.Kgs

### QUARTERLY

MONTHS	2014-'15*	2013-'14	+ / - QUARTER	+ / - TO DATE
April-June	37.14	35.88	1.26	1.26
July-September	49.63	59.82	-10.19	-8.93
October-December		70.66		
January-March		59.40		
<b>April-March</b>	<b>86.77</b>	<b>225.76</b>		

### REGION-WISE

Region	April'14 - September'14	April'13 - September'13	Variance (+ / -)
North India	46.06	51.83	-5.77
South India	40.71	43.87	-3.16
All India	86.77	95.70	-8.93

\* Provisional and subject to revision.

Source : Tea Board

## Crop Figures of Some Major Tea Producing Countries in Million Kgs

2014	N. India	S. India	Sri Lanka	Bangladesh	Kenya	Malawi	Uganda	Total
January	5.0	17.1	25.5	0.2	44.9	8.2	5.4	106.3
February	1.8	13.9	22.5	0.6	33.7	6.1	3.0	81.6
March	36.1	17.5	25.6	0.5	33.3	7.4	3.5	124.0
April	40.2	16.5	29.0	2.7	39.9	6.4	7.0	141.7
May	65.9	25.5	39.1	4.6	41.1	4.6	7.1	187.9
June	111.3	30.0	30.7	8.1	31.9	2.2	5.6	219.8
July	138.2	23.9	28.8	8.9	30.8	1.4	5.4	237.4
August	145.2	14.0	24.8	10.3	26.8	1.6	4.5	227.1
September	138.3	19.8	28.8	9.0	33.3	2.7	0.9	232.8
October								
November								
December								
<b>Total</b>	<b>682.0</b>	<b>178.3</b>	<b>254.8</b>	<b>44.9</b>	<b>315.7</b>	<b>40.6</b>	<b>42.4</b>	<b>1558.6</b>
2013	N. India	S. India	Sri Lanka	Bangladesh	Kenya	Malawi	Uganda	Total
January	2.9	19.1	23.2	0.2	45.3	6.0	6.1	102.8
February	0.9	12.3	24.9	-	38.5	5.1	4.4	86.2
March	32.7	15.2	32.2	0.5	33.4	6.6	4.1	124.6
April	54.9	20.3	33.6	2.2	38.2	5.5	6.3	161.0
May	79.0	24.6	33.7	5.2	39.6	4.7	6.4	193.2
June	112.2	24.7	24.7	6.9	30.5	2.3	5.0	206.2
July	138.3	16.9	22.7	9.0	26.2	1.7	3.4	218.1
August	140.8	14.6	26.6	9.1	26.3	1.8	2.7	221.9
September	132.2	24.2	25.0	8.9	32.8	2.7	3.4	229.2
October	140.1	25.0	30.3	8.9	44.3	3.2	3.2	254.9
November	85.4	27.0	29.8	7.9	35.5	2.8	3.8	192.2
December	39.3	17.9	30.2	4.4	41.7	4.0	2.6	140.0
<b>Upto Sept</b>	<b>693.8</b>	<b>171.9</b>	<b>246.5</b>	<b>42.0</b>	<b>310.9</b>	<b>36.4</b>	<b>41.8</b>	<b>1543.3</b>
<b>TOTAL</b>	<b>958.6</b>	<b>241.8</b>	<b>336.7</b>	<b>63.2</b>	<b>432.4</b>	<b>46.4</b>	<b>51.4</b>	<b>2130.5</b>
Variance	N. India	S. India	Sri Lanka	Bangladesh	Kenya	Malawi	Uganda	Total
January	2.1	-2.0	2.3	0.0	-0.4	2.2	-0.7	3.5
February	0.9	1.6	-2.4	0.6	-4.8	1.0	-1.4	-4.5
March	3.5	2.3	-6.6	0.1	-0.1	0.8	-0.6	-0.6
April	-14.7	-3.7	-4.6	0.5	1.7	0.9	0.7	-19.3
May	-13.2	0.9	5.4	-0.6	1.5	-0.1	0.7	-5.3
June	-0.9	5.4	6.0	1.2	1.4	-0.1	0.6	13.6
July	-0.1	7.0	6.1	-0.1	4.6	-0.3	2.0	19.3
August	4.3	-0.7	-1.8	1.2	0.5	-0.2	1.8	5.2
September	6.1	-4.4	3.8	0.1	0.5	0.0	-2.5	3.5
October								0.0
November								0.0
December								0.0
<b>Total</b>	<b>-11.9</b>	<b>6.4</b>	<b>8.3</b>	<b>2.9</b>	<b>4.8</b>	<b>4.2</b>	<b>0.6</b>	<b>15.3</b>

\* Revised figures as per Tea Board of India (N. India and S. India)

Compiled by Soumen Bagchi  
Contemporary Brokers Pvt. Ltd.



# Listen to the Silent

The complexities of a 'simple' language



English is basically a simple language – one can go wrong in only a few places – either pronunciation or punctuation or spelling. Mark Twain, the celebrated American writer said that 'a gifted person ought to learn English (barring spelling and pronouncing) in thirty hours, French in thirty days, and German in thirty years.'

In a previous blog I had dwelt upon the oddities of English pronunciation. I have not touched in detail the problems of punctuation in English, but suffice to say, a punctuation error can turn a sentence on its head: Woman, without her man, is nothing' and 'Woman! Without her, man is nothing,' or even cost a life as in "Let's eat Grandma" instead of "Let's eat, Grandma."

The Nobel Laureate Gabriel Garcia Marquez exclaimed, "Spelling should be pensioned off, it terrorizes human beings from birth." One of the main reasons, of course, is due to the quirkiness of the pronunciation of English language.

But a major contributory factor is the googly in the form of the silent letters which slalom, snake and sneak their way into almost every sentence, triggering teasing taunts and sometimes sniggers from snobbish stiff upper lips when someone spells or speaks the word incorrectly. Inability to spell diarrhoea correctly in front of a

teeth gnashing teacher could even induce symptoms of the medical condition which answers to that word. Interestingly, out of 26 English alphabets, all have been used as silent one time or the other – from a in bread to d in Wednesday to i in maize and on to v in revving, w in whooping cough and upto z in rendezvous.

One may be at one's wit's end to fathom why accommodate has an extra c and m and misspell an extra s and l, why a single letter f represents gh or ph, guess what n and m are doing in damn and phlegm respectively, and wonder how does w assist us to pronounce answer, s island, h Sarah, and t ballet. These silent letters do look like fiendish traps set all over to confound pronunciation.

But having said that it must not be forgotten that silent letters bear silent testimony to the British trait of being an extremely caring people. They help to distinguish between homophones, e.g in/inn; be/bee; lent/leant; wright/right/write/rite.

They provide useful information about pronunciation of other letters – the letter e in cottage and bane tells how g and a will be uttered respectively. They assist in improved diction by putting a weight on a certain syllable – the final [fe] in giraffe signals the second syllable stress whereas only giraff could suggest the initial stress on r.

Of course the English overdid the silent letter stuff later in their passion for the classical languages Latin and Greek during 16/17th century English Renaissance period. They unnecessarily added b's to make det debt (to link to Latin debitum), and dout doubt (to link to Latin dubitare), c's to make

scissors scissors and site scythe, h's to make anchor, school and herb, a c and an a to victuals, and due to Vivek Sahay misguided scholasticism an s to island.



Within the folds of silent letters, the British have enveloped many phonological museums – retaining sounds which they no more make but had done so previously. So knight is a hark back to the days when both, the k and the digraph gh which had a throat clearing sound, were pronounced (the word itself being derived from cneht in Old English). G in gnaw and gnome, w in write, when, where and wrap, the final b in lamb, the median t in thistle and listen – all these had ceased to be pronounced but were lovingly retained in the spellings.

So which is your favourite silent letter word – mnemonic or haemorrhage, phthisis, pthonic, chthonic or pterosaur? Is it gnome or is it racquet? Or are you still psyched out and commit a faux pas to misspell knife and marijuana? Say your prayers because there are no kind teachers left in the schools.



The author is IGP – CRPF

# The times they are

Where words fail let the cuppa speak volumes

# a-Changing

Recently, I discovered that despite my proud Anglo-Indian school heritage, which taught me to speak English the way she is spoken on BBC News, I speak a dying tongue.

The answer to "How are you?" is no longer "I'm fine!"

It is "I'm good." And if that sounds like a moral confession, then you are suffering the same fate as me.

If you are not doing a thing, the question as to what you are doing isn't answered by an apologetic "Nothing much, really."

It is, "Just chilling!" said with much attitude and aplomb.

To make matters merrier, if you are coming in the way and need to be quickly put in place, the rebuke isn't an irritated "That's enough...!" but a more menacing, "Just chill, dude!"

If this last sounds like the language is losing words, then you are probably 'write' on track.



'Awesome' and 'Amazing' are just two words, but today they fight each other in order to separately account for at least a hundred descriptive words, not to mention an equal number of expressive phrases.

Take a look.

"Son, what's the weather like in Northern Illinois, after the warmth of home?"

"Amazing."

"Did you see that Smartphone on Flipkart? *Kaisa laga?*"

"Awesome."

"Watched that flick online? It's won seven nominations and three awards! What did you think of it?"

"Amazing."

"Heard about Pap's new doggie? It's a pedigree collie!"

"Awesome."

If language is shedding weight, then I'm at a loss for words.

Happily, I have my old boys' *chai er adda*. It holds up hope of a life after this lexicographical disaster. With every other round of chai comes that steady stream of encouragement to resort to the luxury of language (or should we

say, verbiage?) ...in debate, controversy or sheer haute gossip.

Flinging the ominous sign of the times to the winds, we exult in the intoxication of words that only a hot cuppa can tease out of lips.

We discuss at length about the last bastion of mass language – advertising – and how its artful misuse of idioms and phrases has led to many a misinterpretation of age-old values and virtues. (What else can you say when a Pizza positions itself as the epitome of CSR, when shared?)

The warring of words, among us – most of whom already relegated to the new 'SC' caste, the Senior Citizen (coined by the Banks of new India) – is making its last stand albeit in ever dwindling numbers. Against the Malthusian virtual growth of the Amazing Generation (or is it, Awesome?). Fuelled day after day by the unspeakable "fnd"s and "lol"s of mobile phone SMSes, limited-word Tweets and furtive online chats...

Hope I have said enough? *Aur ek chai ho jai.*

Amit Kumar Bose



# Let's Drink TURKISH TEA!

Round-the-clock beverage on the Black Sea Coast

**E**ach time I talk with my non-Turkish friends about Turkish cuisine, they want to know which beverage is the most consumed in Turkey. Turkish Tea or Turkish coffee? Here is the answer: despite being associated with the latter, we drink more tea than coffee. The truth is, coffee comes second. However, that does not mean that Turkish coffee is losing its grip on Turkish culinary culture. If tea is our 'national' beverage, then Turkish coffee is our 'traditional' beverage. They are both important and indispensable to us.

Our daily habit of drinking tea is so well established that even the rise of globalised coffee chains such as Starbucks, Seattle Best or Gloria Jeans has not undermined the countrywide domination of tea in Turkey. It is hard to believe that the most popular drink of our daily life was not even known a hundred and fifty years ago. For centuries, Turkish coffee had been the main beverage in Ottoman palaces



and households. Long a luxury import item, tea was first planted in Turkey in 1894; but it was not until 1930s that it became widely cultivated.

Today in Turkey, all classes, genders, and ages ubiquitously consume tea. We drink tea daily at



## Fact File

**Turkish** tea or *cay* is produced on the eastern Black Sea coast, which has a mild climate with high precipitation and fertile soil. Turkish tea is typically prepared using *caydanlik* – an instrument especially designed for tea preparation. Water is brought to a boil in the larger lower kettle and then some of the water is used to fill the smaller kettle on top and steep several spoons of loose tea leaves, producing a very strong tea. When served, the remaining water is used to dilute the tea on an individual basis, giving each consumer the choice between strong (*koyu*/dark) or weak (*acik*/light). Tea is drunk from small glasses to enjoy it hot and also to show its colour, with lumps of beetroot sugar. To a lesser extent than in other Muslim countries, tea replaces both alcohol and coffee as the social beverage. Within Turkey the tea is usually known as Rize tea.

In 2004 Turkey produced 205,500 tonnes of tea (6.4% of the world's total tea production), which made it one of the largest tea markets in the world, with 120,000 tonnes being consumed in Turkey, and the rest being



exported. In 2010 Turkey had the highest per capita consumption in the world at 2.7 kg. As of 2013, the per-capita consumption of Turkish tea exceeds 10 cups per day and 13.8 kg per year.

affection. While in Turkey, a foreigner will inevitably be offered a glass of tea, either at a friend's house, on an intercity bus, or at a restaurant after the service. In short, Turkish tea is an ice-breaker.

Turkish tea is typically prepared using two stacked kettles, the *caydanlik*. The smaller kettle is placed on the top of the larger kettle and filled with dry tea leaves. Water is brought to a boil in the larger lower kettle. Then, tea is steeped by infusion with boiling water. When ready, tea is served hot and strong in a tiny, tulip-shaped glass, which is called *ince belli* (slim-waisted). Two sugar cubes always accompany a glass of tea, to make it sweet. In Eastern Turkey, the *kitlama seker*, a harder sugar cube, is placed under the tongue before sipping the tea from the glass, rather than adding the sugar to the liquid. If you still find the tea you are offered strong, then you have to ask the tea be *acik* (weaker), or the ratio of water to steeped tea increased.

There is no single 'best' place that I can tell you to go and order a glass of Turkish tea. But without hesitation, I can tell you that you will be able to find very good *cay evi* (teahouse) and *cay bahcesi* (tea garden) in every corner of the country. Just go to one of them and order a glass of tea. The size of the glass or the taste of the tea is pretty standard. And when you sip your tea, do not get intimidated if you hear the *cayci* (tea-waiter) hawking *tavsankani* (blood of rabbit). It is just a humor to attract potential customers and indicate the quality, colour, and steepness of the tea.

breakfast, in the afternoon, and evening. For us, tea

is more than an aromatic beverage, it is an essential social catalyst, keeping bonds with family and relatives strong. No significant negotiation starts without sipping on it. It is also a good excuse to prolong conversation with a friend or companion. For most of the time, it accompanies pastries such as *simit* or *börek*. On the other hand, for a foreigner stepping into the country for the first time, Turkish tea is a welcome gift. Like the Hawaiian Lei, Turkish tea is presented upon arriving or leaving as a symbol of



Onur Inal



# Mechanisation, Sustainability, Research - call of the hour

**Nigel J T Melican** who holds the D N Borbora Chair at Toklai and is MD, Teacraft Limited and Nothing But Tea Limited, speaks to Contemporary Tea Time about the challenges faced by the north Indian tea industry



The salient problems plaguing the north Indian tea industry today may be broadly listed as –

## Labour shortage

Workers have drifted to urban areas for better career prospects and pay, just as it had happened in England 200 years ago and in China more recently. Youngsters today are not encouraged by parents who work in tea, into their own professions. So there is always a dearth of labourers in tea.

However, increasing wages of tea workers is not a long term solution to this problem. Successful mechanisation is the answer. It will ensure that fewer hands will be able to do more work. Just like in the United States where at one time 15 people were required to look after 200 hectare but now, thanks to mechanisation, one person can efficiently look after 500 hectare. As per FAO records, two billion USD is the annual budget towards mechanisation.

Mechanisation in tea should not be restricted to

the field only but should be applied to all aspects of manufacture. One can look at the China model of wheat and rice cultivation. In spite of their huge population, mechanisation is growing at the rate of three percent per year.

## Over supply of tea from Africa

India suffers from a chronic underinvestment over decades. The fields are the evidence where there are vacancies galore unlike in Africa where the tables are thick. This calls for investments at the base levels like developing clones that can adapt to machine harvesting and bushes that adapt to machine plucking. The Japanese have developed such bushes and methods for themselves. Research on new management methods and husbandry has to be pursued. Since going organic is expensive, the industry



must move towards sustainable agricultural practices.

## Research Methods

Climate change is causing havoc to agriculture. The approach to tackle the effects of climate change is not experimentation by individual planters but by way of Task Force and guided by project management principles to maintain time and budgets.

With unstable weather patterns it is difficult to make long term plans.

For best results, replanting should be at two percent annually instead of the current industry average of 0.5% per year. The Bought Leaf part of the system (involving the small growers) is not aware of quality and perhaps bought leaf prices should be based on fine count and not on length and weight!



## Nothing But Tea

Nothing But Tea is a small team of tea professionals who love teas with history, teas with distinctive tastes, teas from named estates, teas that have been lovingly made by hand, teas that are as much a pleasure to behold as to drink. For them searching for and finding teas like this is a world-wide treasure hunt. They believe that unless you have almost endless time to travel the world on an unlimited budget, real tea is not easy to find. Indeed, many people don't even realise that tea can be so much more than a hot brown liquid. People buy insipid supermarket teas without realising that they are missing out on the real thing. So they thought about bringing in change and sought to -

- Bring together a distinctive selection of the very best and most interesting teas of the world
- Choose speciality teas, premium teas, gourmet teas, from named origins and named estates
- Import teas direct from the producers by air freight to ensure absolute freshness
- Advertise on the internet to reach a discerning and enquiring audience
- Provide full background information about the brewing and tasting of teas and provide answers to all your questions
- Offer these attractive teas by mail order at affordable prices
- Offer swift turnaround of orders.



## The Teacraft Group

For twenty-four years the Teacraft Group has provided a comprehensive service to all sectors of the tea industry. The Group is actively engaged in equipment and machinery supply world-wide and through Teacraft Technical Services, provide beverage consultancy, training and specialist contract research and development. Their expertise covers every phase of tea production from the initial setting up of new ventures, growing tea under marginal conditions, specialised field husbandry and harvesting, through black, green and speciality tea primary manufacture including herbals, to the design and production and international marketing of value added tea products - tea packing, tea flavouring, instant tea and decaffeinated tea, as well as instant coffee processing and all aspects of herbal tea production. In a world awash with CTC teabag teas it is perhaps refreshing to find that Teacraft has also specialised in the more traditional Orthodox tea manufacture process and particularly in artisanal and hand-made tea making.

Solving difficult tea problems is the speciality of this unique organisation. Using their unique factory technical audits, process condition optimisation, sourcing of equipment, and process troubleshooting, Teacraft helps reduce the costs of tea companies by benchmarking and enhancing their tea manufacture.

As regards aiding in value addition, Teacraft's post-process expertise includes blending, flavouring, packaging, tea-bagging, decaffeination, production of instant and concentrated tea extracts, product development, RTD formulation and the extraction of antioxidants.

By utilising Teacraft's up-to-the-moment technical, commercial and market knowledge via custom commissioned and strictly confidential Teacraft business reports, their clients gain competitive edge in market. Teacraft technical and marketing consultancy advice has assisted many successful tea companies, large and small, to become even more profitable.





## Workshop

# Managing Pests and Reducing Pesticides

A most debated topic in the industry

An interactive session on *Managing Pests and Reducing Pesticides* was conducted by H K Sidhu of Tea Technologies Outsourcing. Attended by a large number of interested persons from the Industry, the undernoted challenges faced by the tea industry in India were discussed and methodology of arriving at possible solutions were debated.

The first topics of discussion at the Session were *Whole Eco-system Approach, How did we get here, Where we stand, Way forward*. This was followed by a discussion on *Creating a balance in environment – Predators and Prey*.

The approach to the problems was a systems approach – looking forward by first forming an aspiration and then working towards it, free from the analysis of the past – previous to the time the experiments commenced.

The challenges being faced by the industry today are :

❖ Climate Change



Horki Sidhu speaking at the session (below) interactive workshop

- ❖ How to manage usage of pesticides and weedicides
- ❖ Counter Green Peace allegations – some unfounded – as the industry has turned to safe and responsible use of pesticides
- ❖ Plant Protection Code (PPC) and its implementation which has now been mandated from January 1, 2015
- ❖ Managing co-existence of pests

and predators by looking at various possibilities, such as introducing predators where there are none.

During his talk H K Sidhu mentioned that 60 years ago chemicals were used to actually kill crop to prevent the German Army entering into Russia.

In today's context the single strategy of chemical control has failed. Crop loss continues.

Life cycles of pest and predators are different. Therefore Integrated Pest Management (IPM) is necessary and not subjective evaluation of pests followed by indiscriminate spraying, of which in any case only 10% hit their targets.

After an introduction to a systems approach, an interactive workshop followed with participation of several works groups that had selected various levels of aspirations.

Reporting : Contemporary Tea Time



# Modi-ABE

## *Chai pe charcha*



Prime Minister Narendra Modi drinks a bowl of green tea as Japanese Prime Minister Shinzo Abe looks on

On his tour of Tokyo, the Prime Minister, Narendra Modi, who used to sell tea in trains as a boy and who often held *Chai Pe Charcha* events during his Lok Sabha election campaign, was invited to Chanoyu – Japan's pious tea ceremony. His host was the Japanese Prime Minister Shinzo Abe himself.

The two leaders sat side by side on tatami mats at the Omotesenke tea hut, one of the main schools for the Japanese tea ceremony established in the 16th century.

Later, after the two had had tea cakes and the matcha, the Japanese green tea, Shinzo Abe had something to show to his Indian guest – a scroll about tea made during his grandfather Nobusuke Kishi's visit to India in the 1950s. Kishi was the Prime Minister of Japan from 1952-'58. Abe showed Modi the tea scroll his grandfather once brought from India.

## 77th Annual General Meeting of ATPA

The 77th Annual General Meeting of the Assam Tea Planters' Association (ATPA) was held on September 14, 2014, at the Jorhat Gymkhana Club. The ATPA Chairman, Rajib Barooah, in his welcome address, highlighted several serious issues like fuel deficiency, inadequate power supply, impact of bad weather and many other issues which have been causing problems in quality production in the state tea factories for years. Besides electricity, other issues like inadequate infrastructure and connectivity and the impact of drought-like weather conditions in tea production were brought to light.



Sarbananda Sonowal, Union Minister of State (Independent Charge) for Sports and Youth Affairs, Skill Development and Entrepreneurship, who graced the occasion as the Chief Guest, promised to provide the required support including better power supply to the state tea gardens. He stressed the need for skill development for the unemployed youths of tea gardens and asked the tea garden owners to open centres in their estates so that the young generation of workers can reap the benefit of the government's training programmes to improve their skills in various sectors.

Noted Agricultural Scientist and Vice Chancellor of the Assam Agricultural University, Dr K M Bujarbaruah who was the Guest of Honour at the occasion, said that the state is endowed with great potential of quality tea production in the future and suggested to the planters to implement scientific measures for sustainable production.

The meeting ended with a vote of thanks by the Vice Chairman, Arun Thekedath. Raj Barooah of Thengalbarrie Estates Pvt. Ltd., Jorhat, was welcomed as the incoming Chairman of ATPA.



# Annual General Meeting of ITA



(L-R) Rajani Ranjan Rashmi, Additional Secretary Commerce and Industry, Government of India, Amit Mitra, Minister-in-charge of Finance Government of West Bengal and A N Singh, Chairman, ITA

The 131st Annual General Meeting of the Indian Tea Association (ITA) was held on September 19, 2014 at Hotel Oberoi Grand, Kolkata. Amit Mitra, Minister-in-Charge of Finance, Excise and Customs and Industries, Government of West Bengal, was the Chief Guest. Among other dignitaries present were Rajani Ranjan Rashmi, Additional Secretary (Plantations), Ministry of Commerce and Industry,

pesticide debate raised by a Greenpeace study, the Centre is planning to empower tea producers especially small tea growers (STG) with a new three-tier, real-time and web-based quality checking-cum-standardisation system which would help the Indian tea industry maintain the global health food parameters of tea leaves and made-tea.

He said this new system is in a

Government of India and Siddharth, Chairman, Tea Board.

Rajani Ranjan Rashmi, Additional Secretary, Union Ministry of Commerce said, "In the wake of the recent

conceptual stage now and there will be a natural progression to a process initiated by the Centre in March with a notification to the tea producers to maintain the Food Safety and Standards Authority of India (FSSI) norms.

The tree-tier system will mainly help small tea growers – who form over 30% of the Indian tea industry – produce quality tea. The STGs can then access the lab test system through the Small Tea Growers Directorate.

Amit Mitra, West Bengal Finance Minister, said, "There is a need to reinvent tea and make it a part of the global tea culture".

Tea Board Chairman Siddharth, urged the industry to embrace all new sustainable to production initiatives like Plant Protection Code (PPC) and TrusTea to help Indian tea to strengthen its brand value.

A N Singh, Chairman, ITA, said, "The time is ripe for e-auction of Darjeeling teas". He stressed on the need to expand tea tourism.

# Annual General Meeting of TRA

The 50th Annual General Meeting of Tea Research Association (TRA) was held on September 18, 2014 at the Tollygunge Club, Kolkata.

Rajani Ranjan Rashmi, Additional Secretary, Ministry of Commerce, Government of India, Nigel Melican (D N Borbora Chair), P K Bezboruah, Additional Vice Chairman TRA, past Chairmen of the TRA, officials of the Tea Board, and other members of the tea industry were present at the occasion.

A N Singh, Vice-Chairman TRA listed some of the most important research work done by the organisation :

- ✓ TRA has released 19 clones of the TV series
- ✓ TRA released 14 seed stocks
- ✓ Developed biconal seed stocks and their release
- ✓ Introduced polyploidy clones
- ✓ Started



biotechnological research in the early eighties and different types of molecular markers have been used to characterise its large germplasm collection using DNA finger printing techniques

- ✓ Introduced bio-pesticides, trichoderma and package of practices
- ✓ Established World Class laboratories at Toklai and

Kolkata

- ✓ Established residue and heavy metal limits
- ✓ Established model tea factory for experimentation and training
- ✓ Established climate research centre with facility for advanced climate research and quantified the climate change impacts in tea growing regions of north east India.

# Contemporary Tea Trade Dinner



Contemporary Brokers hosted a tea trade dinner for buyers earlier this year. The dinner was very well attended by guests from and related to the industry.

Rajeev Roy of Contemporary Brokers talking to Tata Global Buyers



## Calcutta Tea Traders Association Dinner

Wagh Bakri hosted the CTTA dinner to celebrate Diwali on November 5, 2014. It was well represented by members of the tea industry. In the photos Piyush Desai of Wagh Bakri Group is seen interacting with Azam Monem of Williamson Magor Group and A Nandkeolyar of Contemporary Brokers.



# Chai Chatter

*Tea matters so much in life*

*There are two types of teas basically.*

*One "Chalu" and the other special or in a tray.*

*The chalu is chalu the popular recipe.*

*Everything, tea, sugar and milk thrown in the water*

*Boiled and boiled till well coloured and thick.*

*Then poured in measured cups to serve*

*To some in a hurry, some in want and  
some with time*

*Savoured in small sips, but hurried  
in talk.*

*It serves its purpose to pep up the masses  
well.*

*The other tea, the special is complete*

*With the paraphernalia,*

*Made out of special premium blends*

*For leisure and pleasure for some*

*Sending out an aroma to arouse the senses.*

*It lingers long, building up relationships,*

*Time to remember and moments to savour,*

*No vending machine could ever do such  
a job.*

*It's the work, sensations and emotions  
poured in.*

*Done with care and remarkable culture  
of its own.*



Leena Mehta

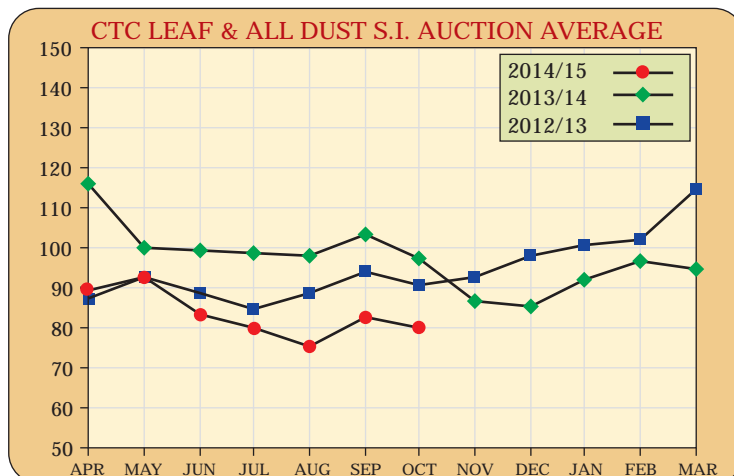


# Contemporary Targett TEA TRENDS

Compiled  
by  
Soumen Bagchi

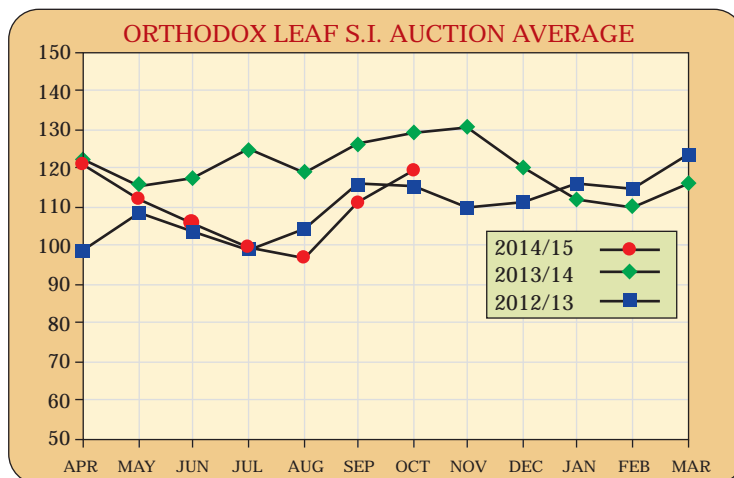
## South India - CTC Leaf & All Dust

Months	2014/15	2013/14	+/-	2012/13
APR	89.57	116.07	-26.50	87.44
MAY	92.81	100.19	-7.38	92.65
JUN	83.43	99.57	-16.14	88.78
JUL	80.17	98.58	-18.41	84.84
AUG	75.39	98.14	-22.75	88.91
SEP	82.85	103.33	-20.48	94.26
OCT	80.08	97.15	-17.07	90.38
NOV		86.44		92.71
DEC		85.24		98.20
JAN		91.99		100.31
FEB		96.70		102.06
MAR		94.36		114.92
April/Oct	83.05	101.30	-18.25	89.35



## South India - Orthodox Leaf

Months	2014/15	2013/14	+/-	2012/13
APR	120.53	122.37	-1.84	99.09
MAY	111.84	115.25	-3.41	108.15
JUN	105.70	117.37	-11.68	103.86
JUL	99.53	124.99	-25.46	98.74
AUG	96.47	118.46	-22.00	104.45
SEP	110.88	126.07	-15.19	115.83
OCT	119.20	129.38	-10.18	115.11
NOV		130.43		109.65
DEC		120.40		111.35
JAN		111.60		115.70
FEB		109.85		114.84
MAR		116.33		123.89
April/Oct	107.43	121.90	-14.47	106.27



(\*Subject to minor revision)

# The stirring tale of Indian tea



Captured in words and rare archival photographs, **The Saga of Indian Tea** by Prafull Goradia and Kalyan Sircar, records the splendour of Indian tea.

The flavour of the British era, the trials and tribulations, toil and hardship and the nurturing and flourishing of the industry comes alive in this panoramic story of tea.

